

Total Impressions

29.06M

Total CPM CY  
\$523.02K

Total CPM LY  
\$392.07K

Total Clicks

994.28K

Total CPC CY  
\$8M

Total CPC LY  
\$6.67M

Bounce Rate

CPC vs CPM  
96.58%

Conv vs CPC  
96.58%

Avg Pages Visited

3.58

Avg Time Spend on Website

4.02

117.65K

Total Conversions

\$8.53M

\$9.00M

Total Ads Cost CY

Total Ad Budget CY

Total Conv LY

102.98K

Conv/CPC %

11.83%

CPC/CPM %

3.42%

Total Sales Current year

\$27.06M

Total Sales LY  
\$18.54M

YoY Sales %  
45.98%

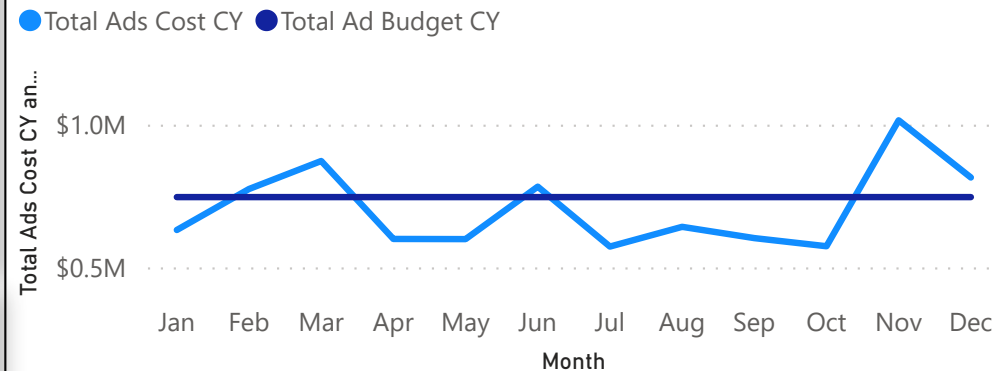
\$10.30M

Total Profit CY

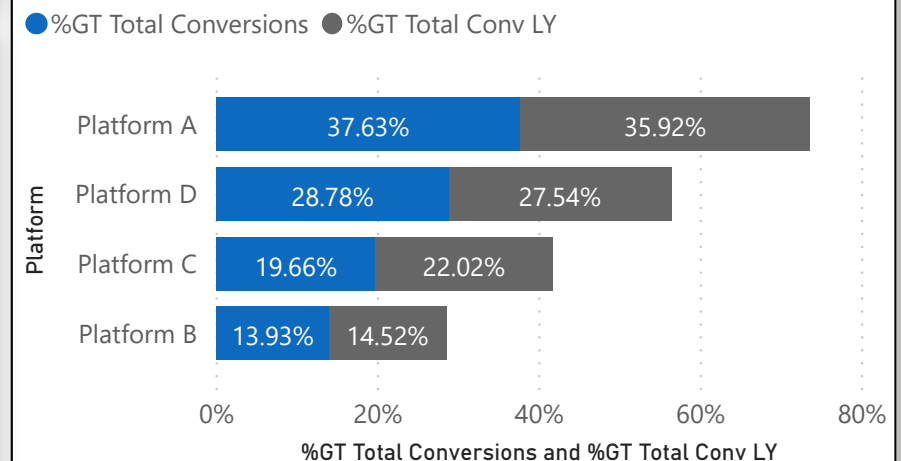
125.03%

Total Profit % CY

Total Ads Cost VS Total Ad Budget CY by Month



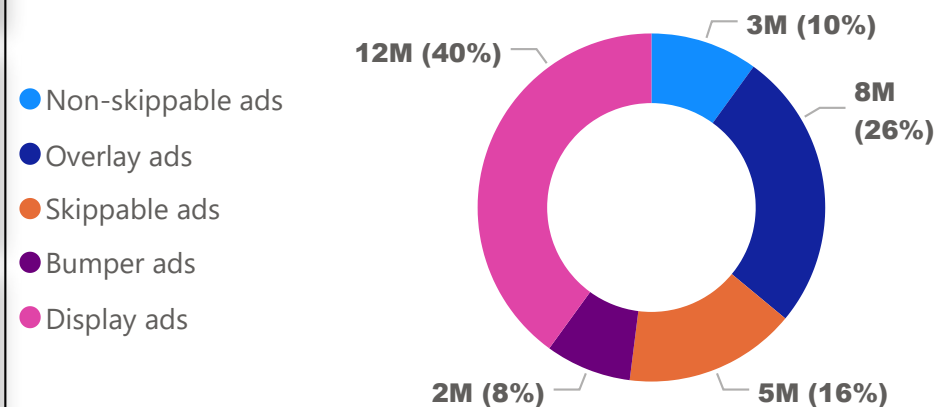
Conversion % by Platforms



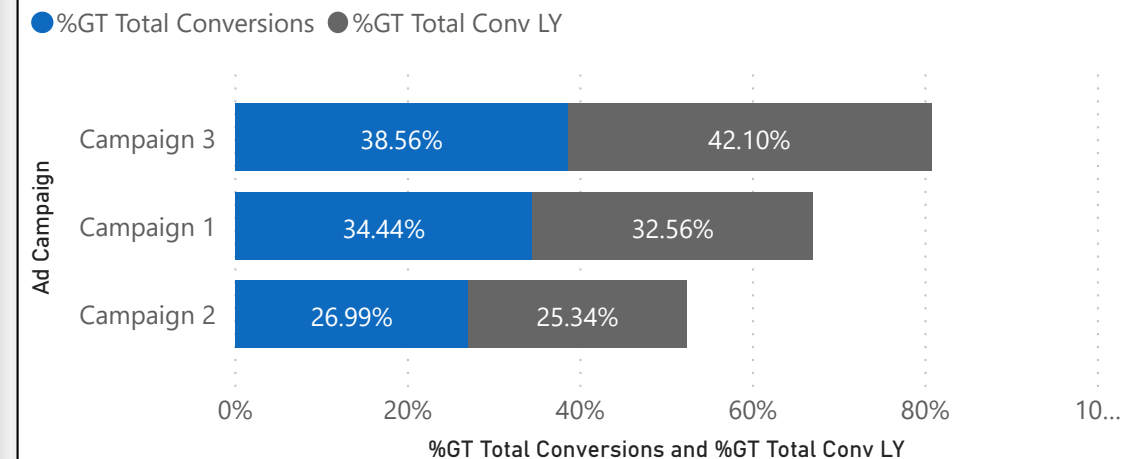
Ye...

