1.08M
Total Revenue

14K
Total Conversions
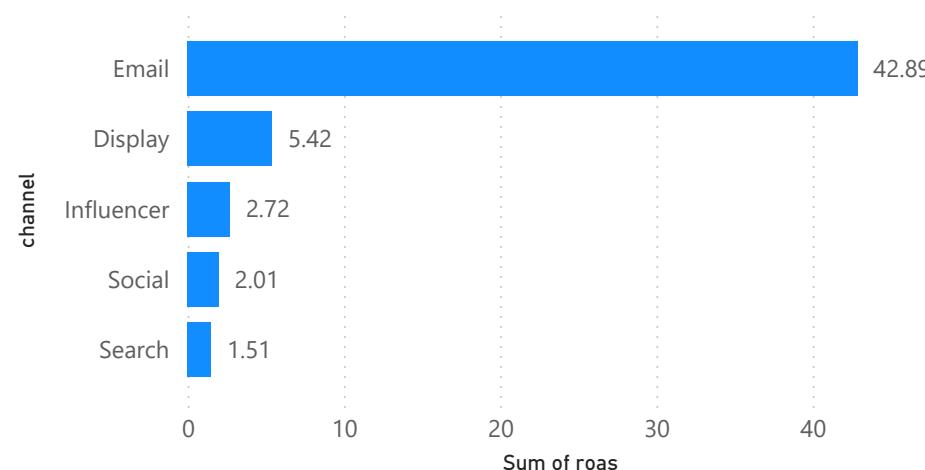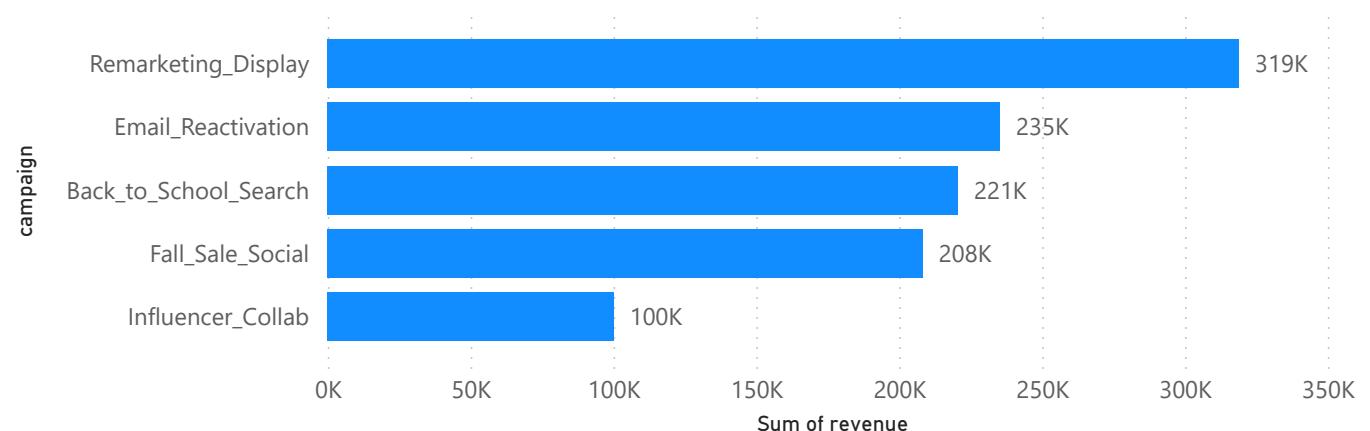