Marketing Report

Marketing Analytics – Case Study

Acquisition Funnel Report | Week 4

Paid Media Aquisition Funnel - Week 4, 2025

Spend	Impressions	Clicks	Installs	Registr.	Subscriptions
€551.63	22,809	310	98	18	N/A
▼ -1.8% vs PW	▲ 10.1% vs PW	▼ -6.1% vs PW	▲ 42.0% vs PW	▲ 12.5% vs PW	
	→ 1.4%	→ 31.6%	→ 18.4%	→ N/A	
PSR N/A	CPM €24.18 ▼ -10.7% vs PW	CPC €1.78 ▲ 4.6% vs PW	CPI €5.63 ▼ -30.8% vs PW	CPR €30.65 ▼ -12.7% vs PW	

▲ABS | ▲% (Week 4,2025 vs. YTD 2025)

▲	▲	▲	▼	▼
€30.18	+€2.28 CPM	+€0.20 CPC	-€1.72 CPI	-€4.12 CPR
+5.8%	+10.4%	+12.6%	-23.4%	-11.8%

Paid Media Aquisition Funnel - YTD 2025 (Excludes Current Week)

Spend YTD	Impres. YTD	Clicks YTD	Installs YTD	Registr. YTD	Subscriptions
€1,042.91	47,620	660	142	30	N/A
	→ 1.4%	→ 21.5%	→ 21.1%	→ N/A	
Avg W/YTD €521.46	Avg W/YDT 23,810 CPM YTD €21.90	Avg W/YTD 330 CPC YTD €1.58	Avg W/YTD 71 CPI YTD €7.34	Avg W/YTD 15 CPR YTD €34.76	

Campaign Report | Week 4

Campaigns

Active Campaigns	Retargeting Campaigns	Active Ads	Active Platforms	Amound Spend	Install Conversions
3	0	5	1	€ 551.63	98

Campaign Funnel | KPI Indicators

	Spend	Impress.	Reach	Clicks	CTR	Installs	Registr.	Subs.
CAMPAIGN 1-JAN 6-ANDROID	€ 237.74	8,114	6,122	141	1.74%	51	8	0
CAMPAIGN 2-JAN 6-IOS	€ 235.32	7,324	6,397	128	1.75%	34	7	0
CAMPAIGN 3 - PLACEMENT TEST#1	€ 78.57	7,371	6,514	41	0.56%	13	3	0

Campaign Cost Indicators

	Spend	CPM	CPC	CPI	CPR	CPS
CAMPAIGN 1-JAN 6-ANDROID	€ 237.74	€ 29.30	€ 1.69	€ 4.66	€ 29.72	€ 0.00
CAMPAIGN 2-JAN 6-IOS	€ 235.32	€ 32.13	€ 1.84	€ 6.92	€ 33.62	€ 0.00
CAMPAIGN 3 - PLACEMENT TEST#1	€ 78.57	€ 10.66	€ 1.92	€ 6.04	€ 26.19	€ 0.00

Campaign | Ad Activity

Campaign Name	Ad Target Device	20	21	22	23	24	25	26
CAMPAIGN 1-JAN 6-ANDROID	Android	●	●	●	●	●	●	●
CAMPAIGN 2-JAN 6-IOS	Apple	●	●	●	●	●	●	●
CAMPAIGN 3 - PLACEMENT TEST#1	Android		●	●	●	●	●	●

Ad Report | Week 4

Campaigns

Active Campaigns	Retargeting Campaigns	Active Ads	Active Platforms	Amound Spend	Install Conversions
3	0	5	1	€ 551.63	98

Campaign Funnel | KPI Indicators

	Spend	Impress.	Reach	Clicks	CTR	Installs	Registr.	Subs.
L1-Last App BC-NP-S-M-iOS-NA	€ 226.96	7,022	6,146	127	1.81%	33	6	0
L2-Last App BC-10-S-M-iOS-NA	€ 8.36	302	251	1	0.33%	1	1	0
L3-Last App BC-NP-S-M-And-NA	€ 192.09	5,820	4,540	108	1.86%	41	6	0
L4-Last App BC-10-S-M-And-NA	€ 45.65	2,294	1,582	33	1.44%	10	2	0
L5-Last App BC-NP-S-FVF-And-NA	€ 78.57	7,371	6,514	41	0.56%	13	3	0

