

Startup Financial Performance

Performance Overview

13.40M

Total Revenue

201%

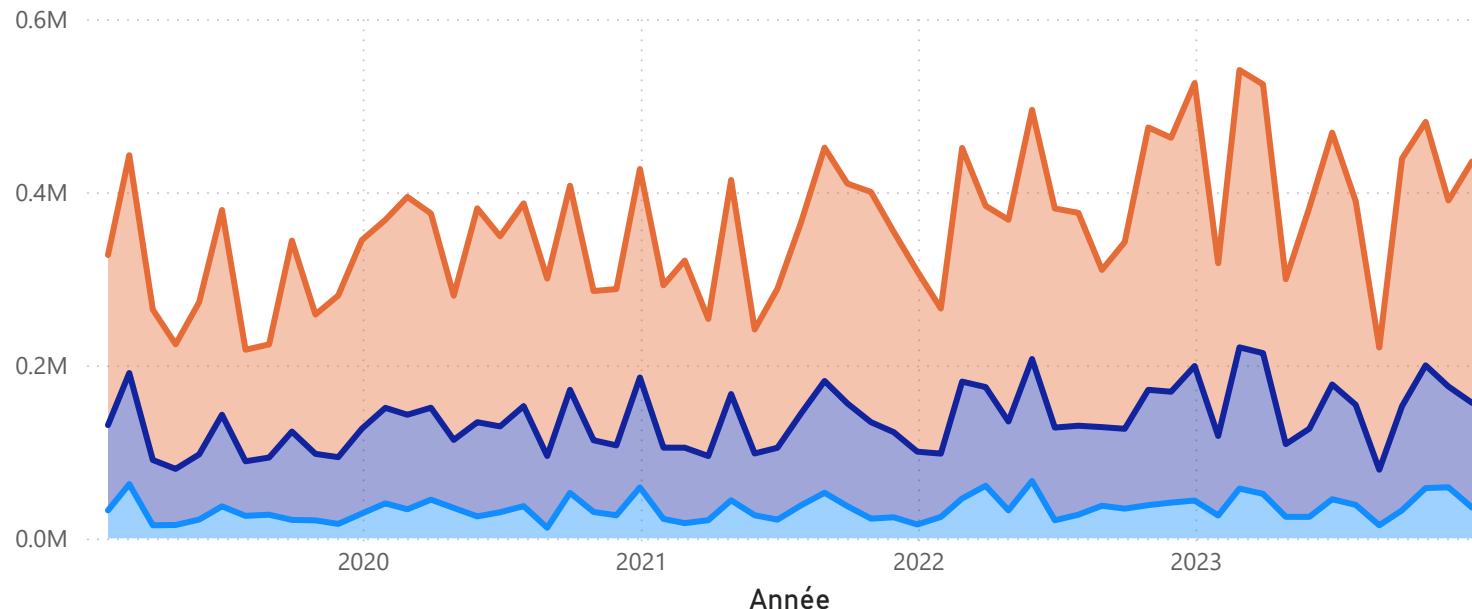
Average ROI

1250%

Average ROAS

Net Profit vs Gross Margin vs Revenue

Net Profit Gross Margin Revenue



*ROI : Return On Investment from Marketing spend compare to Net Profit

*ROAS : Return On Ads spend from Marketing spend compare to Revenue

Année

Tout

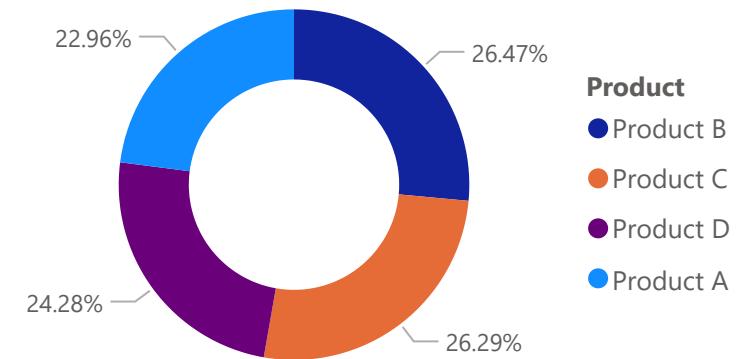
Product

Tout

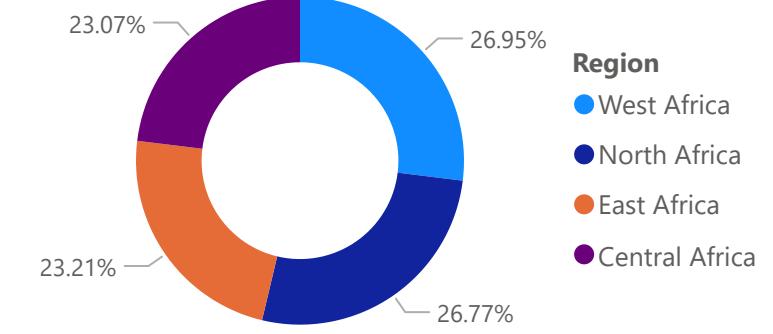
Region

