

Weekly Growth Report — 2025-07-18

1. Executive Summary

Week-over-Week Overview

- **Spend:** \$186,579 (\$87,948 | +112%)
- **Revenue:** \$442,066 (\$219,312 | +102%)
- **ROAS:** 2.37 (2.49 | -5%)
- **Transactions:** 1,221 (505 | +142%)

Overall Performance: Total DTC spend reached **\$186,579** across all channels with **2.37 ROAS**, generating **\$442,066** in revenue and blended **CAC of \$152.83**. Paid Media delivered **\$235,821** revenue at **1.26 ROAS** with **CAC of \$422.74**, across **441 transactions**. The business achieved **1220 total transactions** during this 7-day period.

2. DTC Breakdown (Accrual Performance) - 7 Days (Northbeam)

Channel	Spend	Spend Prev	Spend Δ%	Revenue	Revenue Prev	Revenue Δ%	ROAS	ROAS Prev	ROAS Δ%	ROAS 1st	ROAS 1st Prev	ROAS 1st Δ%	CAC	CAC Prev
All Channels	\$186,579	\$87,948	+112%	\$442,066	\$219,312	+102%	2.37	2.49	-5%	1.95	2.08	-6%	\$152.81	\$173.8
Paid Media	\$186,579	\$87,948	+112%	\$235,821	\$112,713	+109%	1.26	1.28	-1%	1.06	1.10	-4%	\$423.08	\$410.9
Google Ads	\$69,016	\$33,852	+104%	\$123,918	\$55,794	+122%	1.80	1.65	+9%	1.47	1.44	+2%	\$313.24	\$340.
Facebook Ads	\$55,980	\$25,931	+116%	\$19,795	\$10,158	+95%	0.35	0.39	-10%	0.28	0.27	+4%	\$1,072.21	\$958.
Awin	\$25,011	\$10,927	+129%	\$69,029	\$35,034	+97%	2.76	3.21	-14%	2.46	2.77	-11%	\$201.65	\$161.2
AppLovin	\$15,015	\$7,010	+114%	\$3,295	\$2,734	+21%	0.22	0.39	-44%	0.18	0.39	-54%	\$1,937.45	\$1,756
TikTok	\$13,292	\$6,219	+114%	\$4,727	\$405	+1067%	0.36	0.07	+414%	0.24	0.03	+700%	\$1,753.58	\$6,219
ShopMyShelf	\$5,816	\$2,871	+103%	\$8,346	\$3,849	+117%	1.44	1.34	+7%	1.18	1.34	-12%	\$318.50	\$378.
Microsoft Ads	\$1,722	\$790	+118%	\$6,266	\$4,544	+38%	3.64	5.75	-37%	3.16	4.70	-33%	\$174.45	\$134.9
Pinterest	\$728	\$348	+109%	\$445	\$196	+127%	0.61	0.56	+9%	0.61	0.22	+177%	\$546.99	\$208.

2a. Performance by Product (Cash Snapshot)

Product	Category	Spend	Revenue	ROAS	ROAS 1st	CAC	CAC 1st	AOV	Transactions
All Products	—	\$186,579	\$583,007	3.12	3.12	\$121.08	\$121.08	\$378.33	1541
Unattributed	Unattributed	\$72,254	\$457,911	6.34	6.34	\$54.00	\$54.00	\$342.24	1338
Red Light Hat	Wellness Tech	\$29,433	\$19,465	0.66	0.66	\$654.06	\$654.06	\$432.55	45
Infrared PEMF Pro Mat	Wellness Tech	\$23,635	\$41,273	1.75	1.75	\$472.70	\$472.70	\$825.46	50
Infrared Sauna Blanket	Wellness Tech	\$16,906	\$35,857	2.12	2.12	\$412.35	\$412.35	\$874.55	41
Microcurrent Body Sculptor Ritual Set	Wellness Tech	\$16,683	\$9,849	0.59	0.59	\$667.30	\$667.30	\$393.96	25
Red Light Face Mask	Wellness Tech	\$14,674	\$15,359	1.05	1.05	\$444.68	\$444.68	\$465.44	33
Infrared PEMF Go Mat	Wellness Tech	\$5,586	\$461	0.08	0.08	\$5,586.01	\$5,586.01	\$460.68	1
Best Seller Bundle	Bundle & Save	\$2,464	\$0	0.00	0.00	\$0.00	\$0.00	\$0.00	0
Transdermal Magnesium Spray	Body Care	\$1,835	\$44	0.02	0.02	\$1,834.89	\$1,834.89	\$44.00	1
Full Spectrum Infrared Sauna	Wellness Tech	\$1,632	\$1,760	1.08	1.08	\$544.15	\$544.15	\$586.65	3
Serotonin Soak Salt	Body Care	\$896	\$232	0.26	0.26	\$298.62	\$298.62	\$77.40	3
Daily Dose Ritual	Body Care	\$408	\$0	0.00	0.00	\$0.00	\$0.00	\$0.00	0
Red Light Starter Kit	Bundle & Save	\$83	\$0	0.00	0.00	\$0.00	\$0.00	\$0.00	0
Red Light Neck Enhancer	Wellness Tech	\$65	\$499	7.69	7.69	\$64.90	\$64.90	\$499.08	1
Light-Activated Glow Serum	nan	\$24	\$0	0.00	0.00	\$0.00	\$0.00	\$0.00	0
Light-Activated Glow Serum	Body Care	\$0	\$0	nan	nan	\$0.00	\$0.00	\$0.00	0
Oxytocin Oil	Body Care	\$0	\$184	0.00	0.00	\$0.00	\$0.00	\$184.00	1

