

Main marketing KPI

Video Title

Source

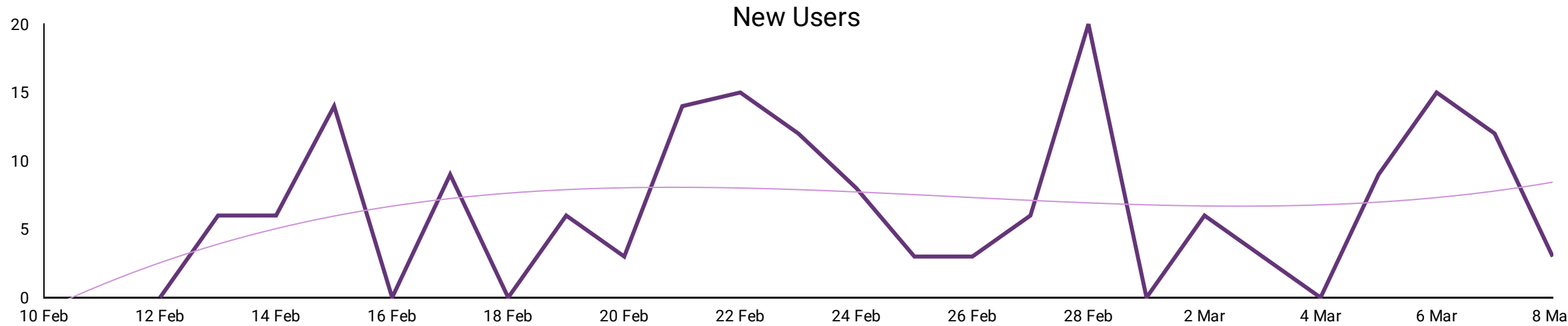
Cost
66.0K

Revenue
31.1K

ROMI
0.47

CAC (new user)
381.5

ARPU
50.78



All Information

	Title	Source	Views	Users	New Users	Revenue	ROMI	CAC
1.	Video Title 177	youtube	917	3	3	220.1	0.11	666.7
2.	Video Title 175	youtube	738	6	6	177.1	0.09	333.3
3.	Video Title 86	youtube	722	6	3	173.3	0.09	666.7
4.	Video Title 108	youtube	240	12	6	57.6	0.03	333.3
5.	Video Title 107	youtube	209	3	3	50.2	0.03	666.7
6.	Video Title 118	youtube	163	3	0	39.1	0.02	null
7.	Video Title 90	youtube	156	12	6	37.4	0.02	333.3
8.	Video Title 96	youtube	153	6	0	36.7	0.02	null
9.	Video Title 161	youtube	106	3	3	25.4	0.01	666.7

