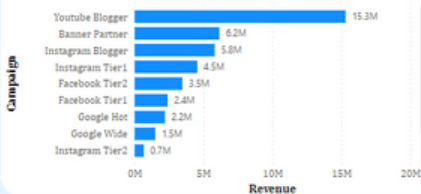


Digital Marketing Campaigns

Campaign

All

Revenue by Campaign



Revenue by Campaign



Revenue by Campaign



ROMI by Campaign

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