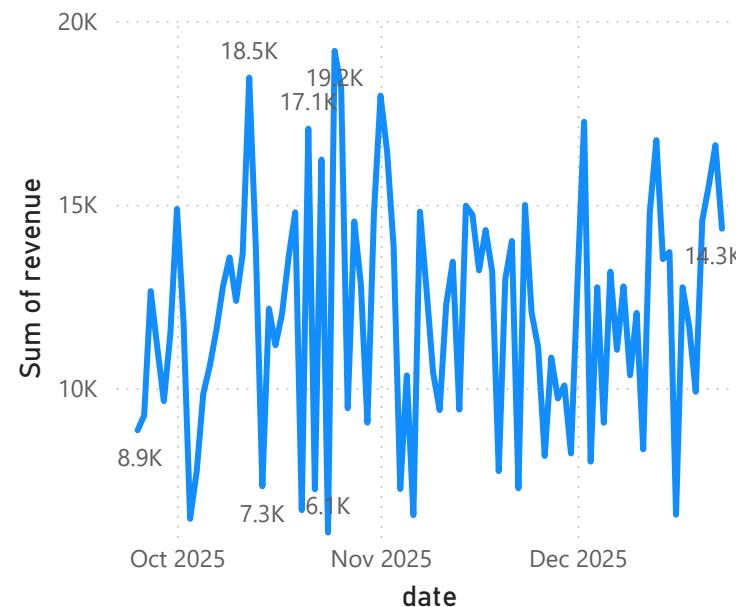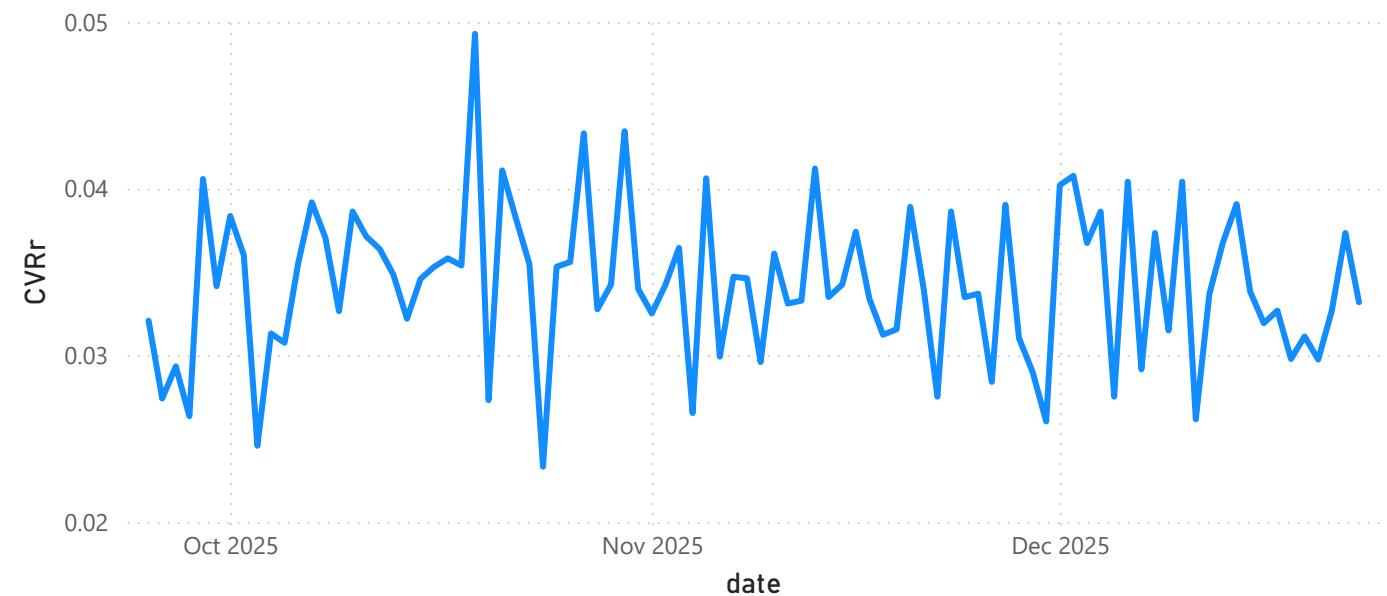
3.09
ROAS

