

Freeform

Quick segment
Campaign = da:10012-c

How many total visitors has the campaign driven?

16K

How many have purchased?

1.9K

What % of visitors have purchased?

12%

How much total online revenue has the campaign generated?

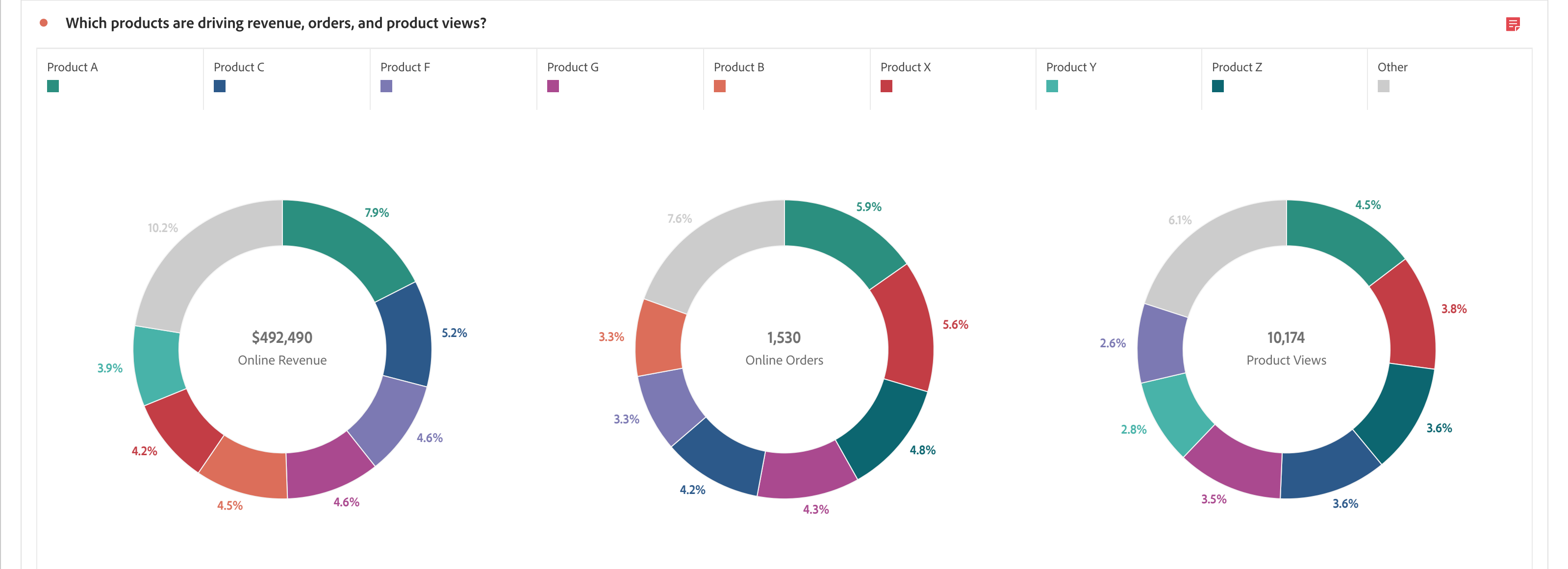
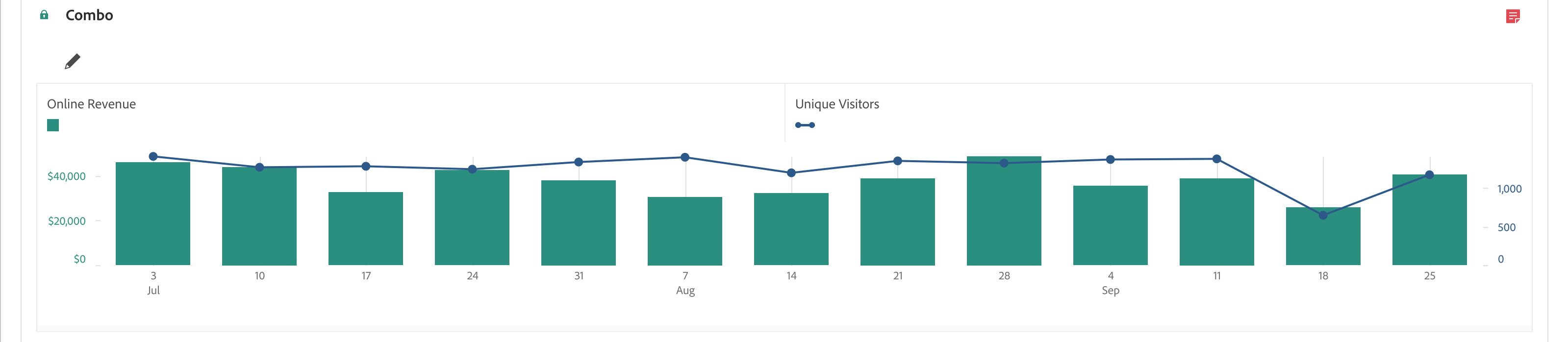
\$492K

What's the revenue per visitor?