Campaign Cost Indicators

	Spend	CPM	CPC	CPI	CPR	CPS
L1-Last App BC-NP-S-M-iOS-NA	€ 226.96	€ 32.32	€ 1.79	€ 6.88	€ 37.83	€ 0.00
L2-Last App BC-10-S-M-iOS-NA	€ 8.36	€ 27.68	€ 8.36	€ 8.36	€ 8.36	€ 0.00
L3-Last App BC-NP-S-M-And-NA	€ 192.09	€ 33.01	€ 1.78	€ 4.69	€ 32.02	€ 0.00
L4-Last App BC-10-S-M-And-NA	€ 45.65	€ 19.90	€ 1.38	€ 4.57	€ 22.83	€ 0.00
L5-Last App BC-NP-S-FVF-And-NA	€ 78.57	€ 10.66	€ 1.92	€ 6.04	€ 26.19	€ 0.00

Campaign | Ad Activity

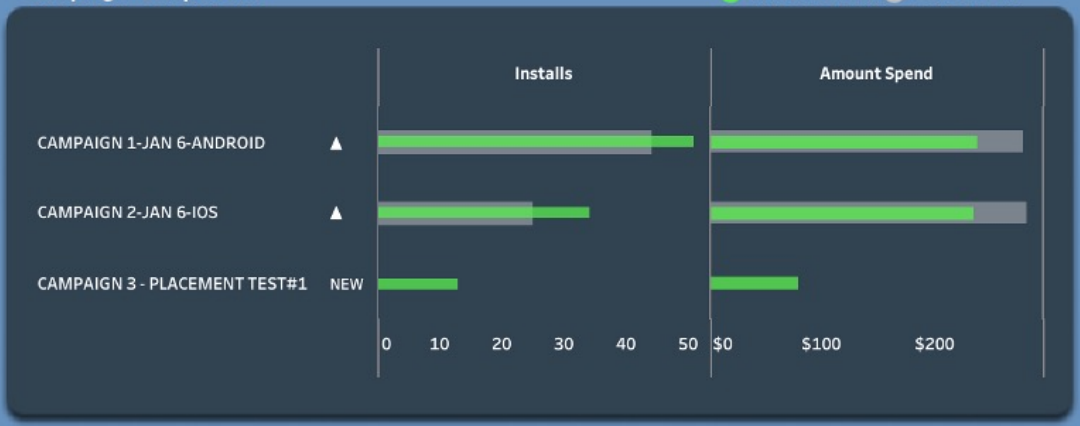
Ad Name	Ad Target Device	20	21	22	23	24	25	26
L1-Last App BC-NP-S-M-iOS-NA	Apple	●	●	●	●	●	●	●
L2-Last App BC-10-S-M-iOS-NA	Apple	●	●	●	●	●	●	●
L3-Last App BC-NP-S-M-And-NA	Android	●	●	●	●	●	●	●
L4-Last App BC-10-S-M-And-NA	Android	●	●	●	●	●	●	●
L5-Last App BC-NP-S-FVF-And-NA	Android		●	●	●	●	●	●

Meta Report | Week 4

Meta Aquisition Funnel

Spend	Impressions	Clicks	Installs	Registr.	Subscriptions
€551.63	22,809	310	98	18	N/A
▼ -1.8% vs PW	▲ 10.1% vs PW	▼ -6.1% vs PW	▲ 42.0% vs PW	▲ 12.5% vs PW	vs PW
	→ 1.4%	→ 31.6%	→ 18.4%	→ 0%	