24.35
Cost Per Acquisition
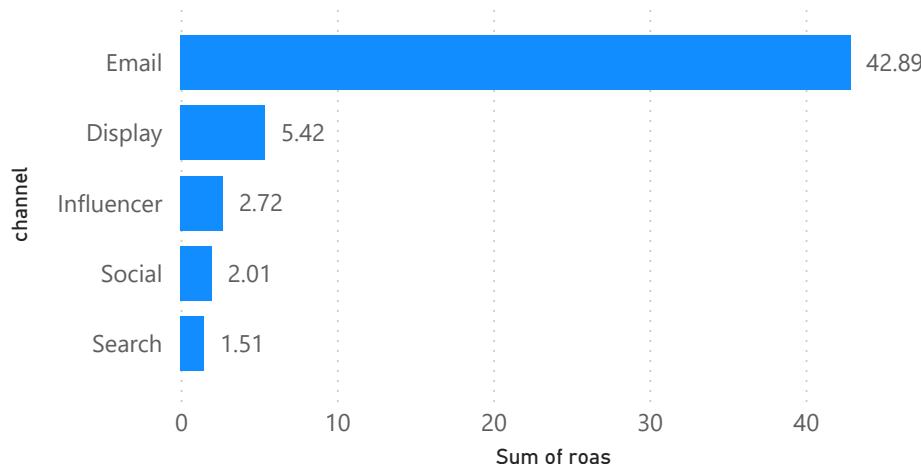
0.03
Conversion Rate

Return on Ad Spend by Channel

channel	Sum of roas
Email	42.89
Display	5.42
Influencer	2.72
Social	2.01
Search	1.51

Campaigns by Revenue

campaign	Sum of revenue
Remarketing_Display	319K
Email_Reactivation	235K
Back_to_School_Search	221K
Fall_Sale_Social	208K
Influencer_Collab	100K
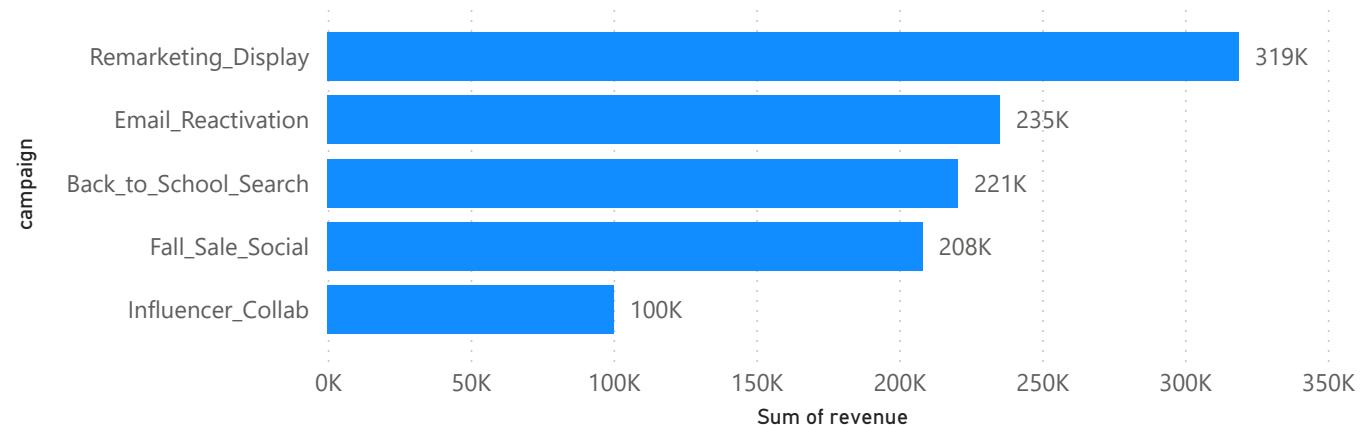
Daily Revenue Trend