Youtube content KPI

Video Title

Select date range

Views
10.4K
↑ 5.6%

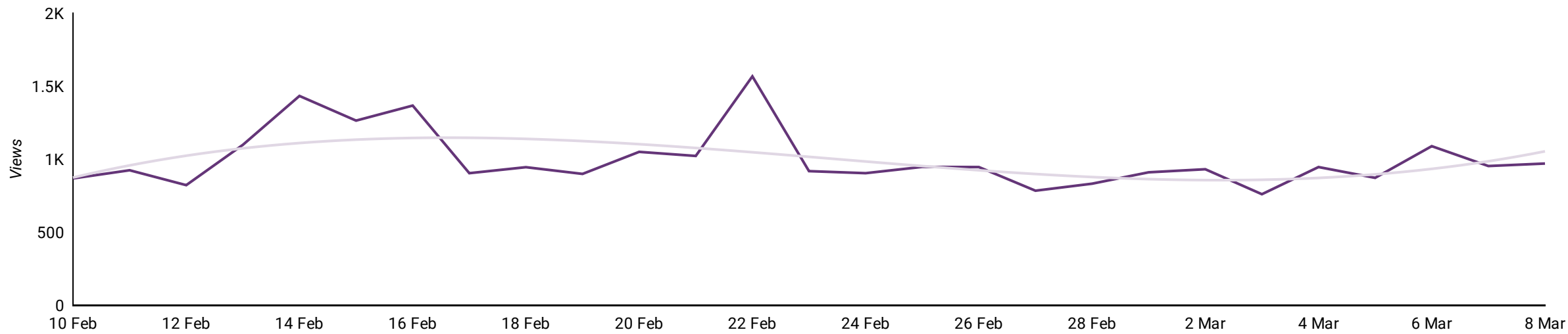
Likes
344
↑ 30.3%

Subscribers
72
↑ 33.3%

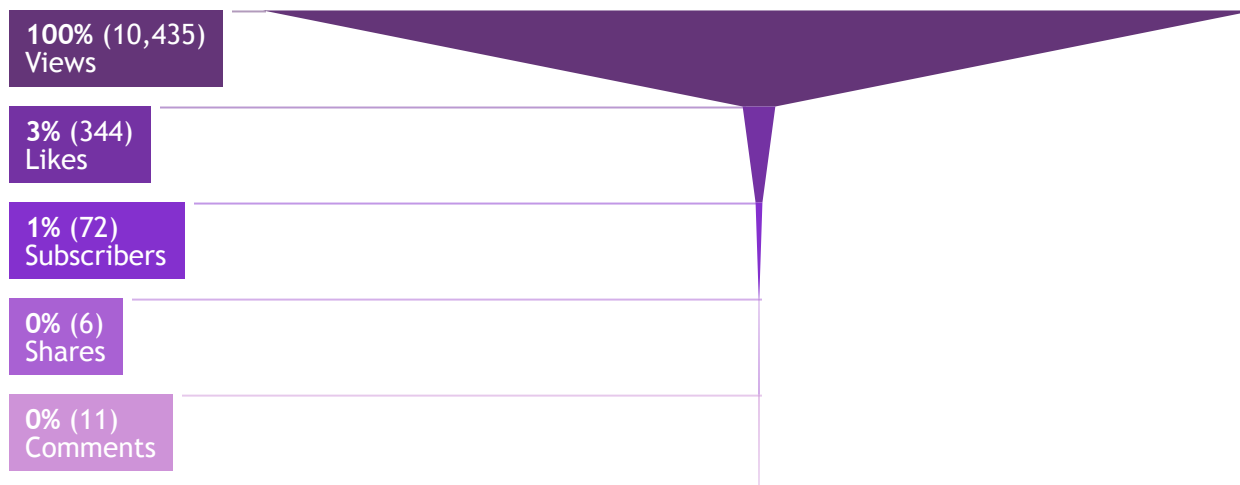
Shares
6
↑ 500.0%

Comments
11
↑ 175.0%

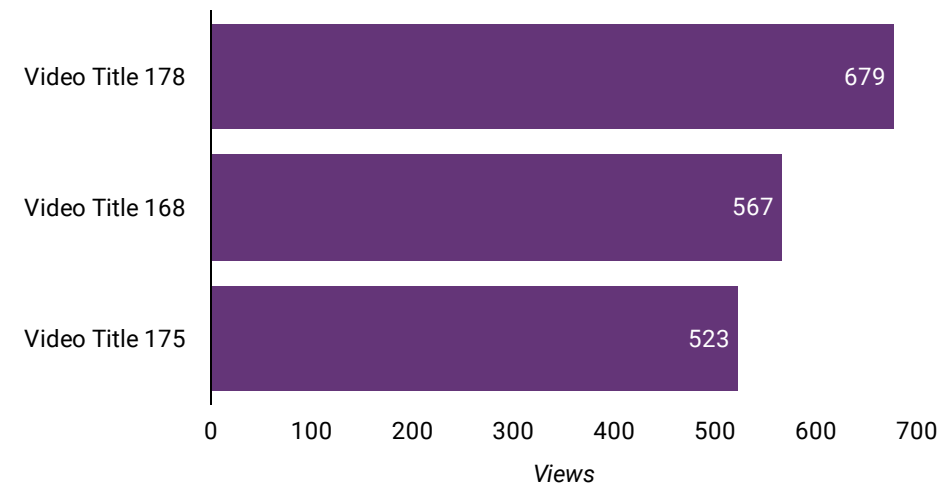
Changes over time



User funnel



Top 3 video



VK content KPI

Video Title

19 Feb 2023 - 4 Mar 2023

Views
81.0K
↓ -12.5%

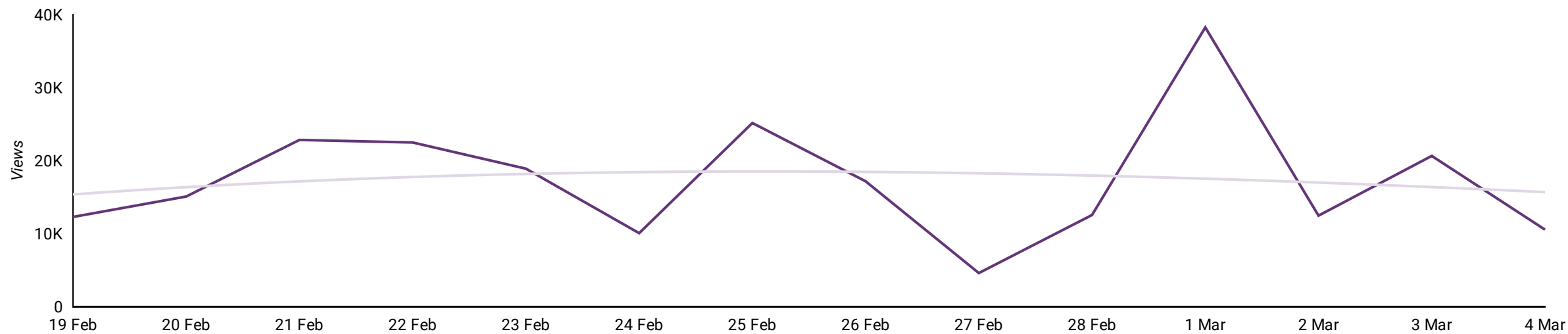
Likes
1.3K
↓ -22.8%

Subscribers
3
↓ -70.0%

Reposts
75
↑ 70.5%

Comments
279
↑ 106.7%

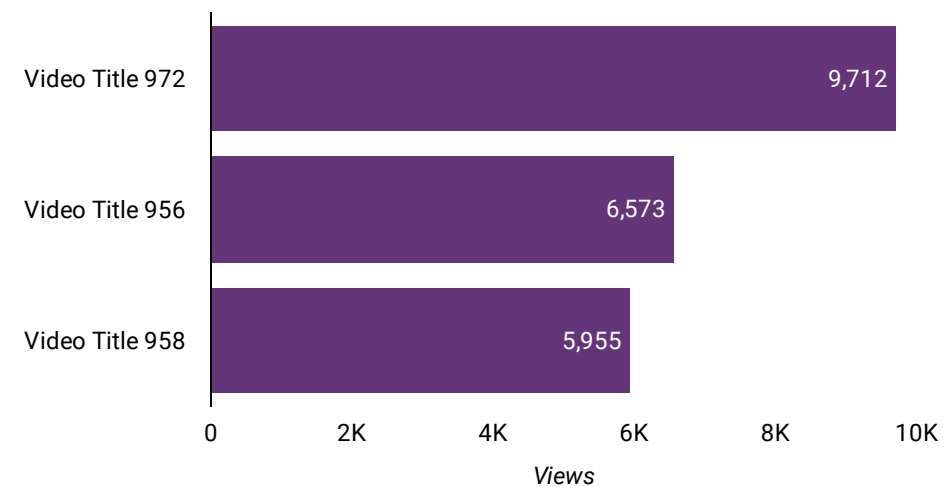