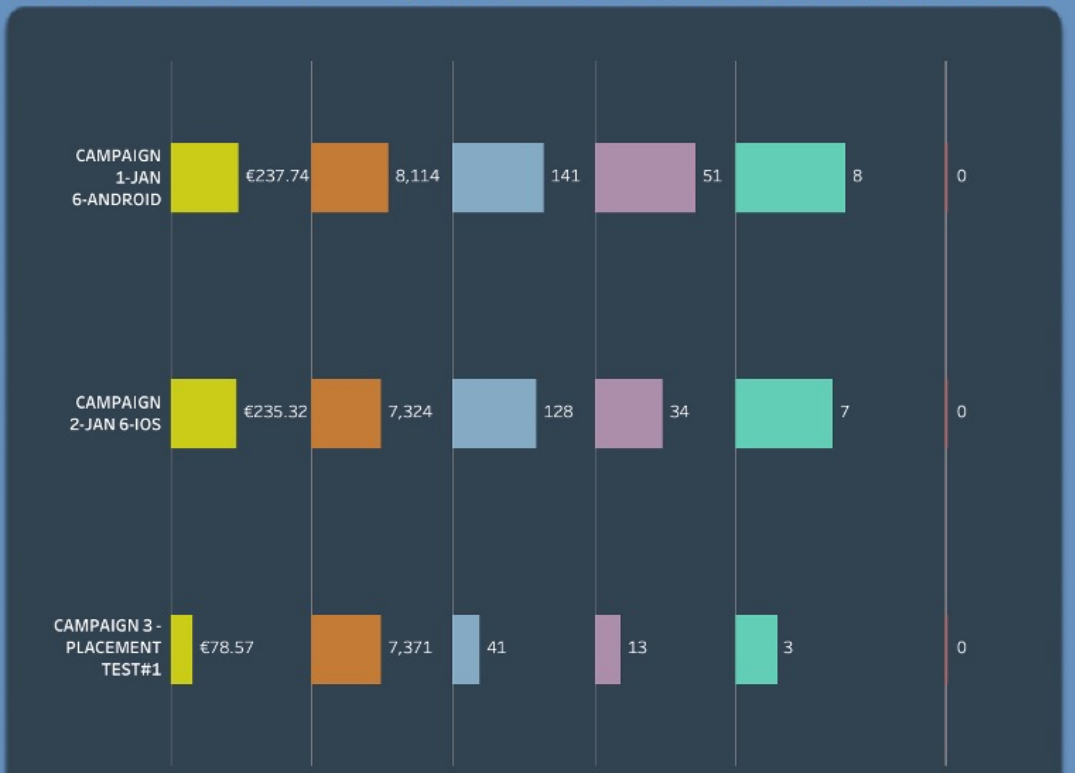
Campaign Comparison



Ad Comparison

		Spend	Impress.	Clicks	Installs	Registr.	Subs.
Android	L3-Last App BC-NP-S-M-And-NA	€192.09	5,820	108	41	6	0
	L4-Last App BC-10-S-M-And-NA	€45.65	2,294	33	10	2	0
	L5-Last App BC-NP-S-FVF-And-NA	€78.57	7,371	41	13	3	0
Apple	L1-Last App BC-NP-S-M-iOS-NA	€226.96	7,022	127	33	6	0
	L2-Last App BC-10-S-M-iOS-NA	€8.36	302	1	1	1	0

Campaign Aquisition Funnel



Annual Overview | 2025

Spend 2025
€ 1,660.41

Weekly Avg.
€ 521.46

Impres. 2025
72,919 ➡ 1.4%

CPM
€ 22.77

Clicks 2025
997 ➡ 25.4%

CPC
€ 1.67

Installs 2025
253 ➡ 19.8%

CPI
€ 6.56

Registr. 2025
50 ➡ N/A

CPR
€ 33.21

Subscriptions
N/A

Campaign Funnel | KPI Indicators | 2025

	Spend	Impress.	Reach	Clicks	CTR	Installs	Registr.	Subs.
CAMPAIGN 1-JAN 6-ANDROID	€ 786.32	37,016	27,471	505	1.36%	156	34	0
CAMPAIGN 2-JAN 6-IOS	€ 783.46	27,407	23,102	448	1.63%	83	13	0
CAMPAIGN 3 - PLACEMENT TEST#1	€ 90.63	8,496	7,534	44	0.52%	14	3	0

Campaign Cost Indicators | 2025

	Spend	CPM	CPC	CPI	CPR	CPS
CAMPAIGN 1-JAN 6-ANDROID	€ 786.32	€ 21.24	€ 1.56	€ 5.04	€ 23.13	€ 0.00
CAMPAIGN 2-JAN 6-IOS	€ 783.46	€ 28.59	€ 1.75	€ 9.44	€ 60.27	€ 0.00
CAMPAIGN 3 - PLACEMENT TEST#1	€ 90.63	€ 10.67	€ 2.06	€ 6.47	€ 30.21	€ 0.00