- 2017  
● 2018  
○ 2019  
○ 2020

Types of Ads



Conversion % by Campaign



\$27.06M

Total Sales Cy

\$8.24M

Total Cost CY

\$8.53M

Total Ads Cost CY

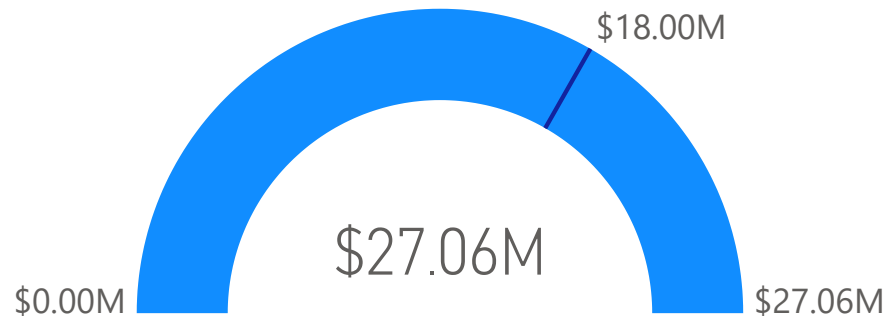
\$10.30M

Total Profit CY

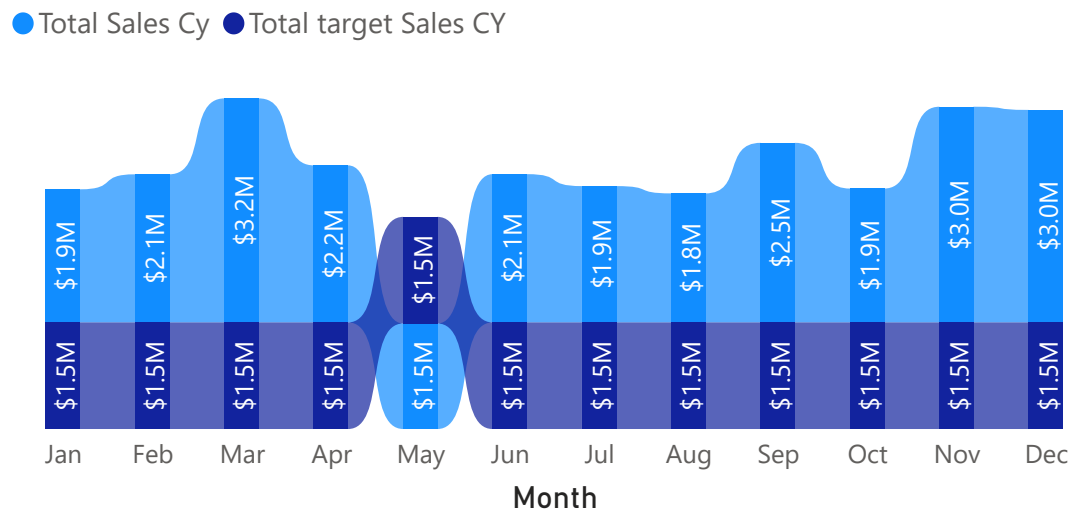
125.03%

Total Profit % CY

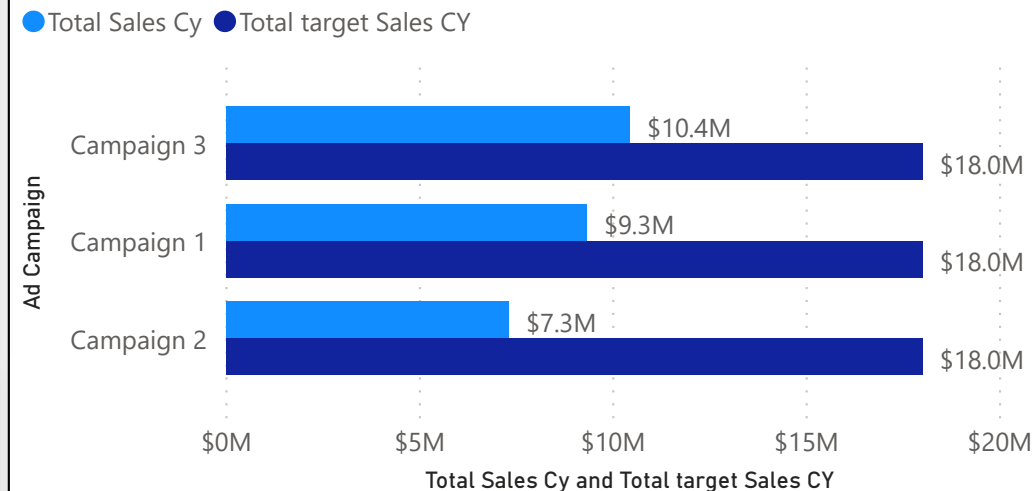
