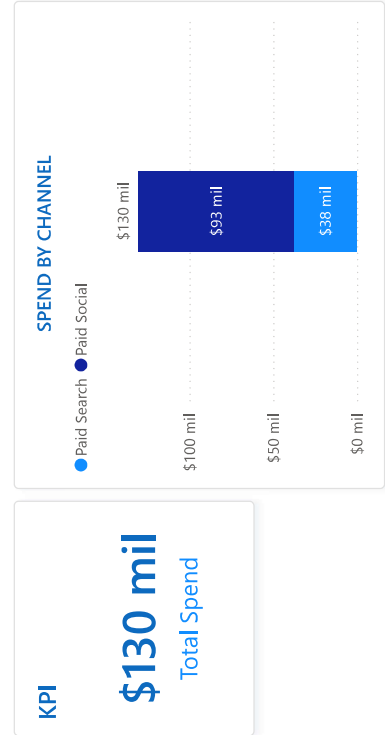
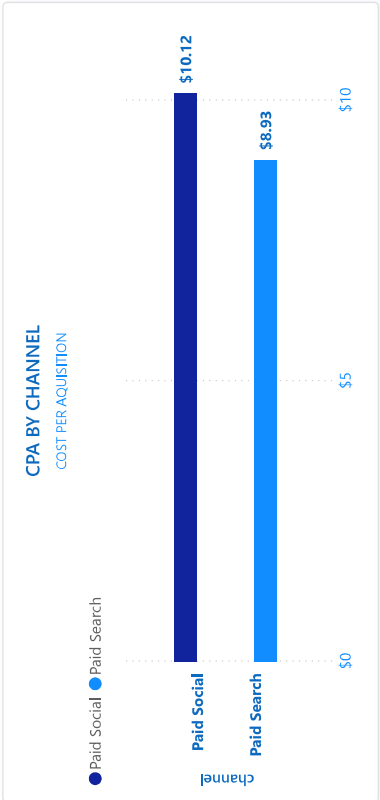
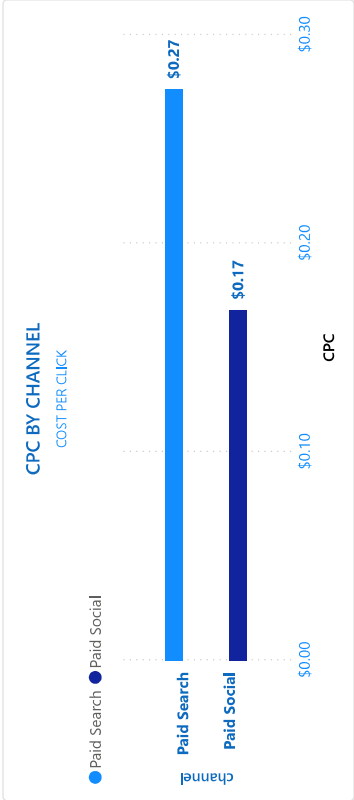


MARKETING PERFORMANCE DASHBOARD - STRATEGIC INSIGHTS

1.INVESTMENT & ALLOCATION (How much & where?)



3.COST-EFFICIENCY (Which channels are efficient?)



2.REACH & TRAFFIC (Which channels generate more?)



4.OVERALL PERFORMANCE (Which channel is best?)

SUMMARY TABLE BY CHANNEL

channel	Total Spend	CTR	CPC	CPA	Total Conversions
Paid Search	\$37,686	1.90%	\$0.27	\$8.93	4,218
Paid Social	\$92,559	1.66%	\$0.17	\$10.12	9,145
Total	\$130,245	1.70%	\$0.19	\$9.75	13,363