



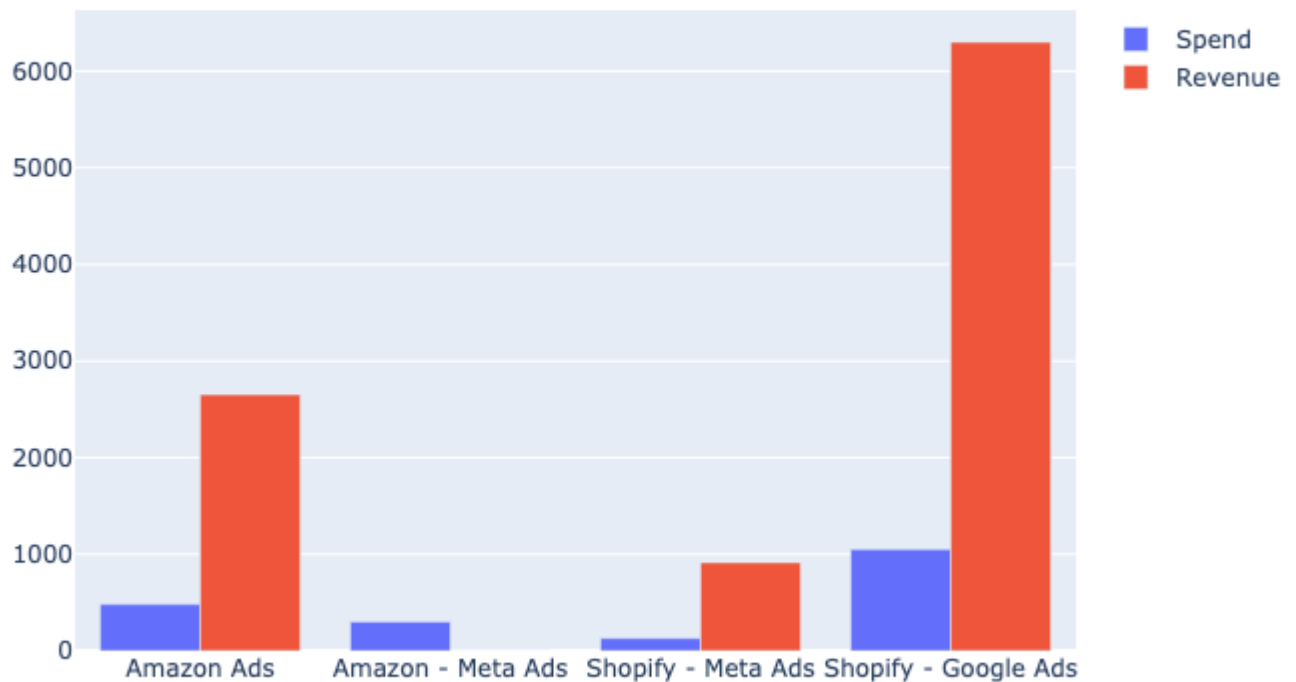
# Marketing Performance Report

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
<b>TOTAL</b>	<b>\$1,962.19</b>	<b>\$9,864.57</b>	<b>463</b>	<b>5.03</b>

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

## Summary:

The marketing performance this month has some positive aspects to highlight.

Firstly, the tACOS percentage, which measures the advertising cost of sales, is 15.64% for Amazon and 4.52% for Shopify. Both percentages are well below our company's recommended target of 33%, indicating efficient spending.

Secondly, Shopify - Google Ads has the highest ROAS (Return on Advertising Spend) of 6.0, surpassing our company's minimum goal of 3.33x. This suggests that the investment in this channel is paying off well.

In terms of revenue, Amazon Ads generated the highest revenue of \$2,650.57, indicating its effectiveness in driving sales.

Lastly, the channel with the best engagement based on click through rate (CTR) is Amazon - Meta Ads with a rate of 14.84%. This suggests that customers are highly interested and actively clicking on the ads, making it a promising channel for future campaigns.

## 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.