

Executive Summary

258K

Total Impressions

64K

Total Clicks

274.51K

Total Revenue

401

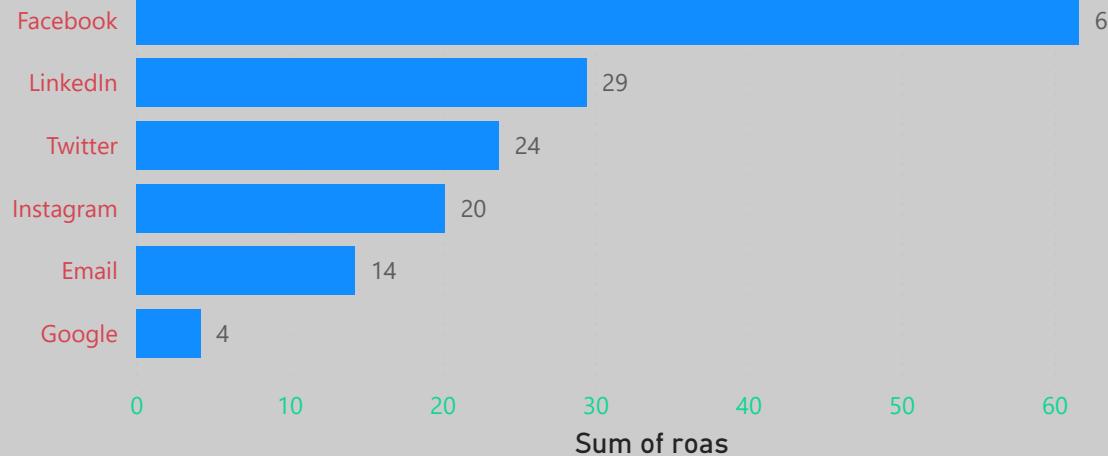
Total Leads

153.44