Product	Category	Spend	Revenue	ROAS	ROAS 1st	CAC	CAC 1st	AOV	Transactions
Endorphin Oil	Body Care	\$0	\$113	0.00	0.00	\$0.00	\$0.00	\$0.00	0
SweatBand	Accessories	\$0	\$0	nan	nan	\$0.00	\$0.00	\$0.00	0

2b. Performance by Category (Cash Snapshot)

Category	Spend	Revenue	ROAS	ROAS 1st	CAC	CAC 1st	AOV	Transactions
All Categories	\$186,579	\$583,007	3.12	3.12	\$121.08	\$121.08	\$378.33	1541
Wellness Tech	\$108,614	\$124,522	1.15	1.15	\$548.56	\$548.56	\$628.90	198
Unattributed	\$72,278	\$457,911	6.34	6.34	\$54.02	\$54.02	\$342.24	1338
Body Care	\$3,139	\$573	0.18	0.18	\$627.84	\$627.84	\$114.65	5
Bundle & Save	\$2,547	\$0	0.00	0.00	\$0.00	\$0.00	\$0.00	0
Accessories	\$0	\$0	nan	nan	\$0.00	\$0.00	\$0.00	0

3. Top Campaign Performance Analysis (Accrual Performance) (Accrual Performance)

🏆 Best Performing Campaigns by ROAS

Platform	Campaign Name	ROAS	ROAS 1st	CAC	CAC 1st	AOV	AOV 1st	Spend	Revenue
Totals	—	4.63	3.00	\$114.15	\$186.41	\$528.38	\$558.51	\$6,493	\$30,056
Microsoft Ads	US_Brand_Alone_Exact	18.67	17.10	\$38.68	\$46.88	\$722.15	\$801.76	\$266	\$4,959
Google Ads	US_Search_Brand_Alone_Exact	5.49	2.98	\$87.15	\$157.94	\$478.26	\$469.91	\$4,054	\$22,247
Facebook Ads	SB Sauna Blanket + PEMF Creative Testing 041	2.16	2.16	\$614.07	\$614.07	\$1326.33	\$1326.33	\$921	\$1,990
TikTok	SB SPC - Spark Ads Testing COL 042825	1.87	1.87	\$213.44	\$213.44	\$399.00	\$399.00	\$213	\$399
AppLovin	SB_WebConversion_ROAS3.5x_7D_RedLightHat_6525	0.44	0.44	\$1039.50	\$1039.50	\$462.00	\$462.00	\$1,040	\$462

💰 Highest Spend Campaigns

Platform	Campaign Name	Spend	ROAS	ROAS 1st	CAC	CAC 1st	AOV	AOV 1st	Revenue
Totals	—	\$56,306	1.09	0.95	\$496.17	\$584.63	\$539.78	\$552.69	\$61,255
Google Ads	US_PMax_Brand_AllProducts	\$22,095	1.58	1.32	\$367.71	\$465.98	\$582.09	\$613.81	\$34,977
Facebook Ads	**SB Body Care & Supplements Creative Testing **	\$9,297	0.41	0.36	\$587.18	\$626.76	\$242.41	\$225.63	\$3,838
TikTok	SB SPC - Spark Ads Testing COL 042825	\$8,795	0.29	0.29	\$4397.74	\$4397.74	\$1265.50	\$1265.50	\$2,531
Google Ads	US_Search_Brand_Products	\$8,601	2.16	1.99	\$269.68	\$292.62	\$581.56	\$582.27	\$18,548
AppLovin	SB_WebConversion_CPP150_7D_RedLightHat_6525	\$7,517	0.18	0.15	\$2050.21	\$2819.03	\$371.04	\$424.58	\$1,360

