

Total Revenue

624.31K

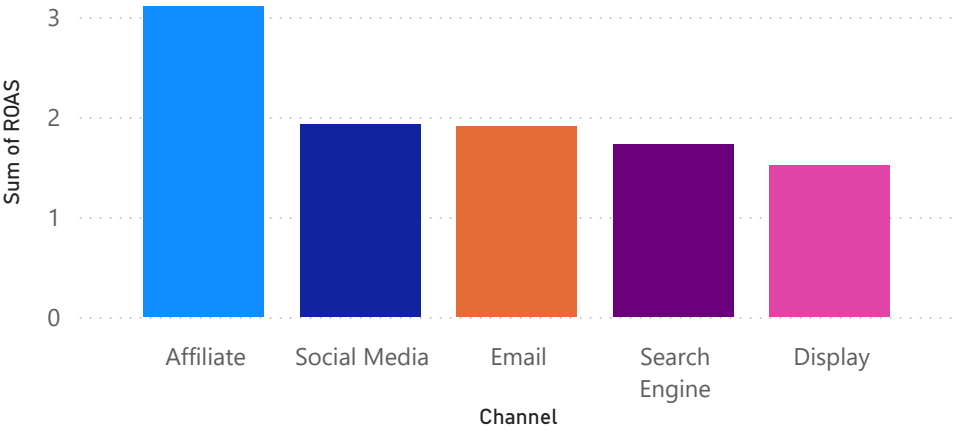
Total Spend

352.44K

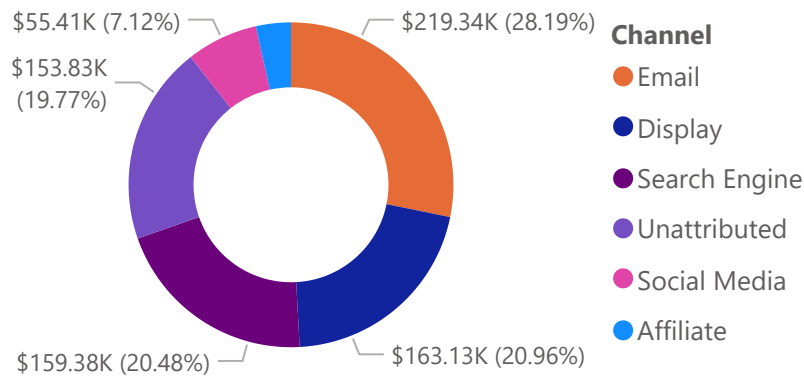
Blended ROAS

1.77

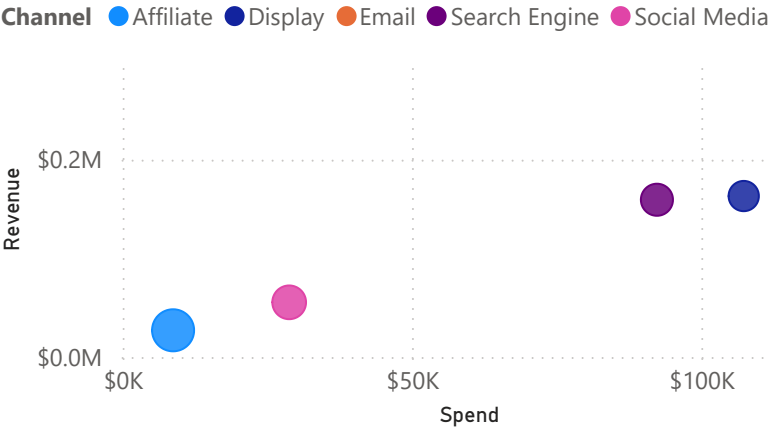
ROAS by Channel



Revenue Contribution by Channel



Spend vs. Revenue by Channel



Campaign ID	Channel	ROAS
1	Search Engine	6.01
2	Email	2.71
3	Email	1.34
4	Email	4.75
5	Display	2.77
6	Social Media	1.17
7	Display	1.15
8	Display	1.28
9	Social Media	4.80
10	Search Engine	1.66
11	Search Engine	0.79
12	Email	1.09
13	Display	2.04
14	Affiliate	3.10
15	Email	1.27
16	Display	1.13
17	Email	2.56
18	Search Engine	2.76
19	Email	2.42
20	Search Engine	1.42

Channel	Revenue	Spend	ROAS
Affiliate	\$27,056.63	\$8,724.83	3.10
Social Media	\$55,412.44	\$28,786.71	1.92
Email	\$2,19,341.66	\$1,15,249.14	1.90
Search Engine	\$1,59,375.59	\$92,338.09	1.73
Display	\$1,63,128.57	\$1,07,338.19	1.52
Unattributed	\$1,53,833.02	\$0	