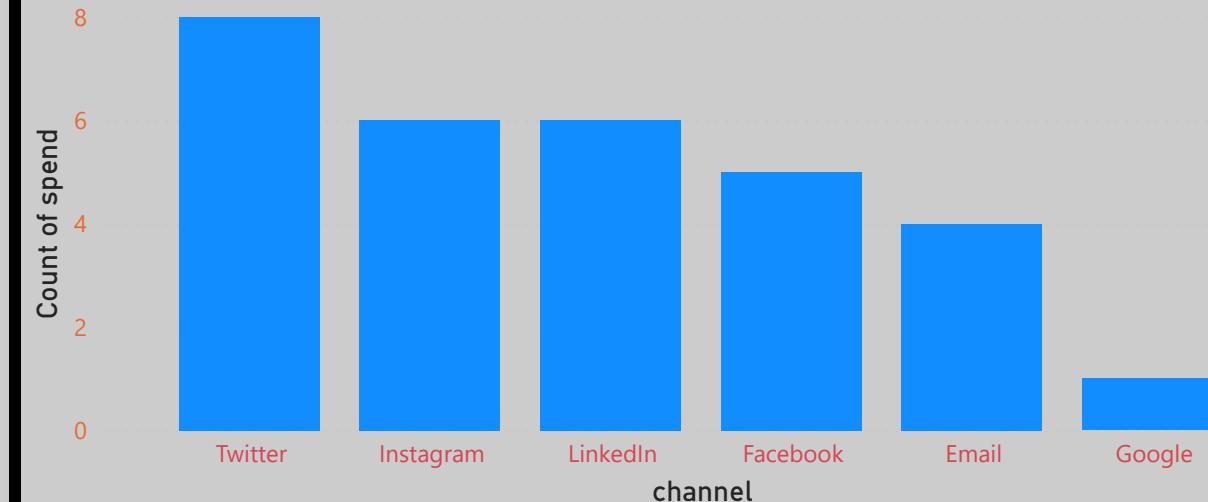
Sum of roas

Channel Performance

Sum of roas by channel

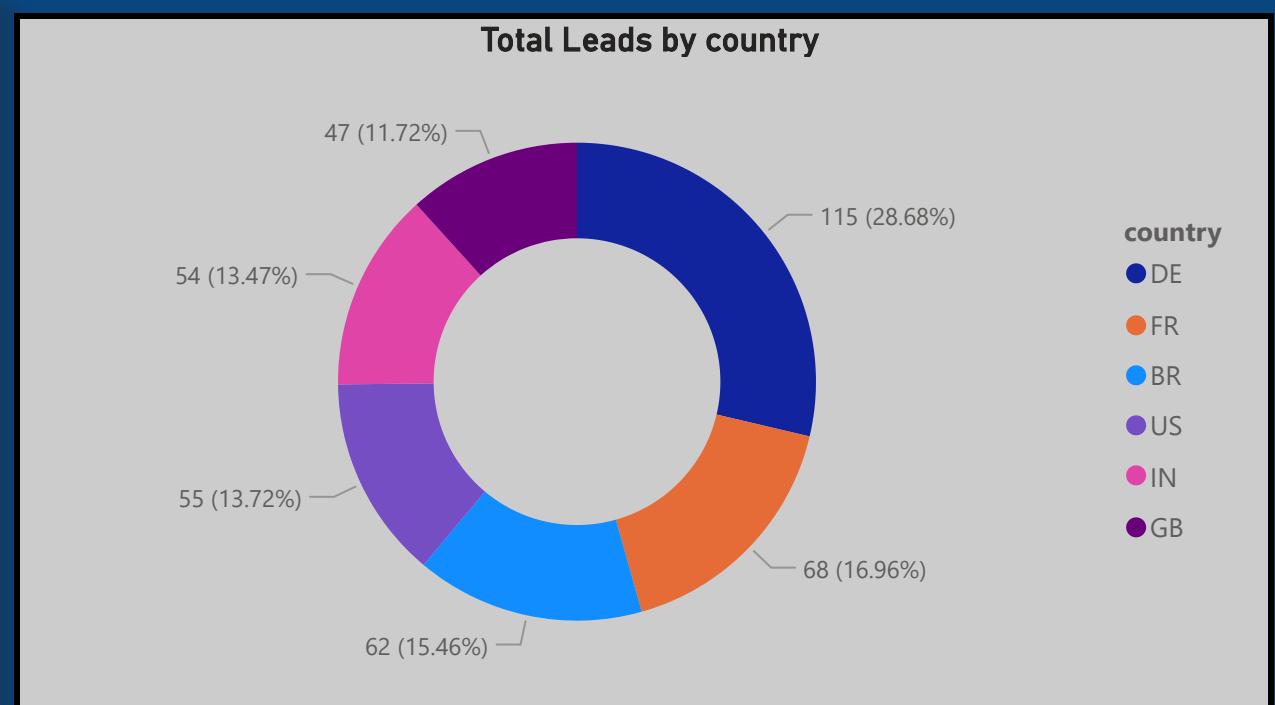
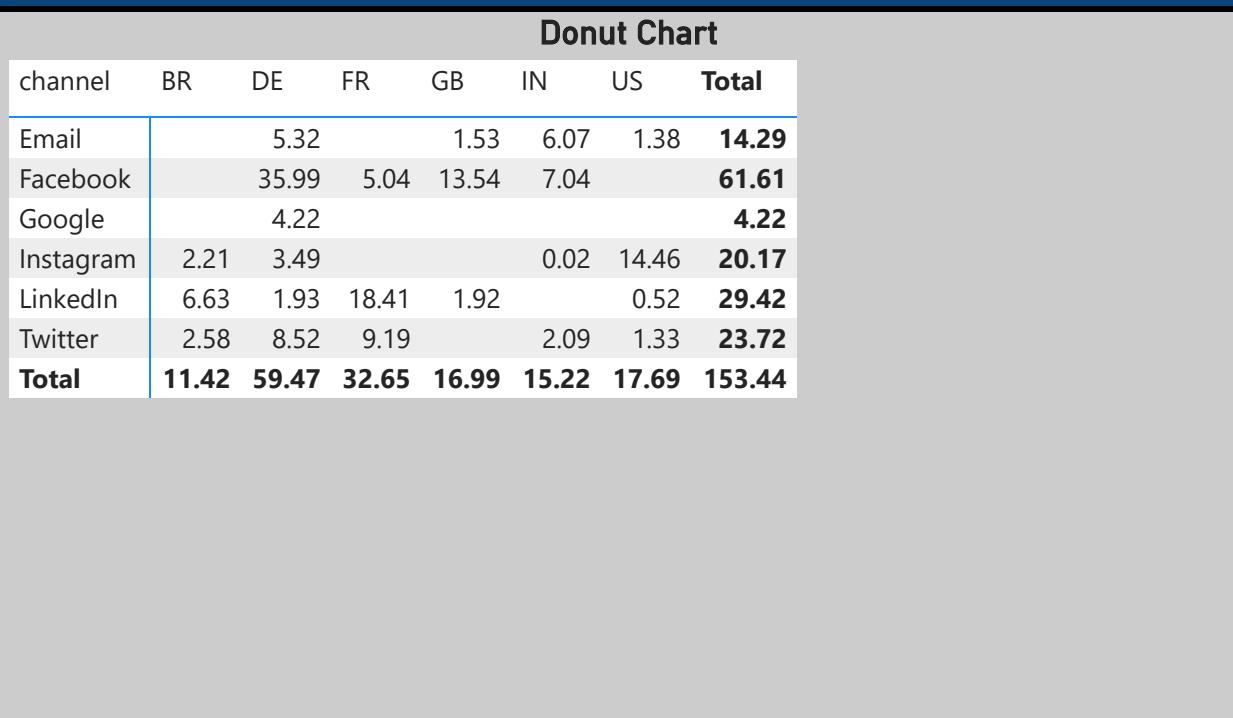