📊 Revenue-Only Campaigns (\$0 Spend)

Platform	Campaign Name	Revenue	Transactions	AOV
Organic	Direct: none	\$81,405	139.34	\$584.21
Unattributed	Unattributed: first_time	\$27,613	233.00	\$118.51
Organic Search	Referral: google.com	\$23,153	42.26	\$547.83
Awin	UTM [awin / 1794812]	\$13,857	18.67	\$742.34
Klaviyo	SA Welcome Series, Email #1 10% OFF (XwgVwC)	\$11,779	21.50	\$547.87
Facebook Ads	6589747697963	\$3,260	8.33	\$391.20
Other	UTM [chatgpt.com / (not set)]	\$2,722	5.00	\$544.38

Platform	Campaign Name	Revenue	Transactions	AOV
Attentive	Welcome Message	\$1,988	1.00	\$1988.00
ShopMyShelf	Melissa Wood-Tepperberg	\$1,777	2.00	\$888.45
Google Ads	US_Search_Brand_Products	\$1,351	0.50	\$2702.40
Totals	—	\$168,905	471.61	\$358.15

4. Channel Performance Metrics (Accrual Performance) (Accrual Performance)

Channel	Spend	Revenue	CAC	ROAS	AOV	Transactions
All Channels	\$186,579	\$442,066	\$152.83	2.37	\$362.10	1220
Google Ads	\$69,016	\$123,918	\$313.24	1.80	\$562.42	220
Facebook Ads	\$55,980	\$19,795	\$1072.21	0.35	\$379.13	52
Awin	\$25,011	\$69,029	\$201.65	2.76	\$556.55	124
AppLovin	\$15,015	\$3,295	\$1937.45	0.22	\$425.17	7
TikTok	\$13,292	\$4,727	\$1753.58	0.36	\$623.66	7
ShopMyShelf	\$5,816	\$8,346	\$318.50	1.44	\$457.06	18
Microsoft Ads	\$1,722	\$6,266	\$174.45	3.64	\$634.88	9
Pinterest	\$728	\$445	\$546.99	0.61	\$334.53	1
Organic	\$0	\$81,405	\$0.00	0.00	\$584.22	139.34
Klaviyo	\$0	\$37,685	\$0.00	0.00	\$407.81	92.41
Unattributed	\$0	\$31,115	\$0.00	0.00	\$107.29	290.00
Organic Search	\$0	\$24,175	\$0.00	0.00	\$536.15	45.09
Excluded	\$0	\$17,490	\$0.00	0.00	\$94.03	186.00
Other	\$0	\$7,868	\$0.00	0.00	\$472.00	16.67
Attentive	\$0	\$4,402	\$0.00	0.00	\$846.48	5.20
Other Email	\$0	\$1,417	\$0.00	0.00	\$515.19	2.75
YouTube Organic	\$0	\$382	\$0.00	0.00	\$381.65	1.00
Transactional	\$0	\$222	\$0.00	0.00	\$330.90	0.67
Facebook Organic	\$0	\$60	\$0.00	0.00	\$352.06	0.17
Yotpo	\$0	\$25	\$0.00	0.00	\$144.24	0.17
Instagram Shop	\$0	\$0	\$0.00	0.00	\$0.00	0.00
Discount Site	\$0	\$0	\$0.00	0.00	\$0.00	0.00
Friendbuy	\$0	\$0	\$0.00	0.00	\$0.00	0.00
Instagram Organic	\$0	\$0	\$0.00	0.00	\$0.00	0.00
Twitter	\$0	\$0	\$0.00	0.00	\$0.00	0.00
LinkTree	\$0	\$0	\$0.00	0.00	\$0.00	0.00
LinkedIn Ads	\$0	\$0	\$0.00	0.00	\$0.00	0.00
ActiveCampaign	\$0	\$0	\$0.00	0.00	\$0.00	0.00
Postscript	\$0	\$0	\$0.00	0.00	\$0.00	0.00
Reddit	\$0	\$0	\$0.00	0.00	\$0.00	0.00
ShareASale	\$0	\$0	\$0.00	0.00	\$0.00	0.00
Affiliate	\$0	\$0	\$0.00	0.00	\$0.00	0.00

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Appendix: Top Unattributed Spend (Review for New Aliases)

Platform	Campaign	Ad Set	Ad	Spend	Revenue
Google Ads	US_PMax_Brand_AllProducts	US_PMax_Brand_AllProducts	US_PMax_Brand_AllProducts	\$22,095	\$34,977

