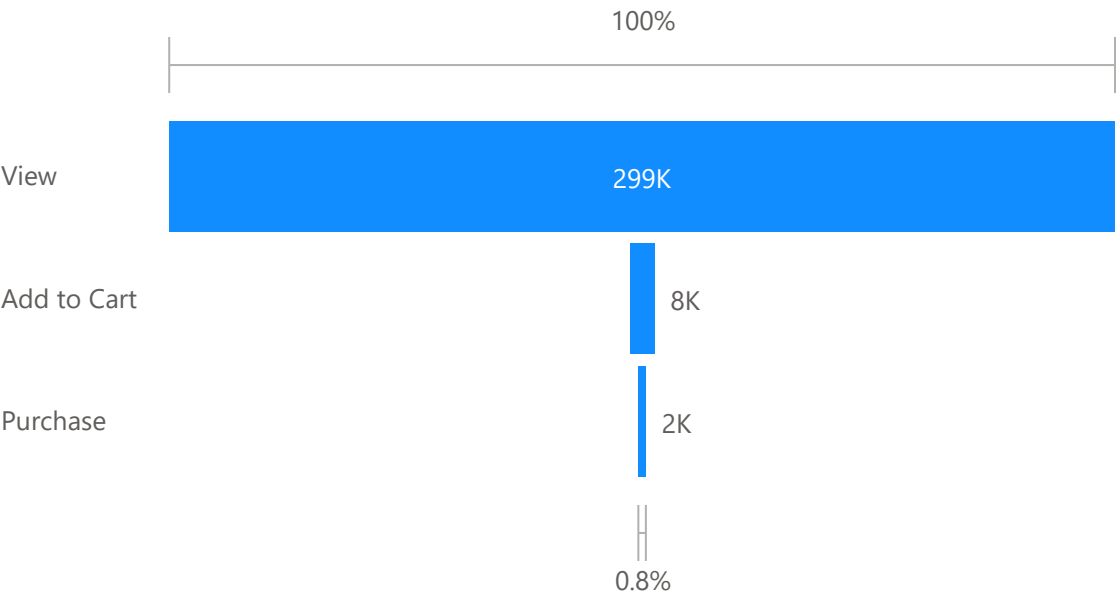


Stage Count by Stage



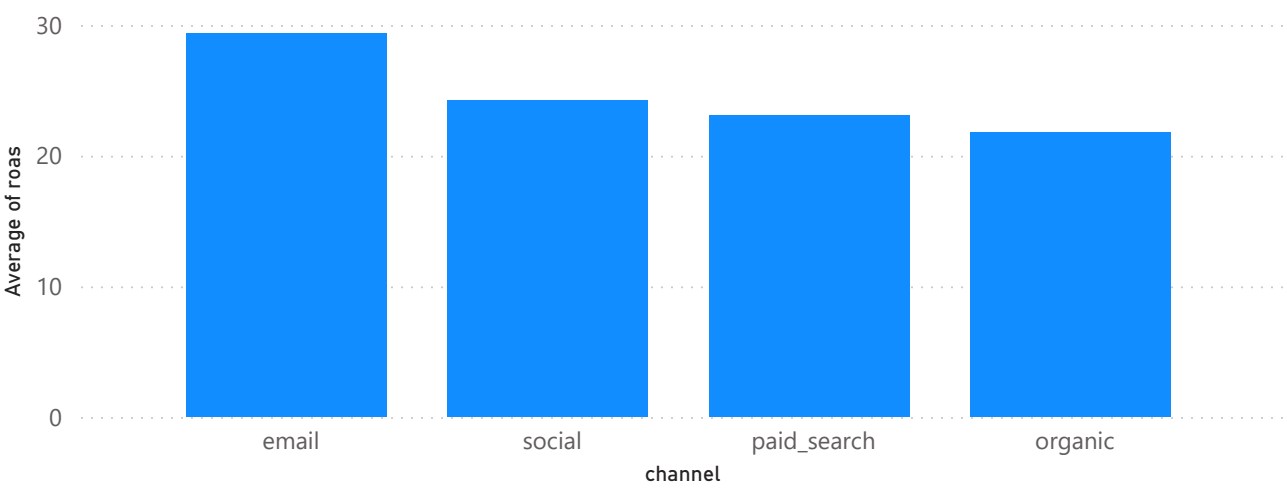
300K
User

2376
Purchasers

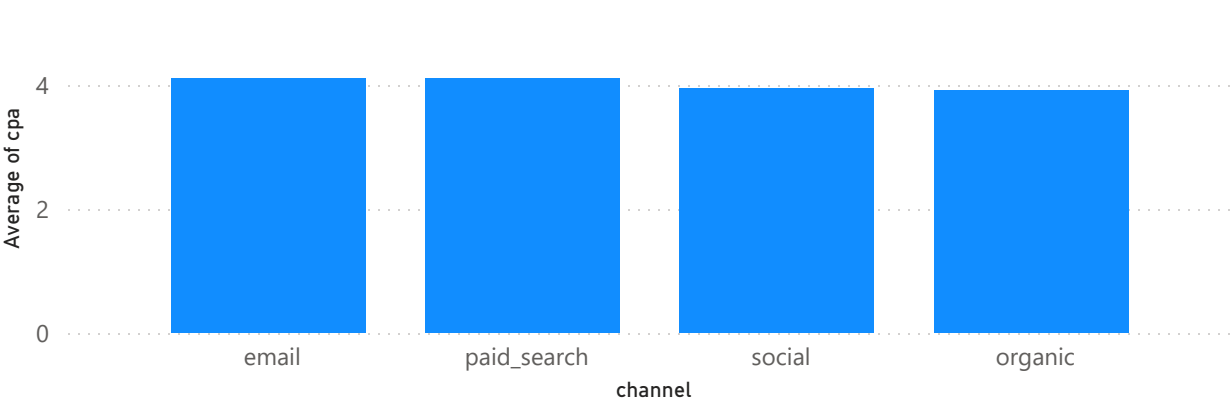
0.79%
Average of view_to_purchase_cvr

channel	Sum of users	Sum of converted_users	Average of aov	Average of conversion_rate