Changes over time



User funnel



Top 3 video



Odnoklassniki content KPI

Video Title



Select date range



Views

122.4K

↓ -15.0%

Unique views

51.6K

↓ -5.7%

"Show more" clicks

1.4K

↓ -23.1%

Likes

609

↑ 1.5%

URL clicks

73

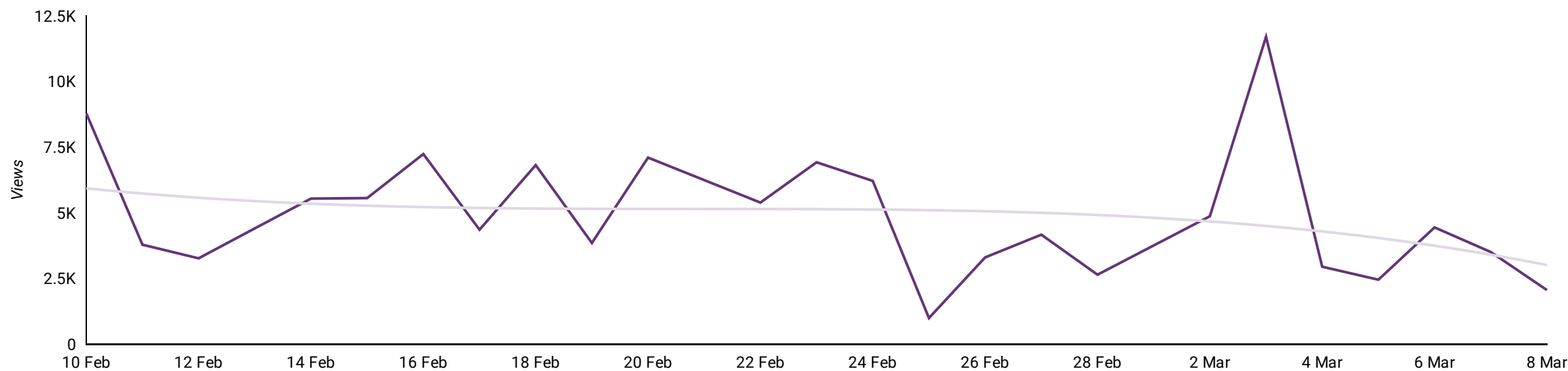
↑ 4.3%

Comments

43

↑ 4.9%

Changes over time



User funnel

100% (122,437)
Views

42% (51,584)
Unique views

1% (1,372)
"Show more" clicks

0% (609)
Likes

0% (73)
URL clicks

0% (43)
Comments

Top 3 video

Video Title 5433

6,239

Video Title 5374

5,545

Video Title 5434

5,467

0 1K 2K 3K 4K 5K 6K 7K

Views