Platform	Campaign	Ad Set	Ad	Spend	Revenue
Google Ads	US_PMax_Brand_Consumables	US_PMax_Brand_Consumables	US_PMax_Brand_Consumables	\$5,263	\$7,966
Google Ads	US_Search_Brand_Alone_Exact	BR_Alone_Exact	752271584784 (RESPONSIVE_SEARC	\$4,054	\$22,247
Awin	AWIN / 318631 (custom spend input)	AWIN / 318631 (custom spend in	AWIN / 318631 (custom spend in	\$3,825	\$0
Awin	AWIN / 1794812 (custom spend input)	AWIN / 1794812 (custom spend i	AWIN / 1794812 (custom spend i	\$3,313	\$0
Facebook Ads	US ASC DYN 031225 CVN Purcha	US ASC DYN 031225 CVN	MULT DYN MULTI PRODU	\$2,152	\$0
Facebook Ads	US ASC DYN 030525 CVN Purcha	US ASC DYN 030525 CVN	MULT DYN MULTI PRODU	\$1,673	\$635
Awin	AWIN / 78888 (custom spend input)	AWIN / 78888 (custom spend inp	AWIN / 78888 (custom spend inp	\$1,565	\$0
Awin	AWIN / 1400871 (custom spend input)	AWIN / 1400871 (custom spend i	AWIN / 1400871 (custom spend i	\$1,540	\$0
Awin	AWIN / 1249057 (custom spend input)	AWIN / 1249057 (custom spend i	AWIN / 1249057 (custom spend i	\$1,511	\$0
Facebook Ads	SB Body Care & Supplements Creativ	HD015 - ADV+ 25+ M/F She	SB_HD_ShellieEdingtonPost_v1_P	\$1,484	\$670
Awin	AWIN / 156708 (custom spend input)	AWIN / 156708 (custom spend in	AWIN / 156708 (custom spend in	\$1,024	\$0
Awin	AWIN / 1694801 (custom spend input)	AWIN / 1694801 (custom spend i	AWIN / 1694801 (custom spend i	\$1,020	\$0
ShopMyShelf	ShopMy / Holly (custom spend input)	ShopMy / Holly (custom spend i	ShopMy / Holly (custom spend i	\$1,001	\$0
Awin	AWIN / 301377 (custom spend input)	AWIN / 301377 (custom spend in	AWIN / 301377 (custom spend in	\$927	\$0
Awin	AWIN / 440435 (custom spend input)	AWIN / 440435 (custom spend in	AWIN / 440435 (custom spend in	\$873	\$0
Awin	AWIN / 1145323 (custom spend input)	AWIN / 1145323 (custom spend i	AWIN / 1145323 (custom spend i	\$832	\$0
Awin	AWIN / 1832470 (custom spend input)	AWIN / 1832470 (custom spend i	AWIN / 1832470 (custom spend i	\$784	\$0
Awin	AWIN / 1684315 (custom spend input)	AWIN / 1684315 (custom spend i	AWIN / 1684315 (custom spend i	\$750	\$0
ShopMyShelf	ShopMy / Natural Nadine (custom spend in	ShopMy / Natural Nadine (custo	ShopMy / Natural Nadine (custo	\$750	\$0
Awin	AWIN / 1913466 (custom spend input)	AWIN / 1913466 (custom spend i	AWIN / 1913466 (custom spend i	\$691	\$0
Facebook Ads	US ASC DYN 031225 CVN Purcha	US ASC DYN 031225 CVN	MULT DYN MULTI PRODU	\$645	\$0
Facebook Ads	US ASC DYN 070325 CVN Purcha	US ASC DYN 030525 CVN	Advantage+ catalog ad (Product	\$575	\$29
ShopMyShelf	ShopMy / Penny Smith (custom spend input	ShopMy / Penny Smith (custom s	ShopMy / Penny Smith (custom s	\$555	\$0
Awin	AWIN / 81392 (custom spend input)	AWIN / 81392 (custom spend inp	AWIN / 81392 (custom spend inp	\$546	\$0
Pinterest	2025-05-05 16:52 UTC Catalog sales	2025-05-05 16:52 UTC Perfor	PG: All Products	\$488	\$0
Google Ads	US_Brand_Core	Brand_Website	752274987324 (RESPONSIVE_SEARC	\$418	\$984
Awin	AWIN / 1006553 (custom spend input)	AWIN / 1006553 (custom spend i	AWIN / 1006553 (custom spend i	\$402	\$0
Awin	AWIN / 214459 (custom spend input)	AWIN / 214459 (custom spend in	AWIN / 214459 (custom spend in	\$349	\$0
ShopMyShelf	ShopMy / Paige Paxton Pugh (custom spend	ShopMy / Paige Paxton Pugh (cu	ShopMy / Paige Paxton Pugh (cu	\$304	\$0
Microsoft Ads	US_Shopping_AllProducts	All Products	73598880603526 (Product)	\$298	\$297
Google Ads	US_Brand_Alone_Phrase	Brand_Alone_Phrase	752273678541 (RESPONSIVE_SEARC	\$288	\$0
Awin	AWIN / 505169 (custom spend input)	AWIN / 505169 (custom spend in	AWIN / 505169 (custom spend in	\$276	\$0
ShopMyShelf	ShopMy / Melissa Wood-Tepperberg (custom	ShopMy / Melissa Wood-Tepperbe	ShopMy / Melissa Wood-Tepperbe	\$267	\$0
ShopMyShelf	ShopMy / Hannah Shelly (custom spend inp	ShopMy / Hannah Shelly (custom	ShopMy / Hannah Shelly (custom	\$266	\$0
Awin	AWIN / 1764625 (custom spend input)	AWIN / 1764625 (custom spend i	AWIN / 1764625 (custom spend i	\$266	\$0