Spend vs Revenue by Channe

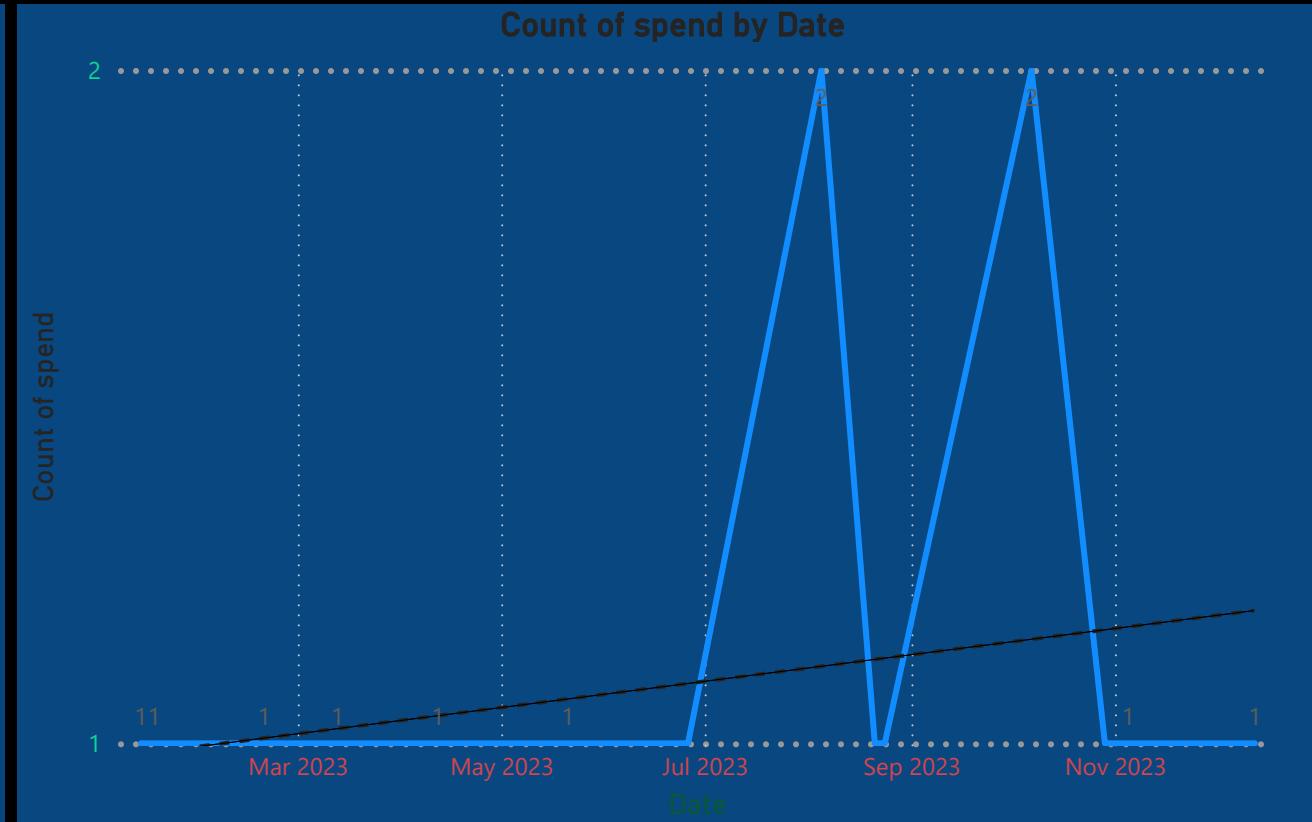
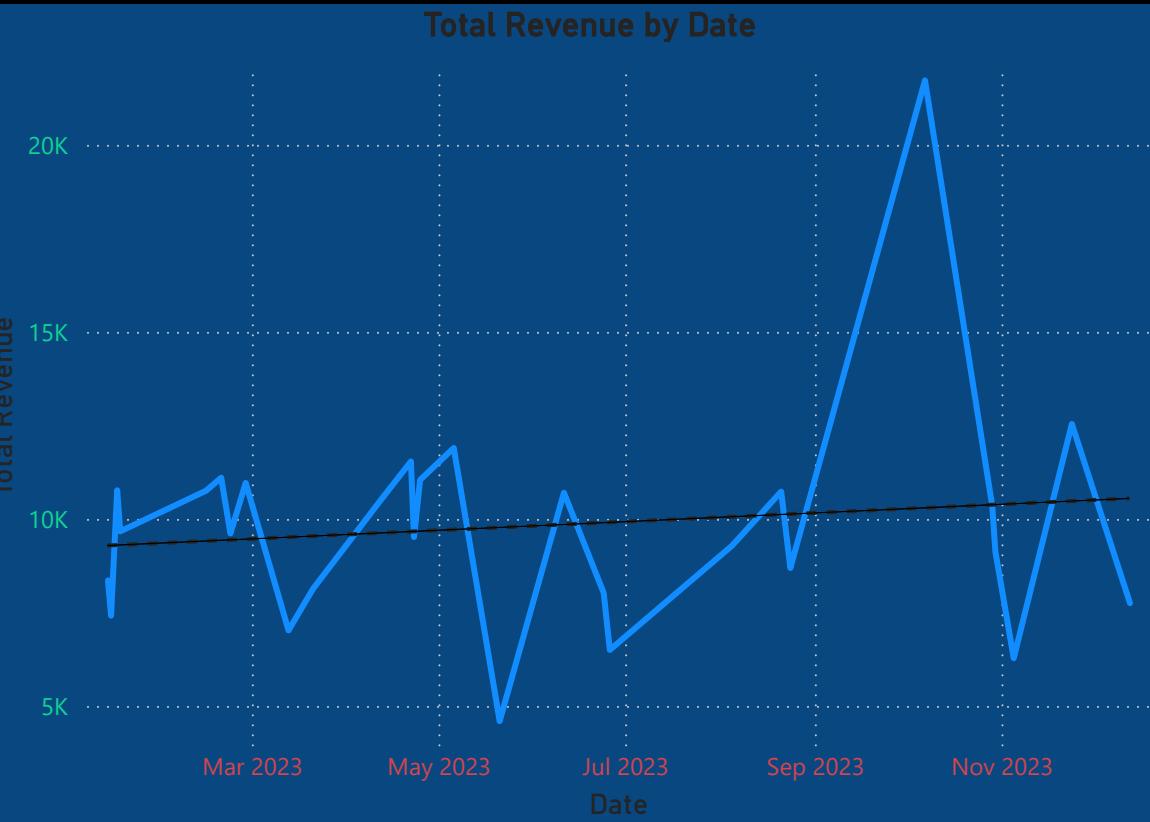


channel	Total Impressions	Total Clicks	Sum of ctr	Total Leads	Conversion Rate	spend	Total
Email	19,869	2,713	13.65%	10	0.37%	1082.21	
Email	2,712	2,332	85.99%	15	0.64%	1984.36	
Email	12,064	3,281	27.20%	8	0.24%	354.73	
Email	7,010	5,000	71.33%	15	0.30%	615.98	
Facebook	15,895	1,625	10.22%	17	1.05%	124.98	
Facebook	6,496	2,203	33.91%	13	0.59%	1684.86	
Facebook	2,533	709	27.99%	13	1.83%	473.11	
Facebook	16,123	1,205	7.47%	15	1.24%	698.41	
Facebook	1,367	1,086	79.44%	18	1.66%	77.14	
Google	3,252	3,090	95.02%	12	0.39%	764.34	
Total	2,57,774	63,771	957.56%	401	0.63%	2,7	

AUDIENCE & SEGMENT INSIGHTS



TIME SERIES & TRENDS



FUNNEL ANALYSIS