email	351895	638	69.13	0.18%
organic	351895	596	66.68	0.17%
paid_search	351895	553	69.53	0.16%
social	351895	589	67.86	0.17%
Total	1407580	2376	68.30	0.17%

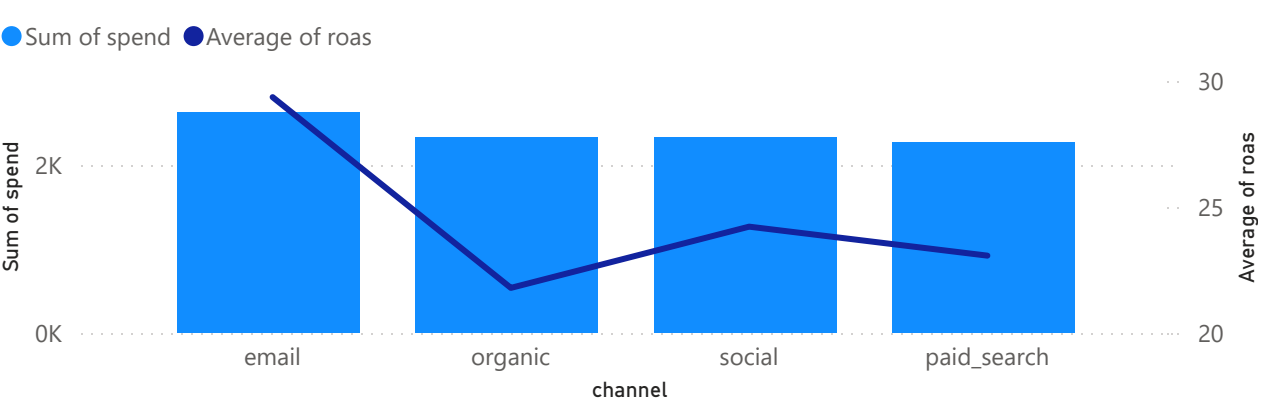
Average of roas by channel



Average of cpa by channel



Sum of spend and Average of roas by channel



[illegible]