Platform	Campaign	Ad Set	Ad	Spend	Revenue
Microsoft Ads	US_Brand_Alone_Exact	BR_Alone_Exact	74286074429598 (ResponsiveSear	\$266	\$4,959
ShopMyShelf	ShopMy / Katherine Garbarino (custom spe	ShopMy / Katherine Garbarino (ShopMy / Katherine Garbarino (\$226	\$0
ShopMyShelf	ShopMy / Bethenny Frankel (custom spend	ShopMy / Bethenny Frankel (cus	ShopMy / Bethenny Frankel (cus	\$223	\$0
Awin	AWIN / 1709117 (custom spend input)	AWIN / 1709117 (custom spend i	AWIN / 1709117 (custom spend i	\$215	\$0
Awin	AWIN / 1470094 (custom spend input)	AWIN / 1470094 (custom spend i	AWIN / 1470094 (custom spend i	\$215	\$0
TikTok	SB SPC - Spark Ads Testing COL	Ad group 20250428083655	_001	\$213	\$399
Awin	AWIN / 331035 (custom spend input)	AWIN / 331035 (custom spend in	AWIN / 331035 (custom spend in	\$209	\$0
Awin	AWIN / 181013 (custom spend input)	AWIN / 181013 (custom spend in	AWIN / 181013 (custom spend in	\$204	\$0
Facebook Ads	US ASC DYN 070325 CVN Purcha	US ASC DYN 030525 CVN	DPA_AllProducts_PROMOMessaging	\$200	\$243
Facebook Ads	US ASC DYN 070325 CVN Purcha	US ASC DYN 070325 New	Advantage+ catalog ad (Product	\$198	\$0
Awin	AWIN / 1682827 (custom spend input)	AWIN / 1682827 (custom spend i	AWIN / 1682827 (custom spend i	\$190	\$0
Awin	AWIN / 1682753 (custom spend input)	AWIN / 1682753 (custom spend i	AWIN / 1682753 (custom spend i	\$188	\$0
Awin	AWIN / 1682723 (custom spend input)	AWIN / 1682723 (custom spend i	AWIN / 1682723 (custom spend i	\$185	\$0
Awin	AWIN / 723473 (custom spend input)	AWIN / 723473 (custom spend in	AWIN / 723473 (custom spend in	\$179	\$0
Google Ads	US_Brand_Consumables	Brand_BodyCare	753905099716 (RESPONSIVE_SEARC	\$176	\$33
ShopMyShelf	ShopMy / Grace Atwood (custom spend inpu	ShopMy / Grace Atwood (custom	ShopMy / Grace Atwood (custom	\$173	\$0
Google Ads	US_Brand_Alone_Phrase	Brand_Alone_Phrase	727749498895 (RESPONSIVE_SEARC	\$166	\$180
Pinterest	2025-05-05 16:52 UTC Catalog sales	2025-05-05 16:52 UTC Perfor	PG: All Products	\$166	\$0
ShopMyShelf	ShopMy / Justin Anderson (custom spend i	ShopMy / Justin Anderson (cust	ShopMy / Justin Anderson (cust	\$165	\$0
ShopMyShelf	ShopMy / Dr. Zion Ko Lamm (custom spend	ShopMy / Dr. Zion Ko Lamm (cus	ShopMy / Dr. Zion Ko Lamm (cus	\$162	\$0
ShopMyShelf	ShopMy / Angela Flotken (custom spend in	ShopMy / Angela Flotken (custo	ShopMy / Angela Flotken (custo	\$155	\$0
Awin	AWIN / 407399 (custom spend input)	AWIN / 407399 (custom spend in	AWIN / 407399 (custom spend in	\$150	\$0
ShopMyShelf	ShopMy / Caroline Solomon (custom spend	ShopMy / Caroline Solomon (cus	ShopMy / Caroline Solomon (cus	\$135	\$0
ShopMyShelf	ShopMy / Madison LeCroy (custom spend in	ShopMy / Madison LeCroy (custo	ShopMy / Madison LeCroy (custo	\$134	\$0
Awin	AWIN / 1201796 (custom spend input)	AWIN / 1201796 (custom spend i	AWIN / 1201796 (custom spend i	\$132	\$0
Awin	AWIN / 1733931 (custom spend input)	AWIN / 1733931 (custom spend i	AWIN / 1733931 (custom spend i	\$128	\$0
Awin	AWIN / 789945 (custom spend input)	AWIN / 789945 (custom spend in	AWIN / 789945 (custom spend in	\$126	\$0
Awin	AWIN / 301841 (custom spend input)	AWIN / 301841 (custom spend in	AWIN / 301841 (custom spend in	\$114	\$0
Awin	AWIN / 726349 (custom spend input)	AWIN / 726349 (custom spend in	AWIN / 726349 (custom spend in	\$114	\$0
Facebook Ads	US ASC DYN 070325 CVN Purcha	US ASC DYN 030525 CVN	DPA_AllProducts_20%OFF-Frame_P	\$110	\$29
Awin	AWIN / 1004849 (custom spend input)	AWIN / 1004849 (custom spend i	AWIN / 1004849 (custom spend i	\$110	\$0
ShopMyShelf	ShopMy / Sheila Gibbons (custom spend in	ShopMy / Sheila Gibbons (custo	ShopMy / Sheila Gibbons (custo	\$106	\$0
ShopMyShelf	ShopMy / Julia Berolzheimer (custom spen	ShopMy / Julia Berolzheimer (c	ShopMy / Julia Berolzheimer (c	\$106	\$0
ShopMyShelf	ShopMy / Ale Lubezki (custom spend input	ShopMy / Ale Lubezki (custom s	ShopMy / Ale Lubezki (custom s	\$105	\$0
Awin	AWIN / 1697431 (custom spend input)	AWIN / 1697431 (custom spend i	AWIN / 1697431 (custom spend i	\$105	\$0
Awin	AWIN / 137521 (custom spend input)	AWIN / 137521 (custom spend in	AWIN / 137521 (custom spend in	\$102	\$0
Awin	AWIN / 299513 (custom spend input)	AWIN / 299513 (custom spend in	AWIN / 299513 (custom spend in	\$102	\$0
TikTok	SB SPC - Spark Ads Testing COL	Ad group 20250428083655	_001	\$94	\$0