\$30

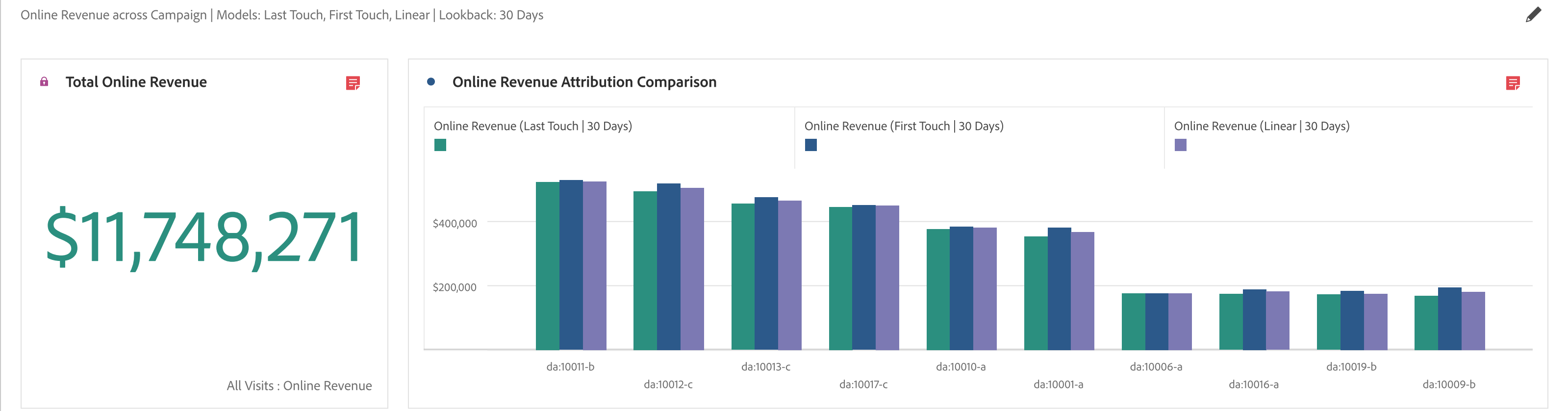
Freeform table

	Online Revenue	Revenue / Visitor	Purchasers	Unique Visitors	% of visitors who have purchased	Visits	Page Views								
Week			Unique Visitors												
Page: 1 / 1 Rows: 400 1-13 of 13	Jul 3	\$492,490 out of \$492,490	Jul 3	\$30.07 out of \$30.07	Jul 3	Oct 1	1,888 out of 1,888	Jul 3	16,380 out of 16,380	Jul 3	12% out of 12%	Jul 3	16,388 out of 16,388	Jul 3	113,916 out of 113,916
1. Jul 3, 2022	\$45,874 9.3%	\$32.51 108.1%	191 10.1%	1,411 8.6%	14%	1,413 8.6%	9,203 8.1%								
2. Jul 10, 2022	\$43,751 8.9%	\$34.45 114.6%	153 8.1%	1,270 7.8%	12%	1,270 7.7%	9,087 8.0%								
3. Jul 17, 2022	\$32,561 6.6%	\$25.38 84.4%	139 7.4%	1,283 7.8%	11%	1,283 7.8%	9,041 7.9%								
4. Jul 24, 2022	\$42,401 8.6%	\$34.06 113.3%	158 8.4%	1,245 7.6%	13%	1,245 7.6%	9,383 8.2%								
5. Jul 31, 2022	\$37,866 7.7%	\$28.30 94.1%	143 7.6%	1,338 8.2%	11%	1,338 8.2%	9,529 8.4%								
6. Aug 7, 2022	\$30,433 6.2%	\$21.74 72.3%	124 6.6%	1,400 8.5%	9%	1,400 8.5%	9,006 7.9%								
7. Aug 14, 2022	\$32,097 6.5%	\$26.79 89.1%	117 6.2%	1,198 7.3%	10%	1,198 7.3%	8,475 7.4%								
8. Aug 21, 2022	\$38,794 7.9%	\$28.67 95.4%	135 7.2%	1,353 8.3%	10%	1,353 8.3%	9,450 8.3%								
9. Aug 28, 2022	\$48,539 9.9%	\$36.66 121.9%	167 8.8%	1,324 8.1%	13%	1,324 8.1%	10,053 8.8%								
10. Sep 4, 2022	\$35,303 7.2%	\$25.75 85.6%	148 7.8%	1,371 8.4%	11%	1,371 8.4%	8,700 7.6%								
11. Sep 11, 2022	\$38,783 7.9%	\$28.12 93.5%	157 8.3%	1,379 8.4%	11%	1,379 8.4%	9,127 8.0%								
12. Sep 18, 2022	\$25,752 5.2%	\$39.80 132.4%	103 5.5%	647 3.9%	16%	647 3.9%	4,291 3.8%								
13. Sep 25, 2022	\$40,337 8.2%	\$34.39 114.4%	159 8.4%	1,173 7.2%	14%	1,175 7.2%	8,571 7.5%								



