



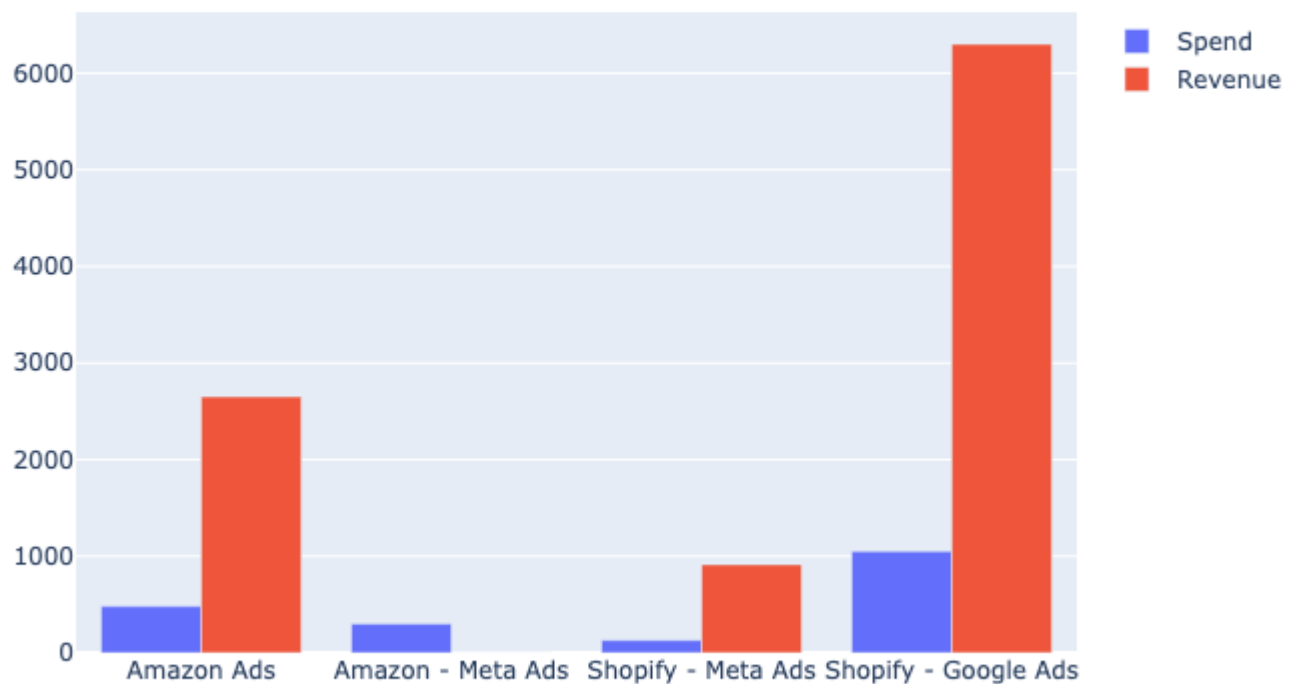
Marketing Performance Report

Overview of marketing channels this month.

Executive Summary

Channel	Cost	Revenue	Purchases	ROAS
Amazon Ads	\$481.92	\$2,650.57	133	5.5
Amazon - Meta Ads	\$300.00	n/a	n/a	n/a
Shopify - Meta Ads	\$130.27	\$914.00	15	7.02
Shopify - Google Ads	\$1,050.00	\$6,300.00	315	6.0
TOTAL	\$1,962.19	\$9,864.57	463	5.03

Disclaimer: Currently, our reports cannot track Amazon purchases using Meta Ads due to platform limitations.



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tACOS - Total Advertising Cost of Spend

Your advertising spend relative to your sales. The lower the better.

Platform	Total Sales	Spend	tACOS (%)
Amazon	\$5,000.00	\$781.92	15.64%
Shopify	\$26,115.37	\$1,180.27	4.52%

Engagement

Clicks, Impressions, and Click Through Rate (CTR)

Channel	Clicks	Impressions	Click Through Rate (CTR)
Amazon - Meta Ads	1600	23000	14.84%
Shopify - Meta Ads	1200	3840	3.20%

Channel	Clicks	Impressions	Click Through Rate (CTR)
Shopify - Google Ads	1890	15120	14.57%

Insights

Overall, the marketing performance this month has been quite positive. The tACOS percentage, which measures the advertising spend as a percentage of total sales, is 15.64% for Amazon and 4.52% for Shopify. Both percentages are well below our company's recommended limit of 33%, indicating efficient ad spend.

Next, the channel with the highest ROAS (Return on Advertising Spend) is Shopify - Meta Ads, with a ROAS of 7.02. This surpasses our company's minimum goal of 3.33x, demonstrating strong performance for this channel.

In terms of revenue, the best performing channel is Shopify - Google Ads, bringing in \$6,300.00. This suggests that this channel is successfully driving sales and generating revenue for the company.

Lastly, the channel with the best engagement based on click through rate (CTR) is Amazon - Meta Ads, with a CTR of 14.84%. This indicates a high level of interest from users and suggests that this channel is effectively capturing their attention and driving clicks.

Overall, the marketing efforts have been successful in terms of efficient ad spend, high ROAS, strong revenue generation, and engagement.

Definitions

- **Click Through Rate (CTR):** The percentage of individuals who click on a presented link from total viewers.
- **ROAS - Return on Advertising Spend:** The revenue earned per dollar spent on advertising.
- **Engagement:** Any interaction a customer has with a brand or its content.
- **Omnichannel Marketing:** A strategy providing a seamless customer experience across all channels.