Platform	Campaign	Ad Set	Ad	Spend	Revenue
ShopMyShelf	ShopMy / Dani Smith (custom spend input)	ShopMy / Dani Smith (custom sp	ShopMy / Dani Smith (custom sp	\$93	\$0
ShopMyShelf	ShopMy / Kristin Leite (custom spend inp	ShopMy / Kristin Leite (custom	ShopMy / Kristin Leite (custom	\$92	\$0
Awin	AWIN / 1843320 (custom spend input)	AWIN / 1843320 (custom spend i	AWIN / 1843320 (custom spend i	\$91	\$0
Awin	AWIN / 1751937 (custom spend input)	AWIN / 1751937 (custom spend i	AWIN / 1751937 (custom spend i	\$91	\$0
ShopMyShelf	ShopMy / Madison Sloan (custom spend inp	ShopMy / Madison Sloan (custom	ShopMy / Madison Sloan (custom	\$89	\$0
ShopMyShelf	ShopMy / Vanessa (she/her) (custom spend	ShopMy / Vanessa (she/her) (cu	ShopMy / Vanessa (she/her) (cu	\$89	\$0
ShopMyShelf	ShopMy / Lindsey Zubritsky, MD, FAAD (cu	ShopMy / Lindsey Zubritsky, MD	ShopMy / Lindsey Zubritsky, MD	\$89	\$0
Google Ads	US_Brand_Core	Brand_Infrared	728703997192 (RESPONSIVE_SEARC	\$85	\$0
Awin	AWIN / 216551 (custom spend input)	AWIN / 216551 (custom spend in	AWIN / 216551 (custom spend in	\$83	\$0
Google Ads	US_Brand_Core	Brand_Infrared	760717628341 (RESPONSIVE_SEARC	\$78	\$0
Awin	AWIN / 162254 (custom spend input)	AWIN / 162254 (custom spend in	AWIN / 162254 (custom spend in	\$77	\$0
Awin	AWIN / 1949635 (custom spend input)	AWIN / 1949635 (custom spend i	AWIN / 1949635 (custom spend i	\$75	\$0
Awin	AWIN / 96290 (custom spend input)	AWIN / 96290 (custom spend inp	AWIN / 96290 (custom spend inp	\$73	\$0
Awin	AWIN / 213861 (custom spend input)	AWIN / 213861 (custom spend in	AWIN / 213861 (custom spend in	\$70	\$0
Awin	AWIN / 1783336 (custom spend input)	AWIN / 1783336 (custom spend i	AWIN / 1783336 (custom spend i	\$68	\$0
ShopMyShelf	ShopMy / The List (custom spend input)	ShopMy / The List (custom spen	ShopMy / The List (custom spen	\$67	\$0
Awin	AWIN / 1852528 (custom spend input)	AWIN / 1852528 (custom spend i	AWIN / 1852528 (custom spend i	\$66	\$0
Awin	AWIN / 822461 (custom spend input)	AWIN / 822461 (custom spend in	AWIN / 822461 (custom spend in	\$64	\$0
Awin	AWIN / 1885004 (custom spend input)	AWIN / 1885004 (custom spend i	AWIN / 1885004 (custom spend i	\$63	\$0
