

Total Revenue

Total Conversions

ROAS

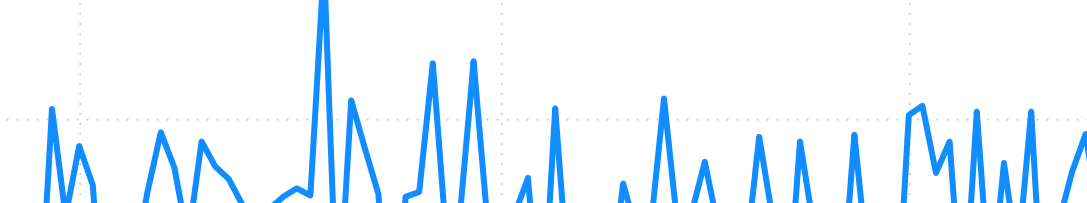
Cost Per Acquisition

Conversion Rate

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

Campaign	Sum of revenue
Remarketing_Display	319K
Email_Reactivation	235K
Back_to_School_Search	221K
Fall_Sale_Social	208K
Influencer_Collab	100K

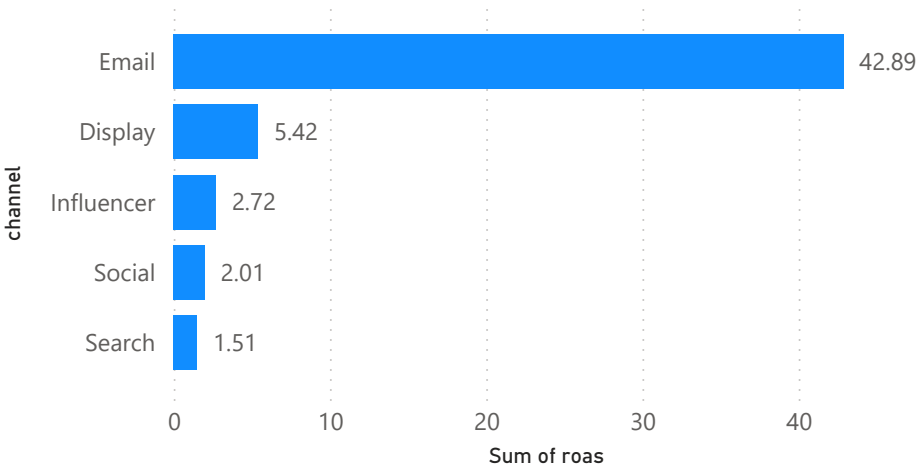
The chart displays the sum of revenue over time. The y-axis represents the sum of revenue, ranging from 10K to 20K. The x-axis represents the date, spanning from October 2025 to December 2025. The revenue fluctuates significantly, with peaks around 19.2K and troughs around 6.1K. Specific data points are labeled: 8.9K, 7.3K, 18.5K, 17.1K, 19.2K, and 14.3K.



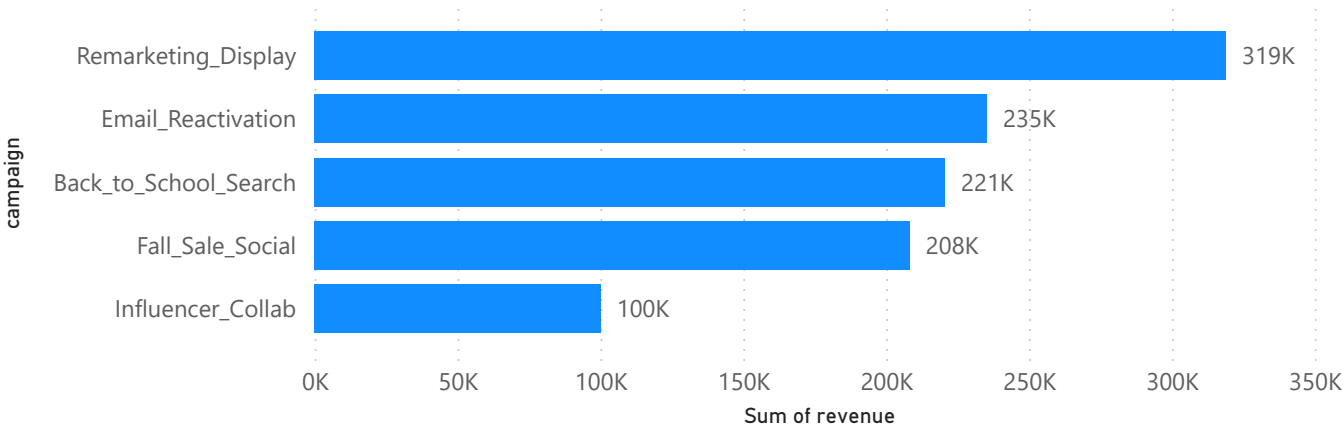
A line plot showing the CVRr (y-axis, ranging from 0.02 to 0.05) over time (x-axis, labeled 'date', spanning from October to December 2025). The plot displays a highly volatile blue line with frequent peaks and troughs. The values generally fluctuate between 0.025 and 0.045, with a notable peak near 0.05 in late October. Vertical dashed grid lines are present at monthly intervals.