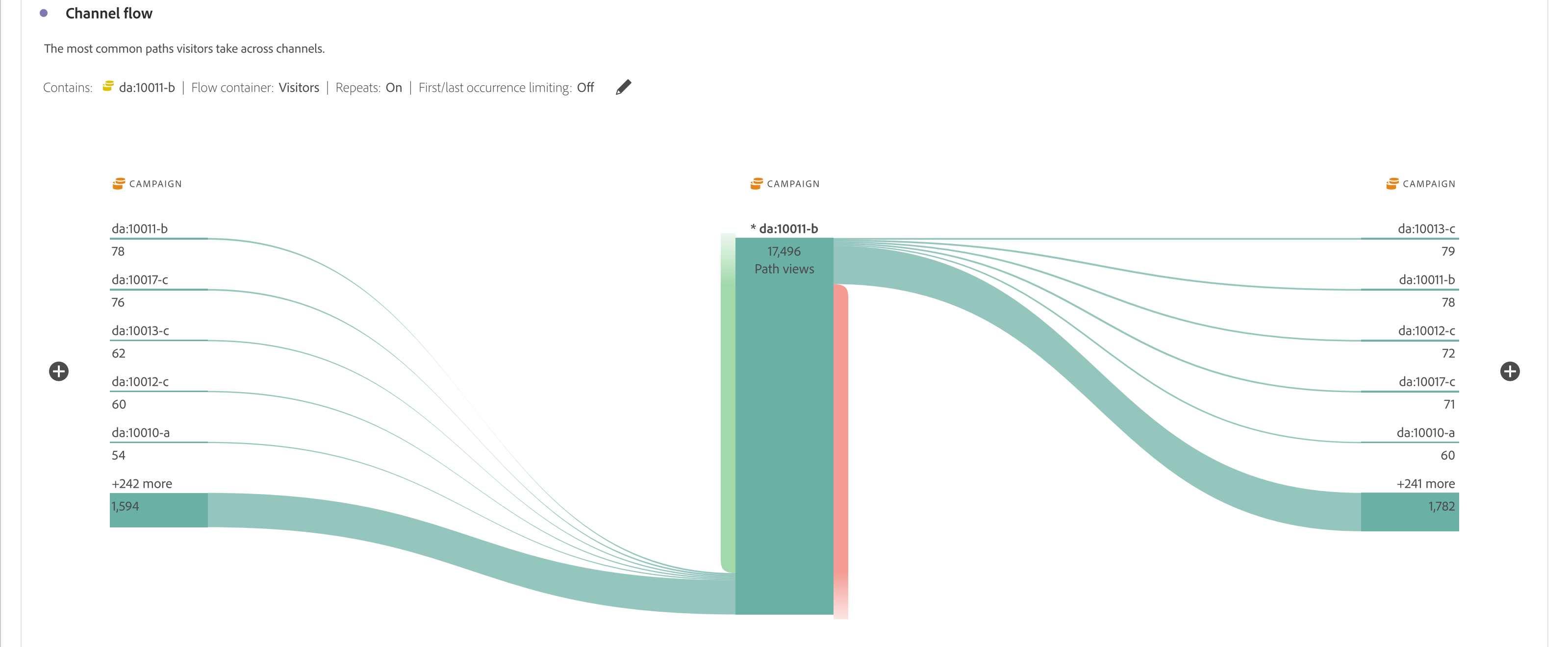
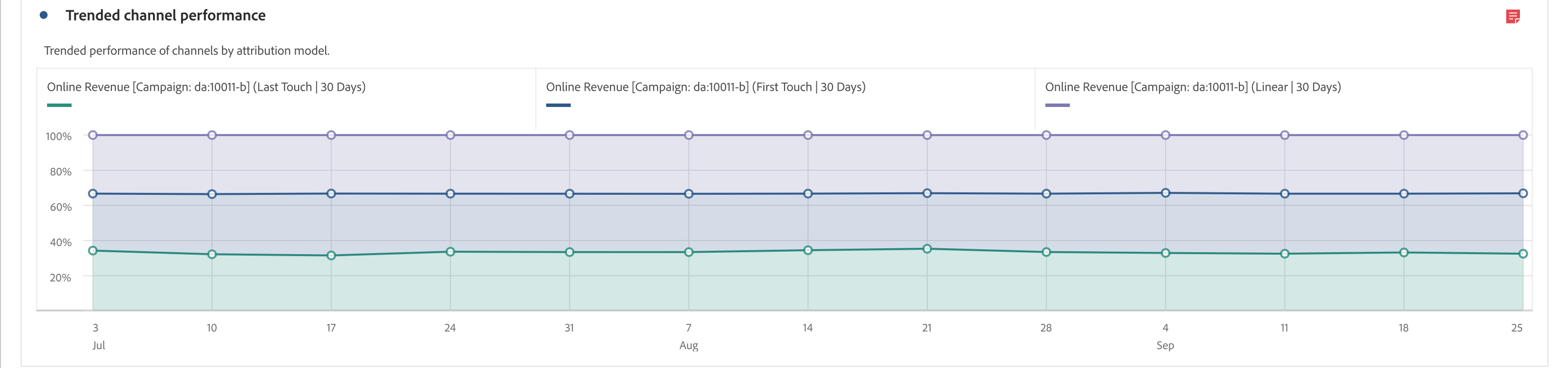
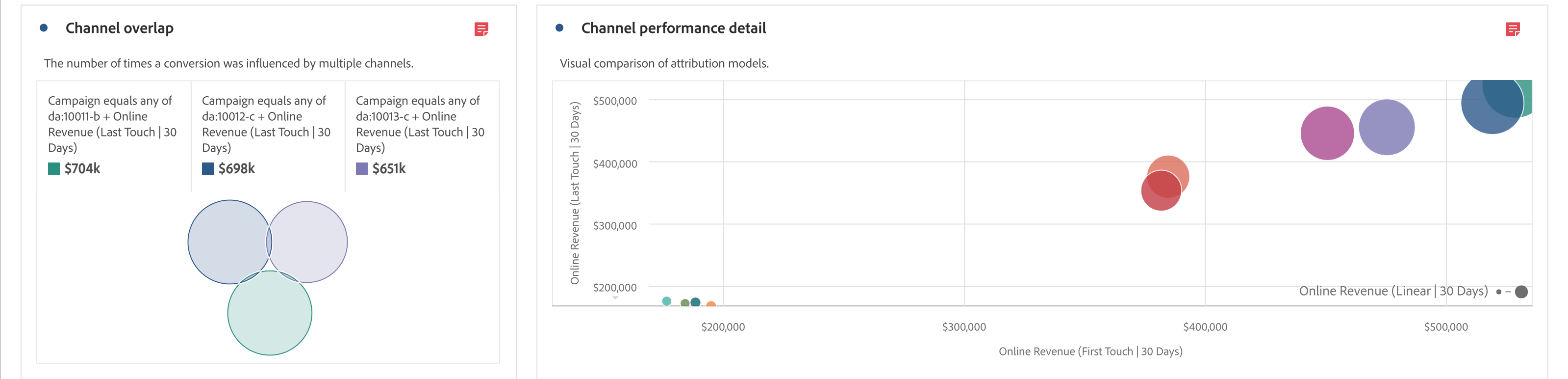
How does the seasonal campaign compare to our other campaigns?

