

Total Impressions

29.06M

Total CPM CY

\$523.02K

Total CPM LY

\$392.07K

Total Clicks

994.28K

Total CPC CY

\$8M

Total CPC LY

\$6.67M

Bounce Rate

CPC vs CPM

96.58%

Conv vs CPC

96.58%

Avg Pages Visited

3.58

Avg Time Spend on Website

4.02

117.65K

Total Conversions

\$8.53M

Total Ads Cost CY

\$9.00M

Total Ad Budget CY

Total Conv LY

102.98K

Conv/CPC %

11.83%

CPC/CPM %

3.42%

Total Sales Current year

\$27.06M

Total Sales LY

\$18.54M

YoY Sales %

45.98%

\$10.30M

Total Profit CY

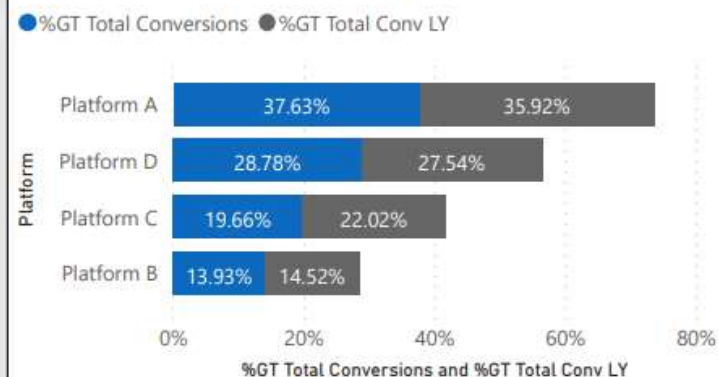
125.03%

Total Profit % CY

Total Ads Cost VS Total Ad Budget CY by Month



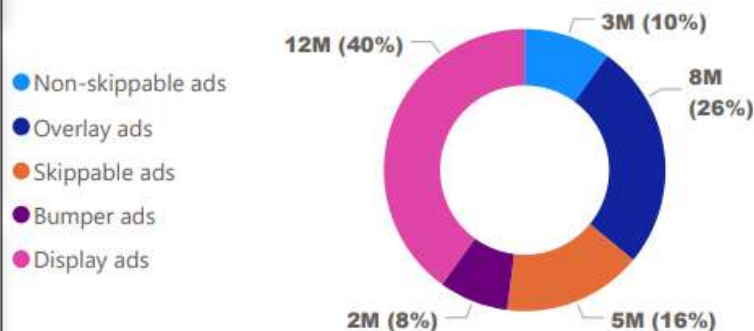
Conversion % by Platforms



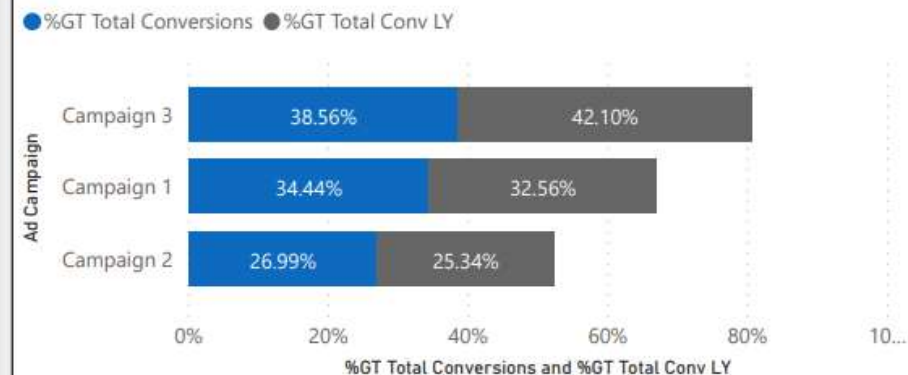
Ye...

- 2017
● 2018
○ 2019
○ 2020

Types of Ads



Conversion % by Campaign



\$27.06M

Total Sales Cy

\$8.24M

Total Cost CY

\$8.53M

Total Ads Cost CY

\$10.30M

Total Profit CY

125.03%

Total Profit % CY

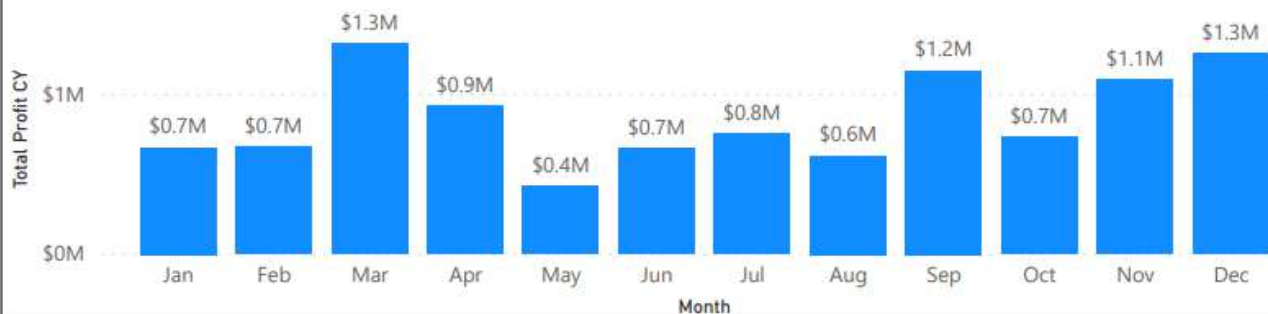
Total Sales vs Target Sales



Total Sales vs Target Sales



Total Profit CY



Based on Campaign



Based on Platform



\$18.00M

Total target Sales CY

117.65K

Total Quantites Sold CY

Year

☐ 2017

☒ 2018

☐ 2019

☐ 2020