

554.55K

Total Conversion

33.92bn

Total Revenue

4.78bn

Sum of spend_idr

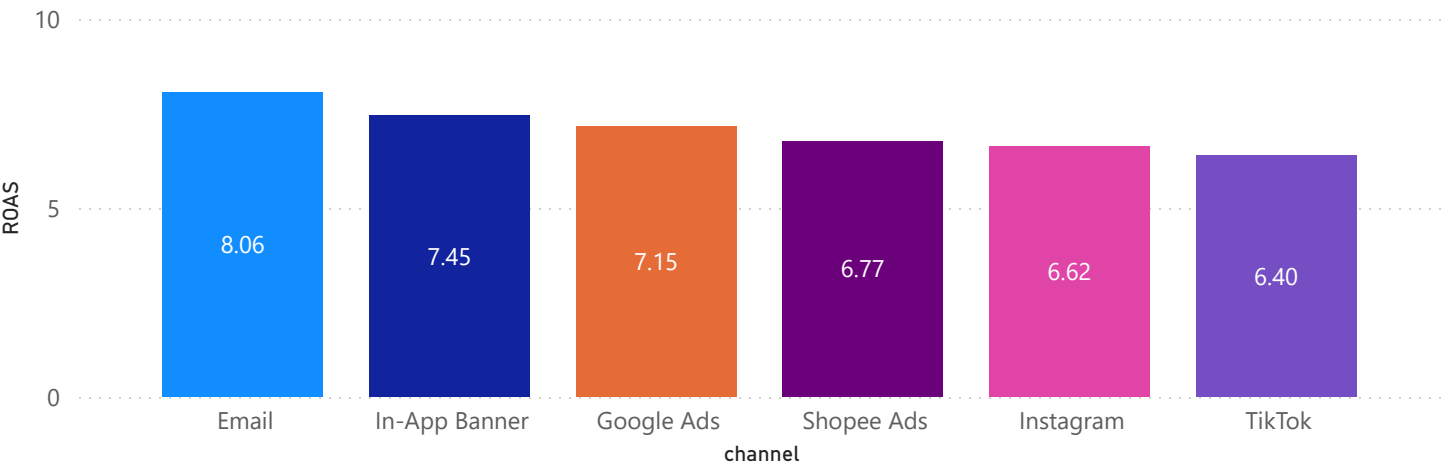
8.61K

CPA

7.10

ROAS

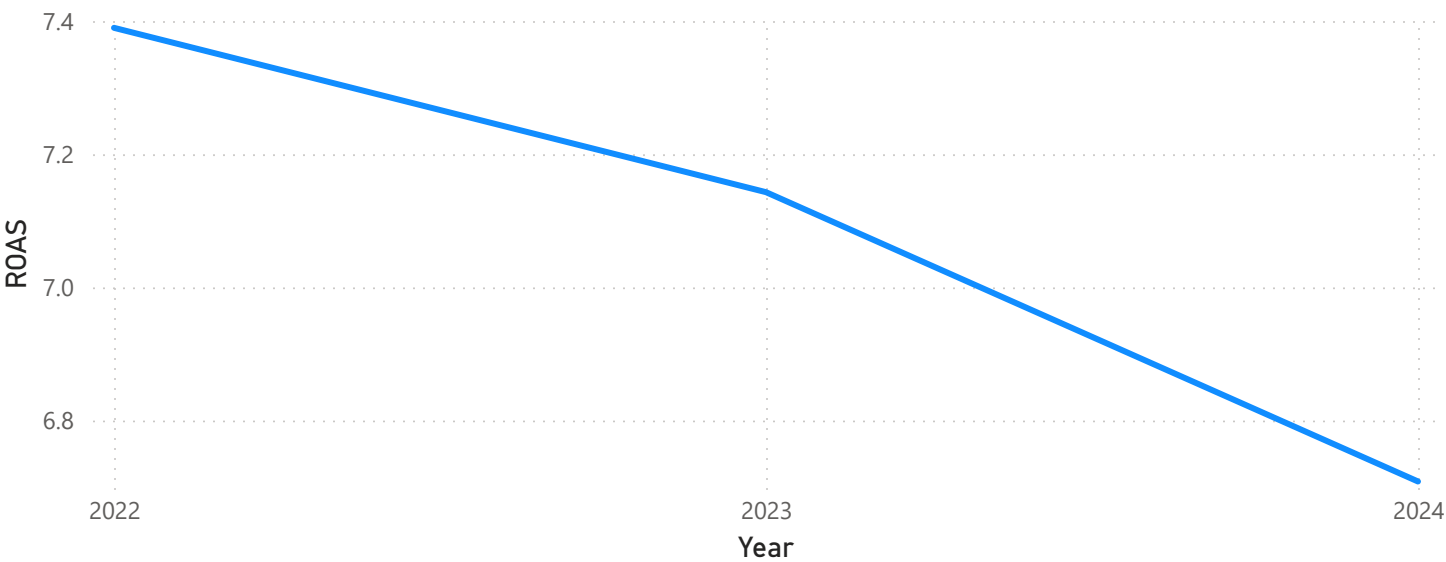
ROAS By Channel



Year ▼

All ▼

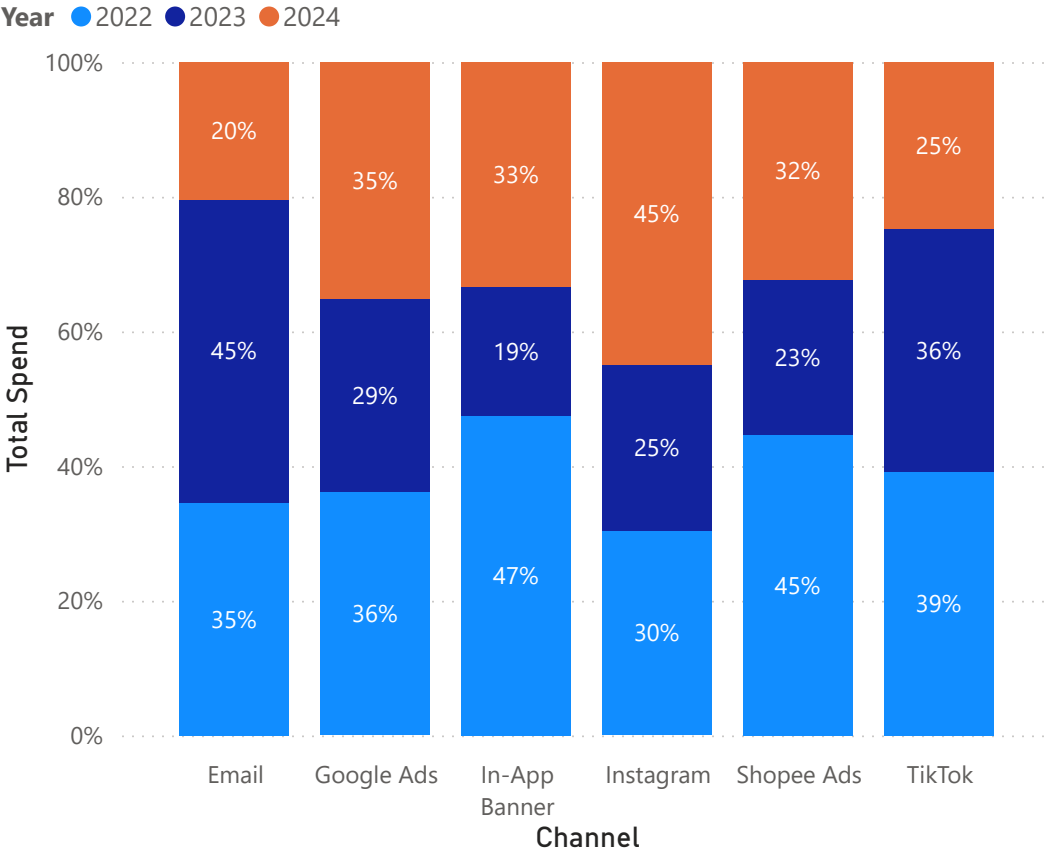
ROAS by Year



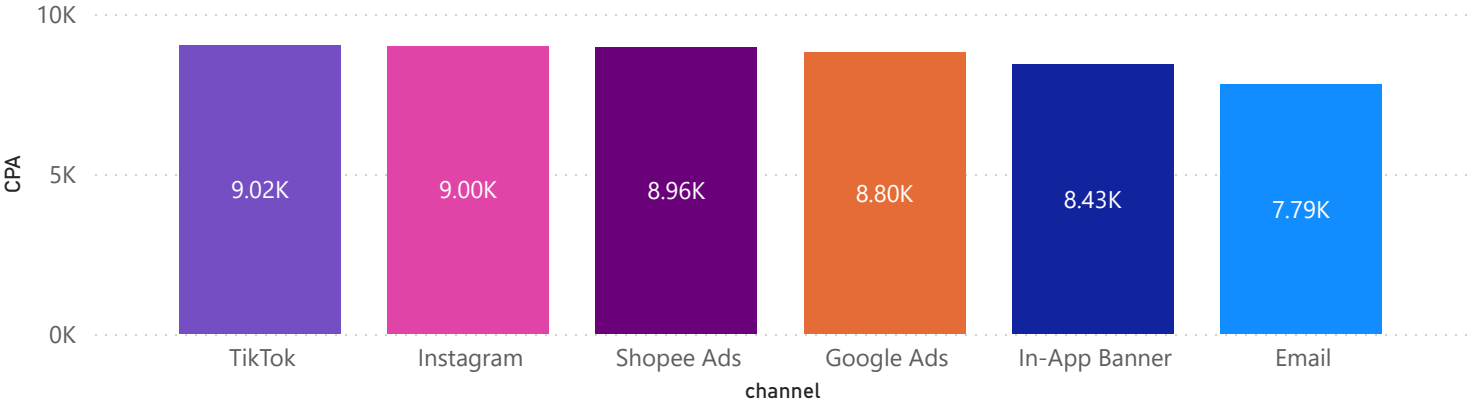
Year channel	2022					2023					2024				