Awin	AWIN / 264419 (custom spend input)	AWIN / 264419 (custom spend in	AWIN / 264419 (custom spend in	\$62	\$0
Awin	AWIN / 1741513 (custom spend input)	AWIN / 1741513 (custom spend i	AWIN / 1741513 (custom spend i	\$62	\$0
Awin	AWIN / 1709929 (custom spend input)	AWIN / 1709929 (custom spend i	AWIN / 1709929 (custom spend i	\$61	\$0
Awin	AWIN / 1797926 (custom spend input)	AWIN / 1797926 (custom spend i	AWIN / 1797926 (custom spend i	\$58	\$0
Awin	AWIN / 1816678 (custom spend input)	AWIN / 1816678 (custom spend i	AWIN / 1816678 (custom spend i	\$58	\$0
Awin	AWIN / 1843922 (custom spend input)	AWIN / 1843922 (custom spend i	AWIN / 1843922 (custom spend i	\$58	\$0
ShopMyShelf	ShopMy / The Honest Channel - Clare John	ShopMy / The Honest Channel -	ShopMy / The Honest Channel -	\$57	\$0
Google Ads	US_Brand_Core	Brand_FSA/HSA	760715648290 (RESPONSIVE_SEARC	\$57	\$180
Awin	AWIN / 1585838 (custom spend input)	AWIN / 1585838 (custom spend i	AWIN / 1585838 (custom spend i	\$55	\$0
Awin	AWIN / 1686315 (custom spend input)	AWIN / 1686315 (custom spend i	AWIN / 1686315 (custom spend i	\$55	\$0
Awin	AWIN / 271445 (custom spend input)	AWIN / 271445 (custom spend in	AWIN / 271445 (custom spend in	\$55	\$0
Facebook Ads	US ASC DYN 070325 CVN Purcha	US ASC DYN 070325 New	DPA_AllProducts_20%OFF-Frame_P	\$55	\$0
Awin	AWIN / 1696583 (custom spend input)	AWIN / 1696583 (custom spend i	AWIN / 1696583 (custom spend i	\$52	\$0
Awin	AWIN / 467079 (custom spend input)	AWIN / 467079 (custom spend in	AWIN / 467079 (custom spend in	\$51	\$0
ShopMyShelf	ShopMy / Trina Albus (custom spend input	ShopMy / Trina Albus (custom s	ShopMy / Trina Albus (custom s	\$51	\$0
ShopMyShelf	ShopMy / Elizabeth Kott (custom spend in	ShopMy / Elizabeth Kott (custo	ShopMy / Elizabeth Kott (custo	\$51	\$0
Awin	AWIN / 1711217 (custom spend input)	AWIN / 1711217 (custom spend i	AWIN / 1711217 (custom spend i	\$48	\$0
ShopMyShelf	ShopMy / Erica Marie Gatt (custom spend	ShopMy / Erica Marie Gatt (cus	ShopMy / Erica Marie Gatt (cus	\$47	\$0
ShopMyShelf	ShopMy / Katie Stone (custom spend input	ShopMy / Katie Stone (custom s	ShopMy / Katie Stone (custom s	\$47	\$0
Google Ads	US_Brand_Core	Brand_Accessories	760681777143 (RESPONSIVE_SEARC	\$46	\$27