Total Sales vs Target Sales



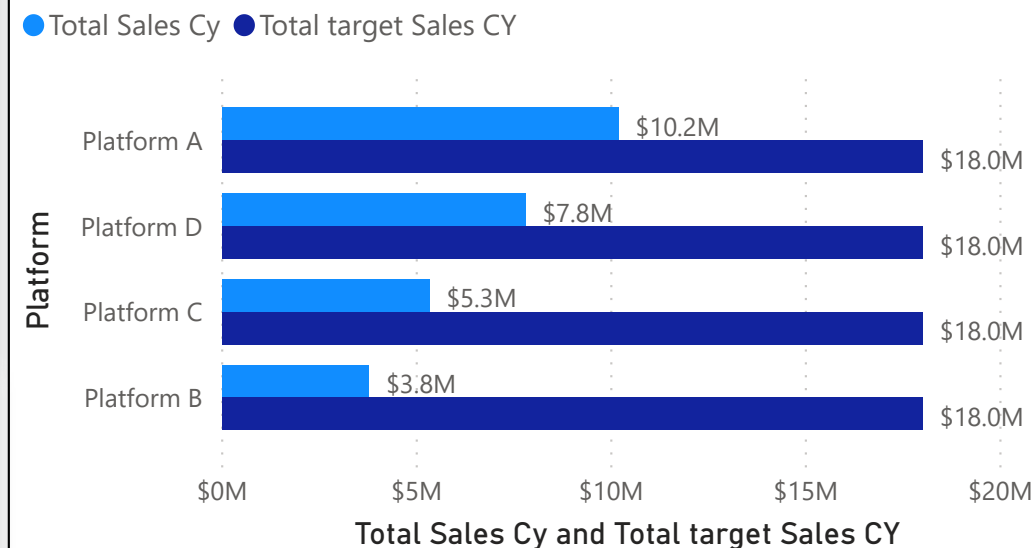
Total Sales vs Target Sales



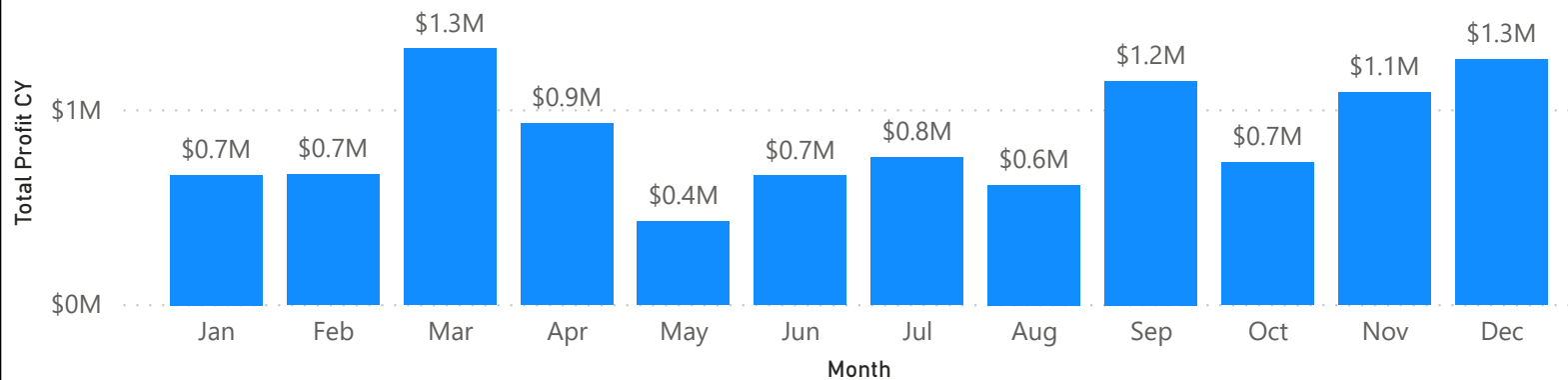
Based on Campaign



Based on Platform



Total Profit CY



\$18.00M

Total target Sales CY

117.65K

Total Quantites Sold CY

Year

- ☐ 2017
- ☒ 2018
- ☐ 2019
- ☐ 2020