



Chiffon Cosmetics - Marketing Dashboard

Marketing Spend: 🟡
MODERATE - \$1.9M

Revenue Generated: 🟡
MODERATE - \$128K

Return on Investment: 🔴
Spend: \$1 → Return: \$0.07 →
Loss: \$0.93

Cost Per Acquisition: 🟡 HIGH
- \$7K per lead

Leads Generated: 🟡
MODERATE - 284 leads

Campaigns

All

Quarter

All

Year

All

Month

All

1.93M

Total Ad Spend

127.61K

Total Revenue

0.07

ROMI

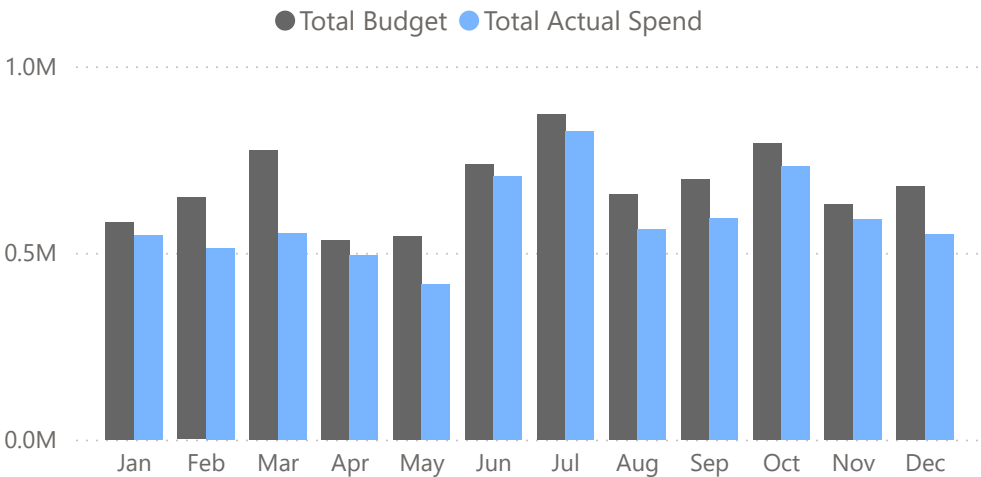
6.79K

CPA

284

Total Leads

Total Budget and Total Actual Spend by Month



We showed ads to 9.5M people, only 713.2K clicked, and it cost us 1.9M

Impressions

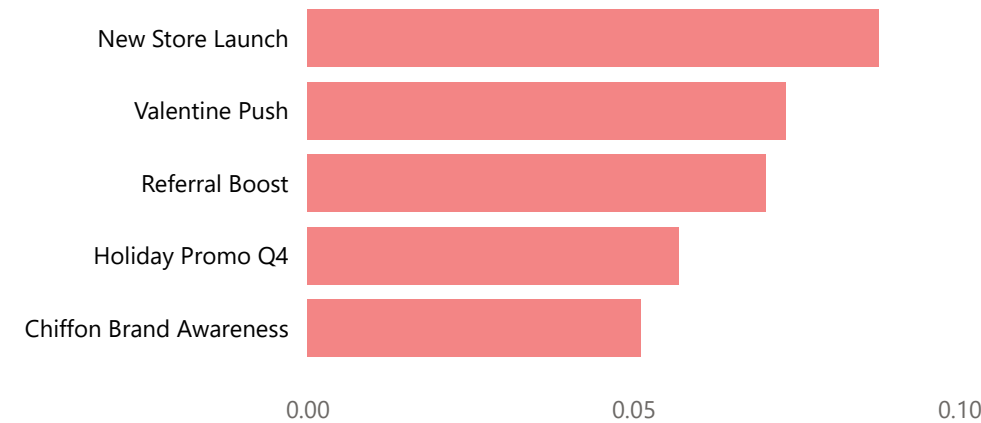
9M

Clicks

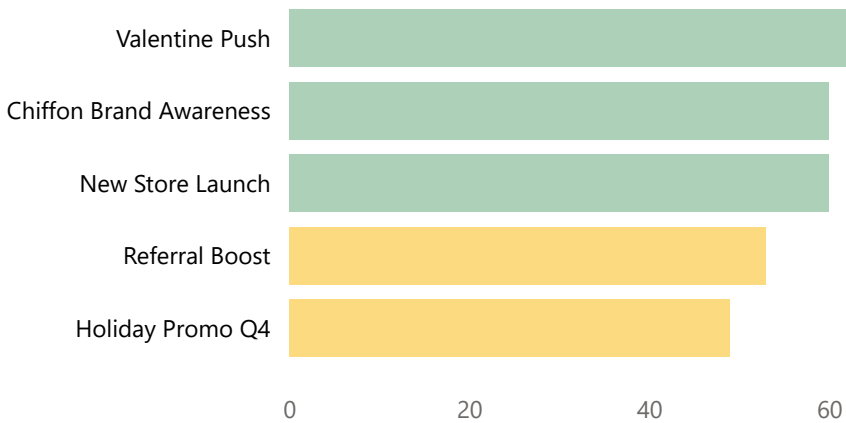
1M

Funnel Value

ROMI by Campaign



Leads by Campaign



Campaign Performance Overview

Campaign	Total Ad Spend	Total Revenue	ROMI	CPA	Total Leads
Chiffon Brand Awareness	349,651.22	17,888.80	0.05	5,827.52	60
Holiday Promo Q4	584,033.31	33,253.00	0.06	11,919.05	49
New Store Launch	295,529.56	25,901.60	0.09	4,925.49	60
Referral Boost	255,830.05	17,986.32	0.07	4,826.98	53
Valentine Push	443,870.20	32,583.18	0.07	7,159.20	62
Total	1,928,914.34	127,612.90	0.07	6,791.95	284