Platform	Campaign	Ad Set	Ad	Spend	Revenue
ShopMyShelf	ShopMy / Brittney Bouchard (custom spend	ShopMy / Brittney Bouchard (cu	ShopMy / Brittney Bouchard (cu	\$46	\$0
Awin	AWIN / 1685453 (custom spend input)	AWIN / 1685453 (custom spend i	AWIN / 1685453 (custom spend i	\$45	\$0
ShopMyShelf	ShopMy / Brian Ellingwood (custom spend	ShopMy / Brian Ellingwood (cus	ShopMy / Brian Ellingwood (cus	\$44	\$0
ShopMyShelf	ShopMy / Gracie Norton (custom spend inp	ShopMy / Gracie Norton (custom	ShopMy / Gracie Norton (custom	\$44	\$0
Awin	AWIN / 807785 (custom spend input)	AWIN / 807785 (custom spend in	AWIN / 807785 (custom spend in	\$43	\$0
ShopMyShelf	ShopMy / Mia Pineda (custom spend input)	ShopMy / Mia Pineda (custom sp	ShopMy / Mia Pineda (custom sp	\$42	\$0
Awin	AWIN / 155506 (custom spend input)	AWIN / 155506 (custom spend in	AWIN / 155506 (custom spend in	\$36	\$0
Awin	AWIN / 101248 (custom spend input)	AWIN / 101248 (custom spend in	AWIN / 101248 (custom spend in	\$34	\$0
Awin	AWIN / 860229 (custom spend input)	AWIN / 860229 (custom spend in	AWIN / 860229 (custom spend in	\$34	\$0
Awin	AWIN / 225597 (custom spend input)	AWIN / 225597 (custom spend in	AWIN / 225597 (custom spend in	\$27	\$0
Google Ads	US_Brand_Consumables	Brand_Supplements	753993765746 (RESPONSIVE_SEARC	\$23	\$0
Microsoft Ads	US_Brand_Alone_Phrase	Brand_Alone_Phrase	73736317564570 (ResponsiveSear	\$23	\$0
Awin	AWIN / 328967 (custom spend input)	AWIN / 328967 (custom spend in	AWIN / 328967 (custom spend in	\$21	\$0
Microsoft Ads	US_Brand_Core	Brand_Core_Website	73667598485349 (ResponsiveSear	\$17	\$0
ShopMyShelf	ShopMy / Chloe Brennan (custom spend inp	ShopMy / Chloe Brennan (custom	ShopMy / Chloe Brennan (custom	\$15	\$0
Google Ads	US_Brand_Consumables	Brand_BodyCare	734969934942 (RESPONSIVE_SEARC	\$13	\$0
ShopMyShelf	ShopMy / Julie Civiello Polier (custom s	ShopMy / Julie Civiello Polier	ShopMy / Julie Civiello Polier	\$12	\$0
Awin	AWIN / 696205 (custom spend input)	AWIN / 696205 (custom spend in	AWIN / 696205 (custom spend in	\$11	\$0
Google Ads	US_Brand_Core	Brand_Accessories	728667497930 (RESPONSIVE_SEARC	\$8	\$0
ShopMyShelf	ShopMy / Rebecca Plotnick (custom spend	ShopMy / Rebecca Plotnick (cus	ShopMy / Rebecca Plotnick (cus	\$7	\$0
Awin	AWIN / 249371 (custom spend input)	AWIN / 249371 (custom spend in	AWIN / 249371 (custom spend in	\$2	\$0
Microsoft Ads	US_Brand_Core	Brand_Core_Infrared	73805038251290 (ResponsiveSear	\$1	\$0
Facebook Ads	US ASC DYN 070325 CVN Purcha	US ASC DYN 030525 CVN	DPA_WellnessTech_\$700+	\$1	\$0
Microsoft Ads	US_Brand_Core	Brand_Core_FSA/HSA	73598879686276 (ResponsiveSear	\$1	\$0
Google Ads	[SB] - Evergreen - Demand Gen	ToF ad group - In market + Aff	TOF_UGC_MultiSku_UGC-Broll_Eve	\$0	\$0
Awin	AWIN / 1767086 (custom spend input)	AWIN / 1767086 (custom spend i	AWIN / 1767086 (custom spend i	\$0	\$0
Facebook Ads	US ASC DYN 070325 CVN Purcha	US ASC DYN 070325 New	DPA_WellnessTech_\$700+	\$0	\$0
Totals	—	—	—	\$72,254	\$73,854