

Marketing Traffic Performance

KPI Overview

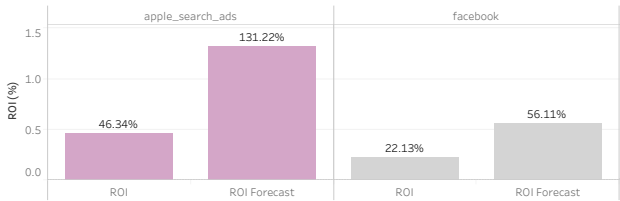
Installs: 21,733  
Spend: \$79,730.00  
Total Revenue: \$28,377.78  
ROI (LOD): 35.59%



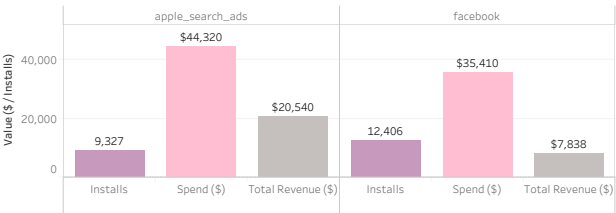
Key Insights

Apple Search Ads shows higher ROI (46%) and forecasted ROI (131%) than Facebook (22% / 56%) with similar spend, while generating fewer installs.  
Shifting budget toward Apple Search Ads may improve profitability, while Facebook can support broader reach.

Media Source ROI



Media Source Performance



Time Series

