Acquired Cost Average ROI Revenue Clicks **Impressions** CTR Customers 9.98 15.02bn 5.00 1bn 3bn **Acquired Customers by Campaign Type** Revenue by Campaign Type Average Conversion Rate by Channel Used **Campaign Count** 2.99bn 3.02bn Email Influencer (19.88%) (20.12%)**Campaign Type** Google Ads Campaign Type Search Channel_Used Influencer Campaign Type Website Display Search Display Facebook Display Social Media **Email** Youtube Fmail 2.99bn 3.02bn Influencer (20.09%) Social Media Email Instagram (19.9%)Search 3bn (20.01%) 0.00 0M 1M 2M Social Media **Acquired Customers** Impressions & Clicks by Channel Used **Revenue & Profit Over Time** Company ● Sum of Revenue Generated ● Sum of Profit Sum of ImpressionsSum of Clicks Alpha Innova... 1.3bn Datatech Sol... o.2bn SClicks O.1bn Revenue & Profit Innovate Ind... 1.2bn Nexgen Syst... 1.1bn **Techcorp** Target Audien... 1.0bn All 0.0bn Men Email Website Youtube Women

Month

Conversion Rate

0.05

Average Conversion Rate

Google

Ads

Channel Used

Instagram Facebook

0.10