

# NuDawn Ecommerce

10 Apr, 2023 - 16 Apr, 2023

| Aweskis    |                         |                            |                       |                          |           | 10 Apr, 2023 |       | 16 Apr, 2023 |                      |
|------------|-------------------------|----------------------------|-----------------------|--------------------------|-----------|--------------|-------|--------------|----------------------|
| Comparison | Total Sales<br>(Amount) | Total Orders<br>(Quantity) | Ads Sales<br>(Amount) | Ads Orders<br>(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<br>[DECREASED]    | 0                          | 33.98                 | 0                        | \$27.74   | 81.64        | 1.05  | 54.42%       |                      |

| Ink Oil    |                         |                            |                       |                          |           | 10 Apr, 2023 |       | 16 Apr, 2023 |                      |
|------------|-------------------------|----------------------------|-----------------------|--------------------------|-----------|--------------|-------|--------------|----------------------|
| Comparison | Total Sales<br>(Amount) | Total Orders<br>(Quantity) | Ads Sales<br>(Amount) | Ads Orders<br>(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<br>[DECREASED]   | 0                          | 201.9                 | 0                        | \$73.22   | 36.27        | 2.81  | 17.57%       |                      |

