

NuDawn Ecommerce

Bi-Weekly Report

10 Apr, 2023 - 16 Apr, 2023

Aweskis						10 Apr, 2023		16 Apr, 2023	
Comparison	Total Sales (Amount)	Total Orders (Quantity)	Ads Sales (Amount)	Ads Orders (Quantity)	Ads Spend	ACOS	ROAS	TACOS	Note

Last Week	165.9	0	50.97	0	\$55.3	108.5%	1.22%	33.33%	69.28% Sales Dropped
This Week	50.97 [DECREASED]	0	33.98	0	\$27.74	81.64	1.05	54.42%	

Ink Oil						10 Apr, 2023		16 Apr, 2023	
Comparison	Total Sales (Amount)	Total Orders (Quantity)	Ads Sales (Amount)	Ads Orders (Quantity)	Ads Spend	ACOS	ROAS	TACOS	Note
Last Week	669.7	0	429.7	0	\$106.02	24.67%	3.99%	15.83%	37.77% Sales Dropped
This Week	416.75 [DECREASED]	0	201.9	0	\$73.22	36.27	2.81	17.57%	

