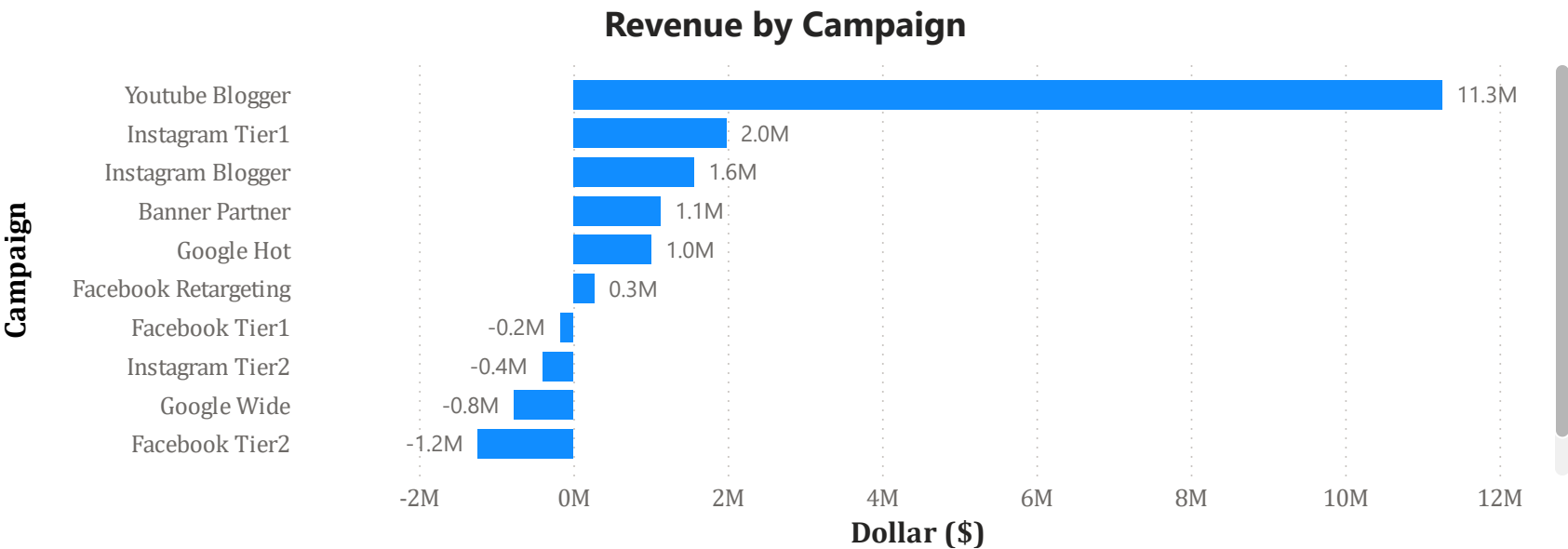
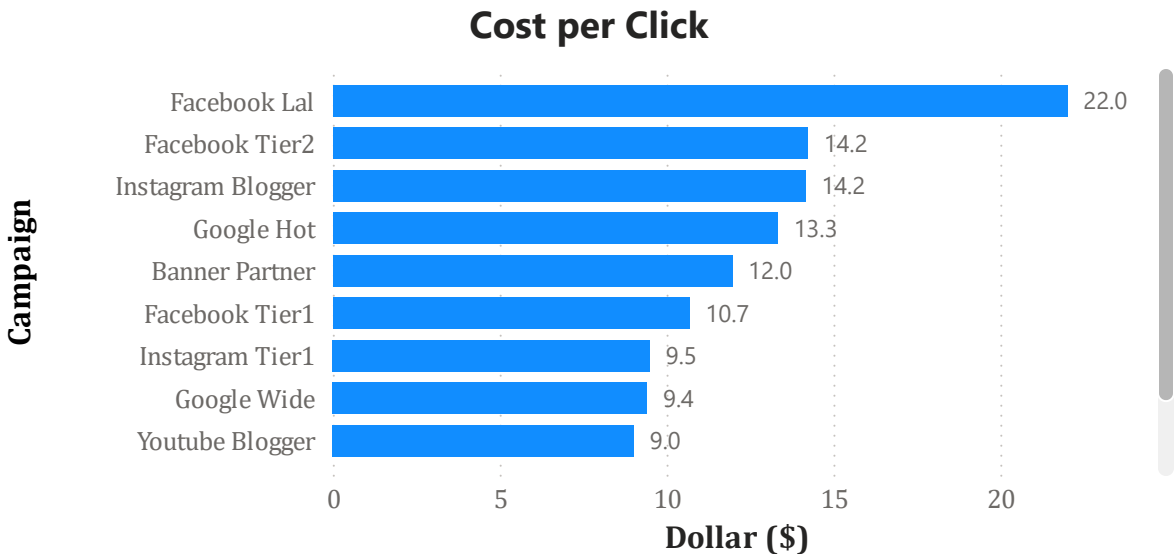
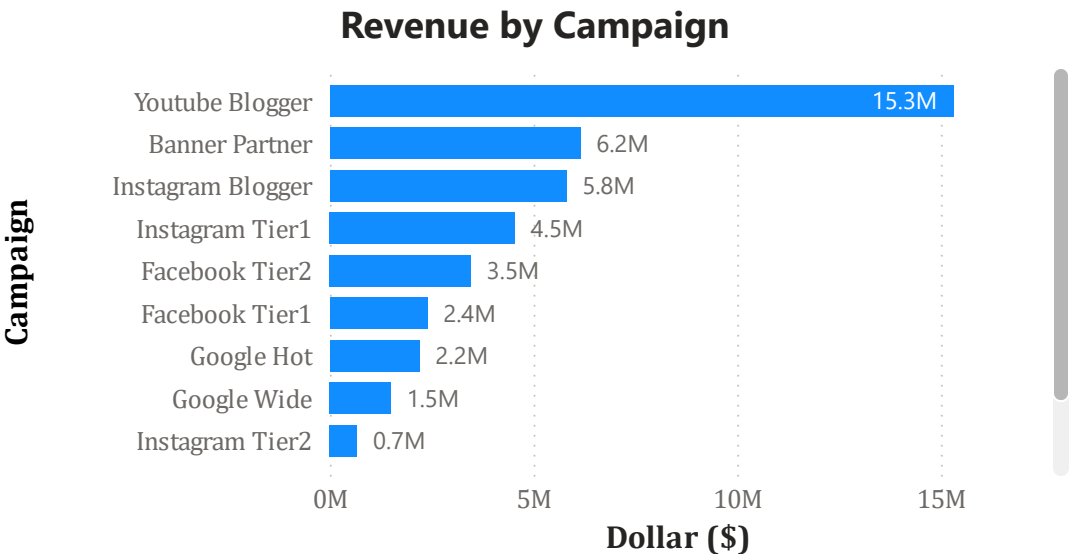


Digital Marketing Campaigns

Campaign

All



ROMI by Campaign	
Campaign	Sum of ROMI
Youtube Blogger	277.32
Facebook Retargeting	101.50
Google Hot	83.81
Instagram Tier1	77.14
Instagram Blogger	36.75
Banner Partner	22.41
Facebook Tier1	-6.57
Facebook Tier2	-26.22
Google Wide	-33.67
Instagram Tier2	-37.11
Facebook Lal	-88.64