Daily Conversion Rate Trend

Insights & Recommendations

Return on Ad Spend by Channel

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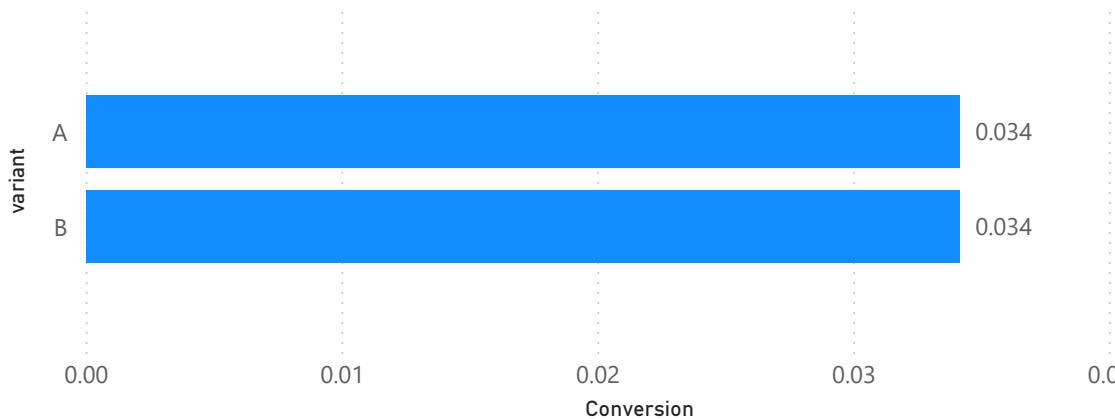
Insights
- **Email** is the most efficient channel (**Return on Ad Spend≈ 42.89**) and should be prioritized for profitable growth.
- **Display (Remarketing)** drives the highest revenue campaign (**Remarketing_Display ≈ 319K**) with strong efficiency (ROAS ≈ **5.42**), indicating retargeting is a scalable lever.
- **Search** has the lowest **Return on Ad Spend**(≈ **1.51**), suggesting budget is less efficient and requires keyword/landing-page optimization.
- Daily revenue shows volatility with a strong mid-period peak, while CVR stays roughly stable (~3–4%) with normal day-to-day fluctuations.
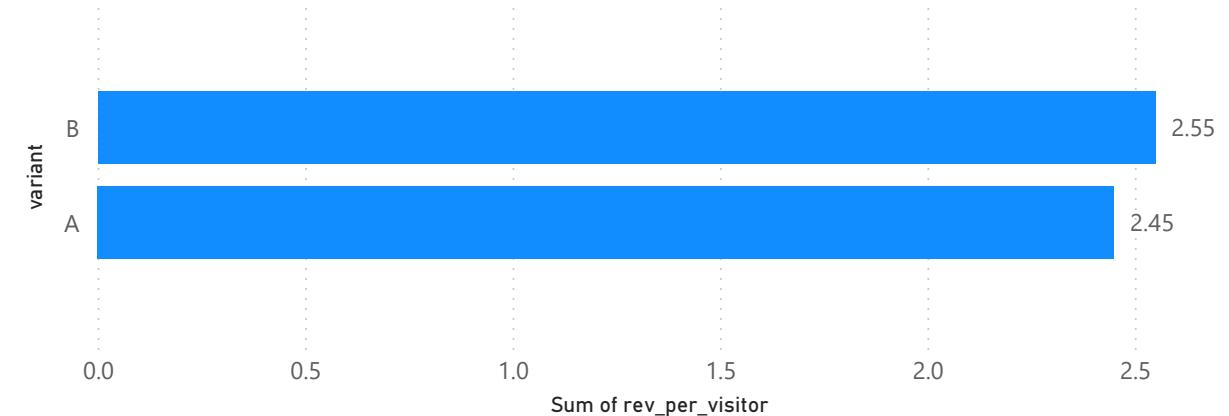
Recommendations
- Reallocate incremental budget toward **Email + Display remarketing**, while monitoring frequency and diminishing returns.
- Improve Search performance via tighter intent targeting, negative keywords, and landing-page conversion optimization.
- Expand remarketing audiences (site visitors, cart abandoners) and test new creatives to sustain **Return on Ad Spend**.
- Continue monitoring Conversion Rate and investigate days with dips/spikes for operational causes (traffic quality, promo changes, site issues).

Conversion by variant

Sum of revenue per visitor by variant

A/B Test Summary

- Conversion rate is essentially the same for Variant A and B (~3.4% each).
- Decision should be based on **Revenue per Visitor** and/or **Return on Ad Spend**, not **Conversion Rate** alone.
- Next step: run the test longer or segment results by channel (Search vs Display vs Social) to detect where a winner exists.