Insights & Recommendations

Return on Ad Spend by Channel



Campaigns by Revenue



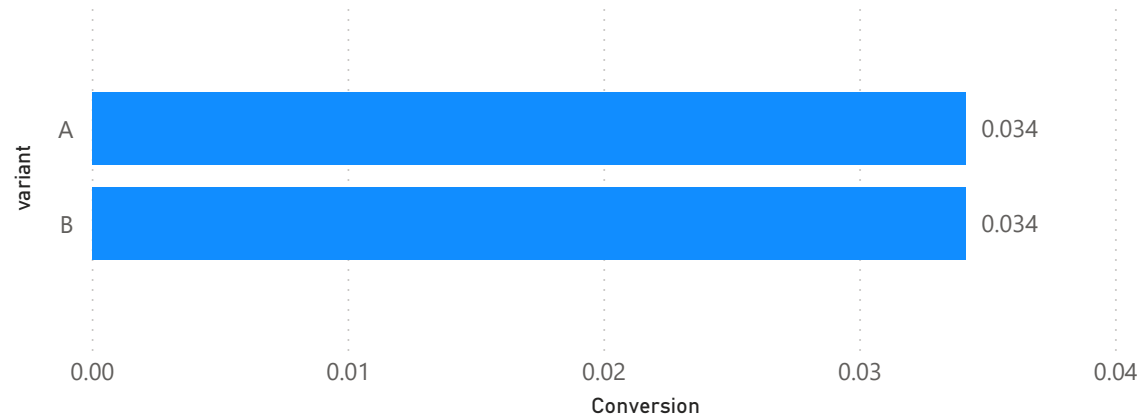
Insights

- **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.

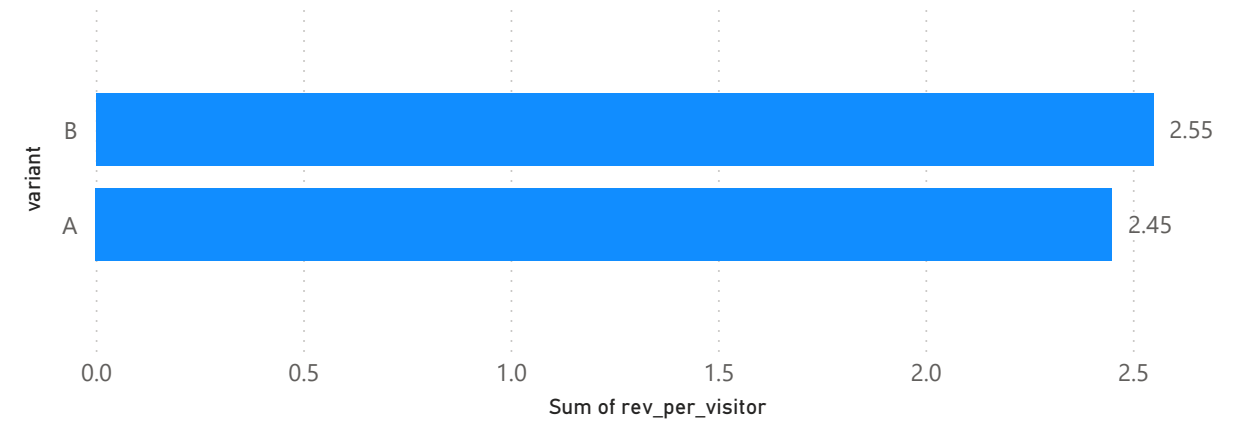
Recommendations

- 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.