

Total Spend

Spend
\$159,416

Total Revenue

Revenue
\$1,000,713

Average ROAS

ROAS
6.3

Average CPA

CPA
8.5

Total Impressions

Impressions
7,969,023

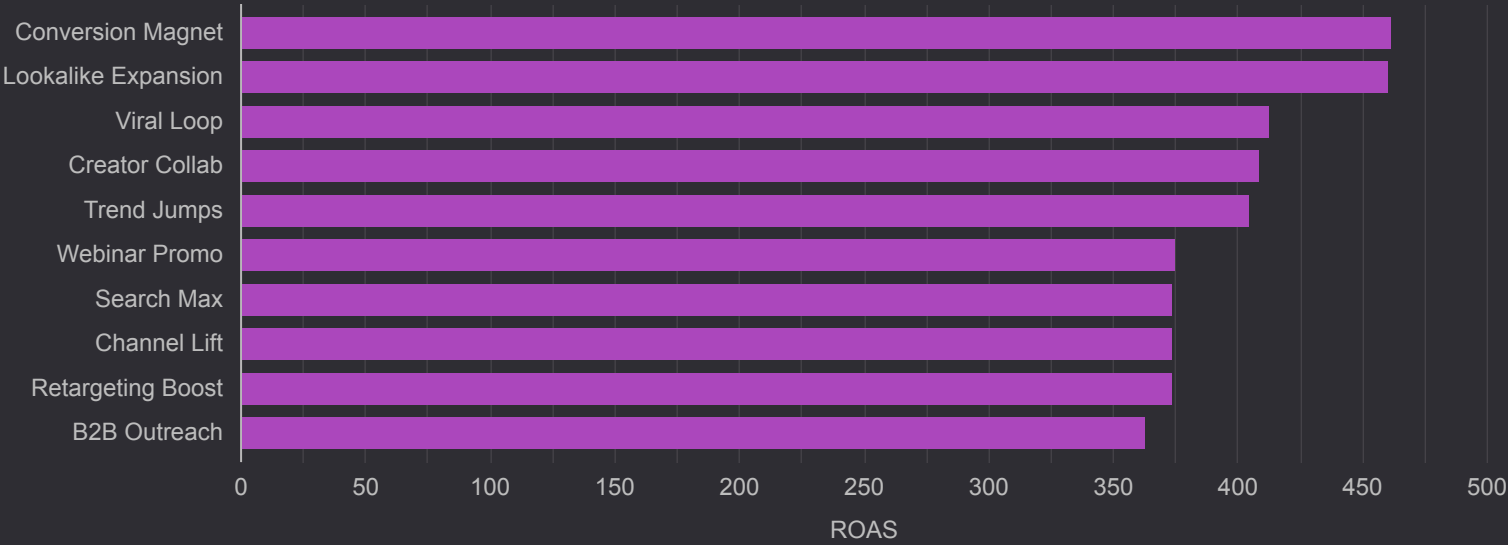
Performance by Channel

Performance by Channel	Spend ▾	Revenue	ROAS	CTR	CPA	Conversions
Google Ads	32,414.06	189,671.23	1,109.86	5.06	1,664.83	5,357
TikTok	32,399.83	212,050.82	1,226.24	5.44	1,568.56	5,902
LinkedIn	31,948.67	195,577.22	1,096.16	5.36	1,606.36	5,714
Meta Ads	31,719.68	220,513.86	1,271.17	5.81	1,390.08	6,231
YouTube	30,934.16	182,899.53	1,096.41	5.29	1,517.09	5,345

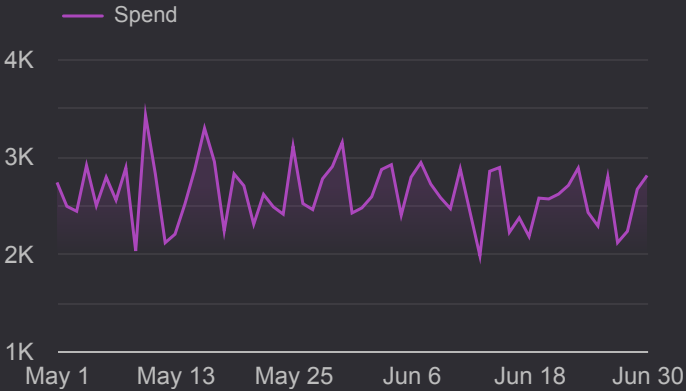
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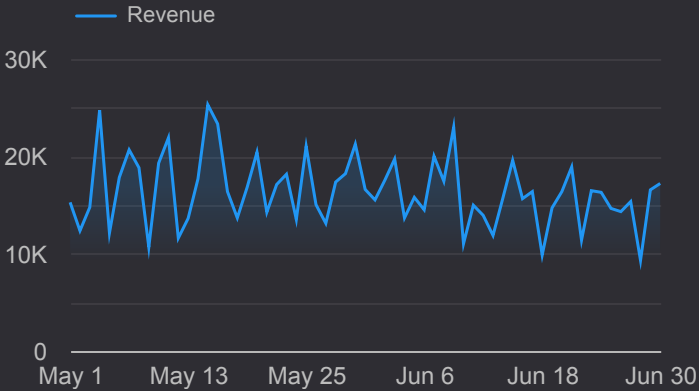
Top Campaigns by Efficiency



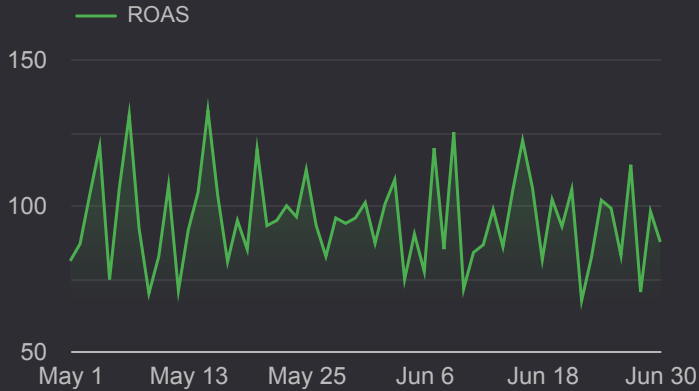
Spend over time



Revenue over time



ROAS over time



CTR vs ROAS – Campaign Efficiency