Quick segment
Campaign exists



Online Revenue Attribution Comparison

Campaign	Online Revenue Last Touch 30 Days	Online Revenue First Touch 30 Days	Online Revenue Linear 30 Days
Page: 1 / 26 > Rows: 10 1-10 of 259	Jul 3	Jul 3	Jul 3
1. da:10011-b	\$523,245 5.2%	\$528,517 5.3%	\$524,743 5.2%
2. da:10012-c	\$494,417 4.9%	\$519,050 5.2%	\$504,684 5.0%
3. da:10013-c	\$455,328 4.5%	\$475,277 4.7%	\$465,070 4.6%
4. da:10017-c	\$445,675 4.4%	\$450,592 4.5%	\$449,902 4.5%
5. da:10010-a	\$376,107 3.7%	\$384,528 3.8%	\$380,971 3.8%
6. da:10001-a	\$353,668 3.5%	\$381,627 3.8%	\$366,934 3.6%
7. da:10006-a	\$176,361 1.8%	\$176,376 1.8%	\$176,109 1.8%
8. da:10016-a	\$174,189 1.7%	\$188,320 1.9%	\$181,529 1.8%
9. da:10019-b	\$172,616 1.7%	\$184,038 1.8%	\$175,275 1.7%
10. da:10009-b	\$168,478 1.7%	\$194,806 1.9%	\$180,366 1.8%



Annotation Summary

DATE RANGE	NAME	COMPONENTS	DESCRIPTION
Sep 18 - Sep 24	Email delay		The intended email campaign went out on We...