Ad Funnel | KPI Indicators | 2025

	Spend	Impress.	Reach	Clicks	CTR	Installs	Registr.	Subs.
L1-Last App BC-NP-S-M-iOS-NA	€ 682.52	22,591	19,025	397	1.76%	81	12	0
L2-Last App BC-10-S-M-iOS-NA	€ 100.94	4,816	4,077	51	1.06%	2	1	0
L3-Last App BC-NP-S-M-And-NA	€ 620.96	26,524	20,193	373	1.41%	125	26	0
L4-Last App BC-10-S-M-And-NA	€ 165.36	10,492	7,278	132	1.26%	31	8	0
L5-Last App BC-NP-S-FVF-And-NA	€ 90.63	8,496	7,534	44	0.52%	14	3	0

Ad Cost Indicators | 2025

	Spend	CPM	CPC	CPI	CPR	CPS
L1-Last App BC-NP-S-M-iOS-NA	€ 682.52	€ 30.21	€ 1.72	€ 8.43	€ 56.88	€ 0.00
L2-Last App BC-10-S-M-iOS-NA	€ 100.94	€ 20.96	€ 1.98	€ 50.47	€ 100.94	€ 0.00
L3-Last App BC-NP-S-M-And-NA	€ 620.96	€ 23.41	€ 1.66	€ 4.97	€ 23.88	€ 0.00
L4-Last App BC-10-S-M-And-NA	€ 165.36	€ 15.76	€ 1.25	€ 5.33	€ 20.67	€ 0.00
L5-Last App BC-NP-S-FVF-And-NA	€ 90.63	€ 10.67	€ 2.06	€ 6.47	€ 30.21	€ 0.00

KPI DEFINITIONS

Spend:
The total marketing budget spent for ads in the given week. It includes costs associated with advertising on all platforms combined.

Impressions:
The total number of times ads were shown to users during the week. This metric gives a sense of the reach of the marketing efforts but does not necessarily indicate user engagement.

Clicks:
The number of times users clicked on ads. It indicates initial user interest in the advertised content.

Installs:
The total count of app installations attributed to ad campaigns. This metric shows the effectiveness of ads in driving user downloads.

Registrations:
The number of users who registered on the app after installing it. This helps gauge the success of onboarding new users from ads.

Subscriptions: (Currently N/A)
The number of users who proceeded to subscribe after registering. This metric, when available, will show the rate of conversion from free to paid users.

PSR (Projectedt-Subscription Revenue): (Currently N/A)
The total revenue generated post-subscription, indicating the longer-term financial impact of acquired users.

CPM (Cost per Thousand Impressions):
The cost incurred to generate 1,000 impressions. It indicates the cost efficiency of ad visibility.

CPC (Cost per Click):
The average cost of each click. This metric helps assess the financial efficiency of generating interest in the ad content.

CPI (Cost per Install):
The average cost per app installation driven by ad campaigns, which is essential for measuring cost-efficiency in attracting new app users.

CPR (Cost per Registration):
The cost associated with each registration resulting from an ad. It reflects the efficiency in converting viewers to registered users.

CPS (Cost per Subscription):
The cost associated with each subscription resulting from an ad. It reflects the efficiency in converting viewers to subscribed users.

Spend YTD:
The cumulative amount spent on marketing efforts since the beginning of the year. It provides abroader perspective on budget utilization.

Impressions YTD:
The total number of ad impressions achieved from the beginning of the year to date, indicating the reach of ad campaigns over a longer period.

Clicks YTD:
The cumulative count of user clicks on ads, showing total engagement with ad content.

Installs YTD:
The total number of app installations attributed to ad campaigns from the beginning of the year, demonstrating the total reach of ads in terms of new app users.

Registrations YTD:
The cumulative count of new user registrations, showing how effectively ads have converted installs to registered users over the year.

Subscriptions YTD: (Currently N/A)
The total number of subscriptions resulting from the marketing efforts over the year, when available, will reflect total paid user acquisition.

Avg W/YTD:
The average metric value per week up to the date within the year, providing insight into weekly averages.