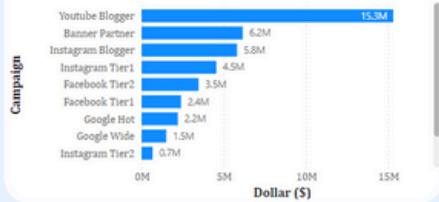


Digital Marketing Campaigns

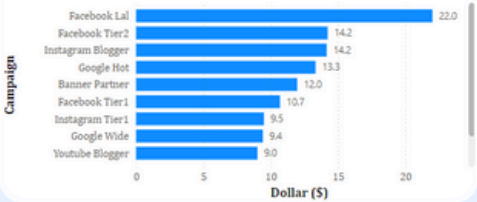
Campaign

All

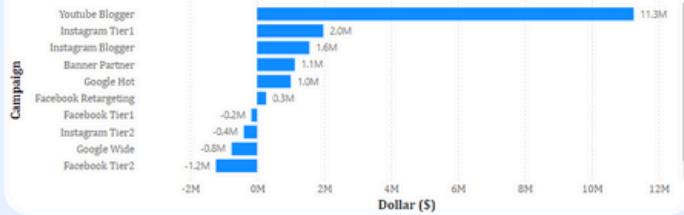
Revenue by Campaign



Cost per Click



Revenue by Campaign



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	56.75
Banner Partner	22.41
Facebook Tier1	-6.57
Facebook Tier2	-26.22
Google Wide	-33.67
Instagram Tier2	-37.11
Facebook Lal	-88.64