	ROAS	CTR	CPC	CPA	Conversion_rate	ROAS	CTR	CPC	CPA	Conversion_rate	ROAS	CTR	CPC	CPA	Conversion_rate
Email	6.87	0.07	2,044.38	9,534.10	0.21	8.04	0.08	1,874.94	8,066.56	0.23	10.11	0.08	1,434.65	5,610.27	0.26
In-App Banner	6.43	0.08	2,077.83	9,514.37	0.22	13.87	0.09	1,186.61	5,090.93	0.23	5.20	0.07	2,153.69	10,774.71	0.20
Google Ads	6.41	0.08	2,127.16	8,272.28	0.26	6.03	0.07	2,465.84	11,498.40	0.21	8.82	0.09	1,466.64	7,818.12	0.19
Shopee Ads	6.44	0.10	1,572.82	9,616.45	0.16	7.62	0.06	2,151.72	9,040.35	0.24	6.62	0.07	1,898.94	8,147.55	0.23
Instagram	12.67	0.09	1,145.21	5,157.73	0.22	2.82	0.06	3,138.85	16,143.32	0.19	4.61	0.07	3,025.31	12,177.98	0.25
TikTok	6.89	0.08	2,015.40	8,216.07	0.25	6.09	0.08	2,099.68	8,371.39	0.25	6.05	0.06	2,724.55	12,351.21	0.22