Tout

Revenue by Product



Revenue by Region



Startup Financial Performance

Cost Efficiency

53

Average COGS%

23

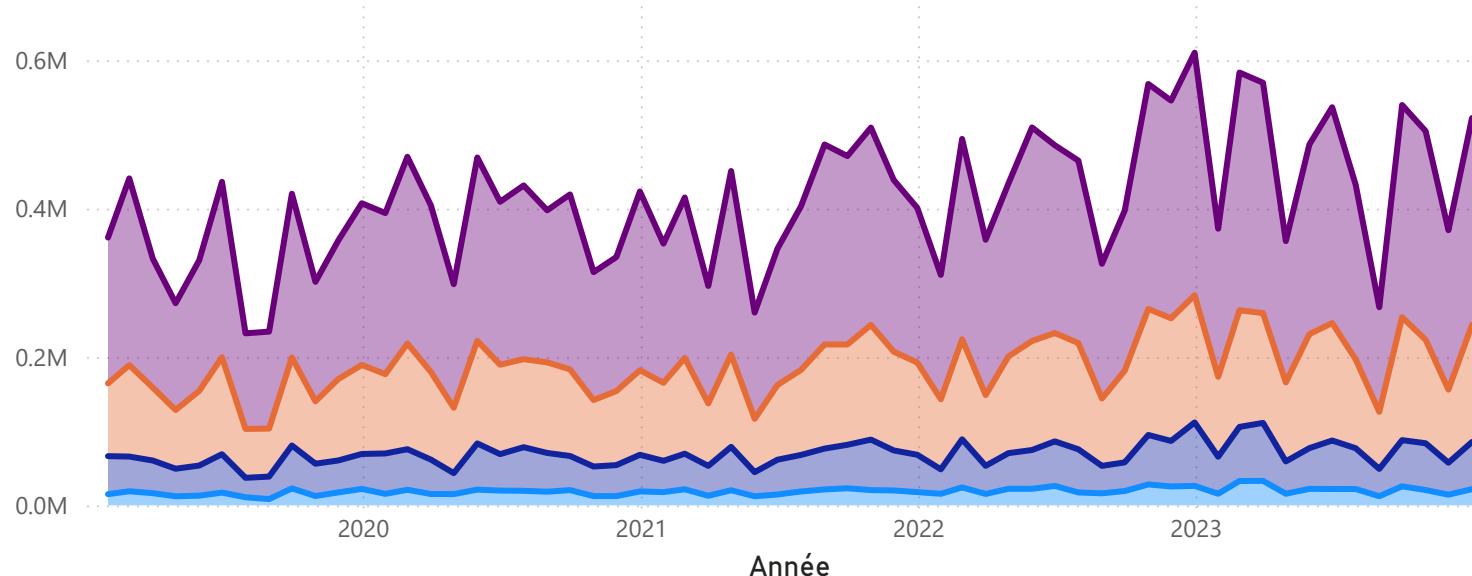
Average Opex%

9

Average Marketing%

Revenue vs COGS vs Operating Expenses vs Marketing Spend

● Marketing Spend ● Operating Expenses ● COGS ● Revenue



*COGS : Cost of Goods Sold

*Opex : Operating Expenses

Année

Tout

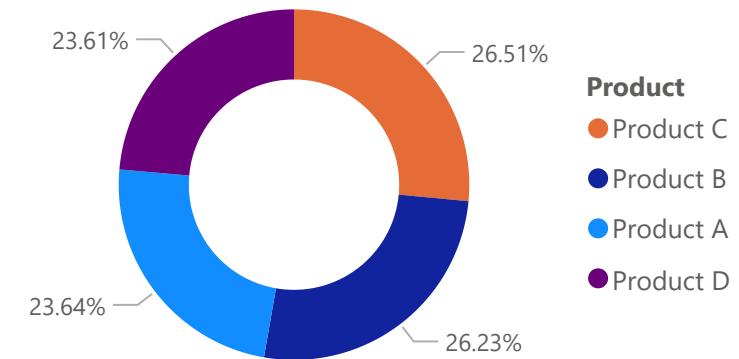
Product

Tout

Region

Tout

COGS by Product



Marketing by Products