- Region
- Bandung
- Jakarta
- Medan
- Surabaya
- Yogyakarta

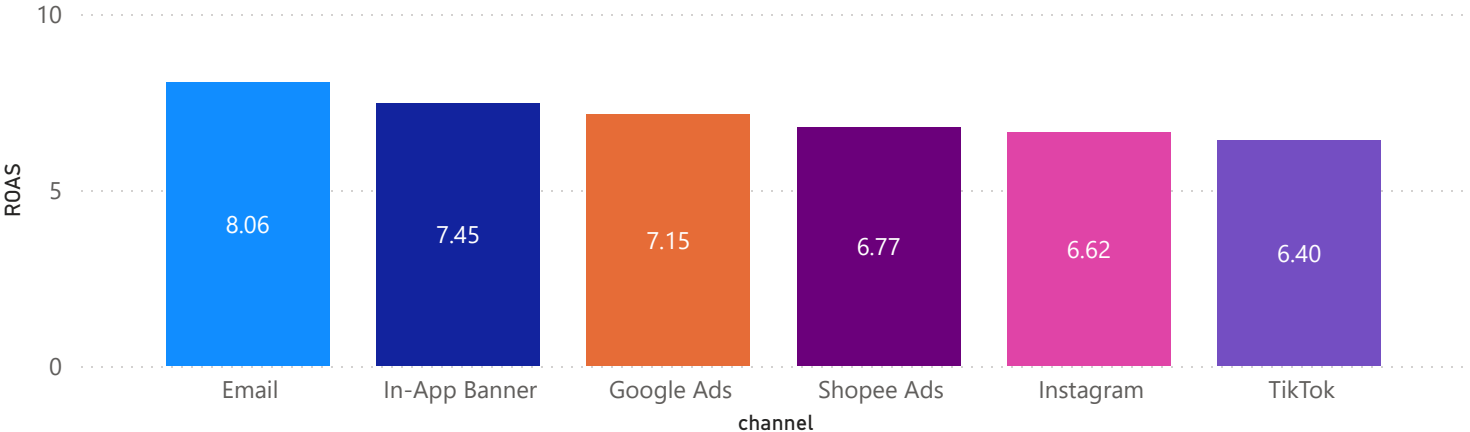
Total Spend by Channel and Year



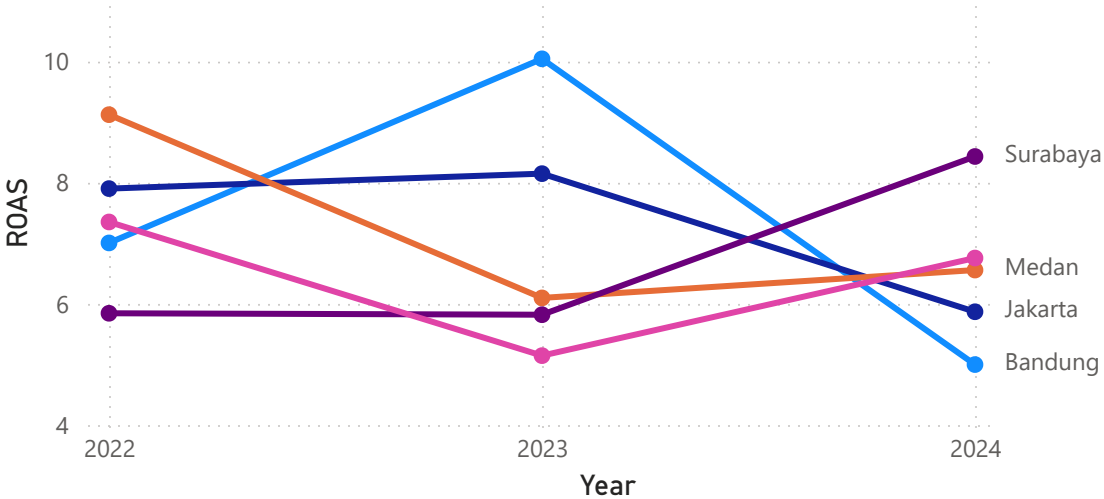
CPA by Channel



ROAS by Channel



ROAS by Region Over The Year



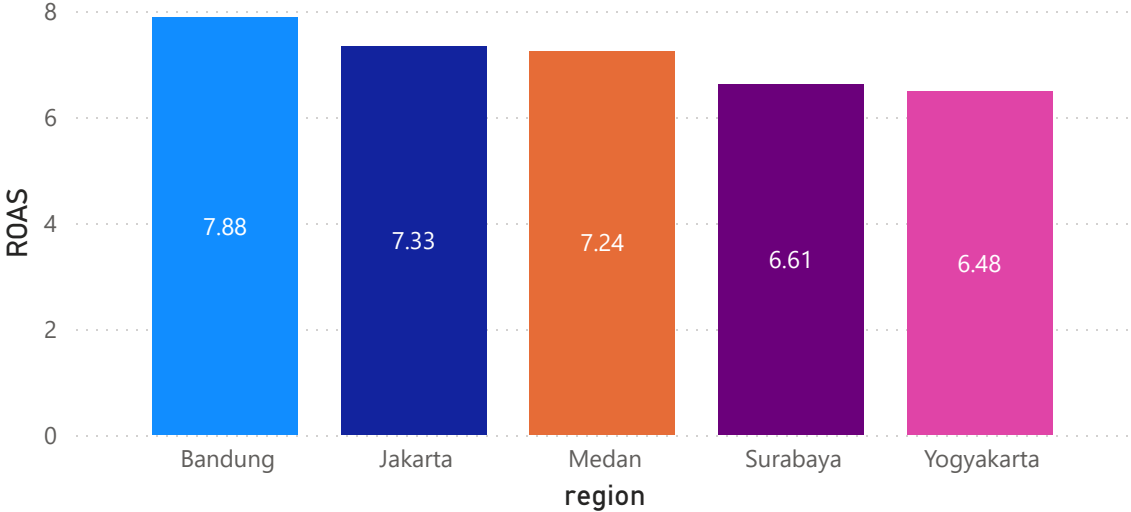
Year

All

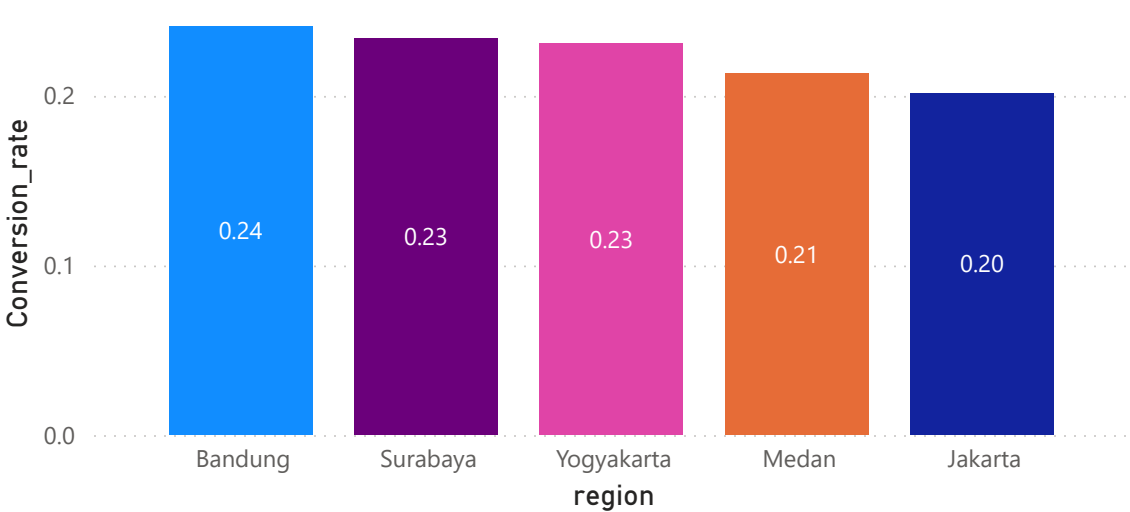
channel

All

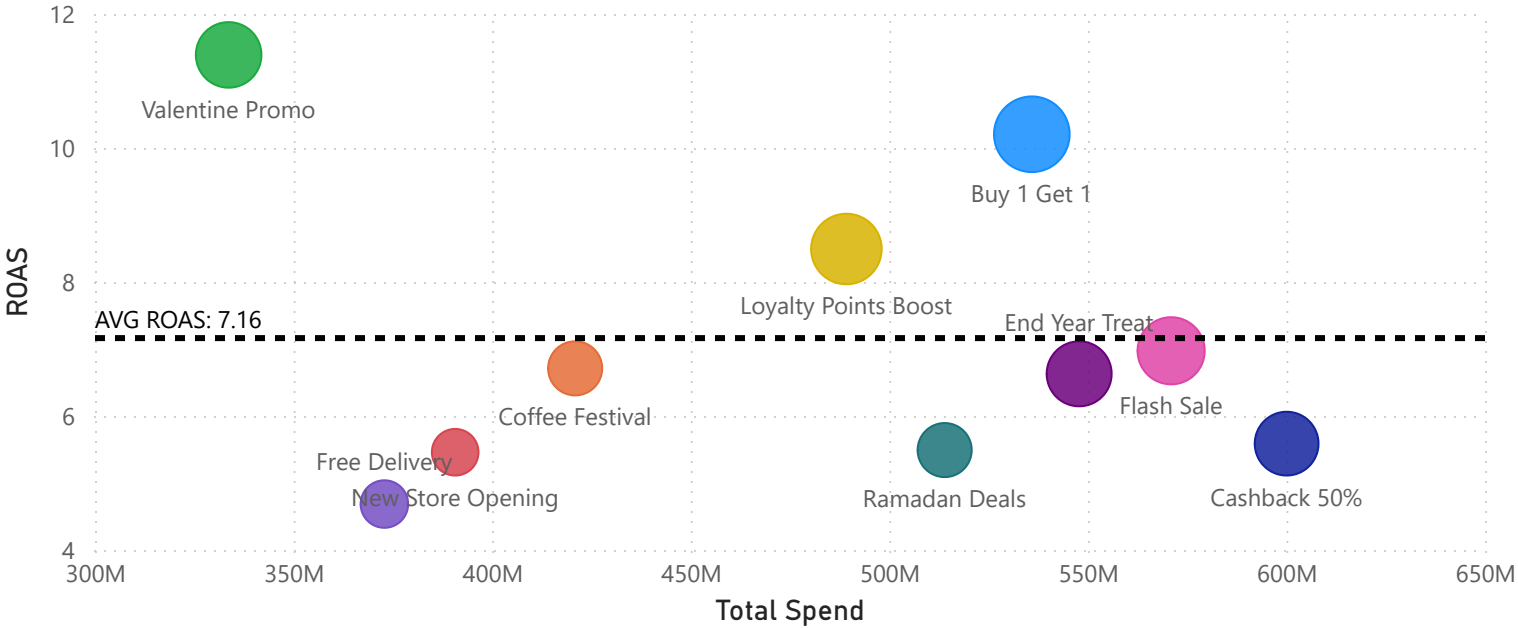
ROAS by Region



Conversion Rate by Region



Spend vs ROAS by Campaign



region	Bandung				Jakarta				Medan				Surabaya				Yogyakarta			
campaign_name	ROAS	CPA	CPC	CTR	ROAS	CPA	CPC	CTR	ROAS	CPA	CPC	CTR	ROAS	CPA	CPC	CTR	ROAS	CPA	CPC	CTR
Valentine Promo	15.44	3,708.78	1,170.79	0.12	8.09	6,276.68	1,411.29	0.07	11.66	6,415.81	1,397.79	0.07	11.63	4,962.68	1,351.16	0.09	10.78	6,151.10	1,715.10	0.10
Buy 1 Get 1	11.95	5,321.27	1,335.36	0.09	9.93	5,352.36	957.68	0.10	6.90	11,025.17	2,605.71	0.07	13.07	5,290.02	1,580.84	0.09	8.65	6,756.42	1,165.86	0.08
Loyalty Points Boost	10.70	5,903.12	1,370.32	0.10	5.62	12,889.74	3,913.71	0.05	6.51	8,218.19	1,855.54	0.10	7.66	7,731.56	2,027.17	0.08	19.21	2,481.57	757.60	0.11
Flash Sale	5.42	12,409.50	3,545.79	0.04	7.77	9,233.69	2,250.49	0.07	6.20	8,552.87	1,586.36	0.07	7.35	8,449.73	2,198.48	0.07	9.31	5,016.98	1,214.04	0.08
Coffee Festival	10.13	6,760.02	1,516.90	0.09	9.08	7,342.95	1,335.46	0.06	2.52	19,297.61	2,605.44	0.05	5.42	12,395.28	2,786.97	0.05	6.08	13,480.79	2,728.10	0.06
End Year Treat	6.63	8,789.33	2,132.13	0.07	10.44	4,330.25	901.01	0.08	9.20	7,596.67	1,389.05	0.09	3.25	17,638.09	4,676.44	0.04	2.97	19,830.28	4,749.68	0.05
Cashback 50%	5.94	8,555.19	1,783.73	0.08	6.90	7,685.39	1,141.27	0.08	7.02	8,974.94	2,287.22	0.10	3.41	15,959.44	2,193.77	0.06	4.49	13,872.73	3,460.94	0.06
Ramadan Deals	2.78	21,862.96	5,007.73	0.06	7.71	10,118.92	2,600.15	0.06	10.10	6,434.20	2,101.61	0.08	1.19	44,016.85	4,806.39	0.06	3.67	17,543.81	3,655.82	0.07
New Store Opening	2.27	40,881.44	2,348.23	0.07	3.35	25,730.72	6,610.85	0.10	4.64	12,992.66	2,250.91	0.10	14.60	6,581.61	1,468.90	0.10	4.57	13,038.29	2,400.93	0.09
Free Delivery	3.94	14,138.63	2,647.23	0.07	4.71	12,860.63	2,391.31	0.09	8.87	7,895.99	1,498.47	0.06	2.96	13,717.54	2,562.13	0.06	5.04	11,608.79	3,453.34	0.11