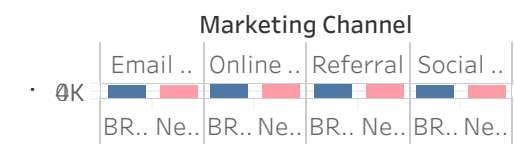


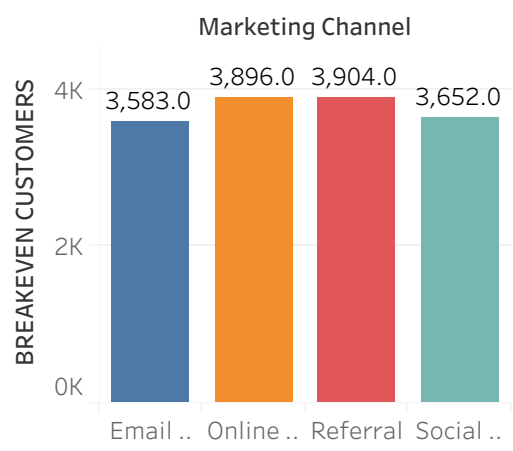
CAC VS MARKET CHANNEL



Actual vs Breakeven customers



BREAKEVEN CUSTOMERS VS MARKET CHANNEL

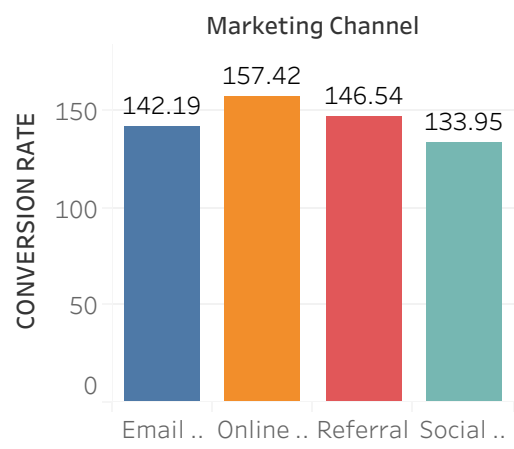


Marketing Cha..
Email Mar..
Online Ads
Referral
Social Me..

Marketing Cha..
✓ Email Mar..
✓ Online Ads
✓ Referral
✓ Social Med..

Measure Nam..
BREAKEV..
New Cust..

MARKET CHANNEL VS CONVERSION RATE



NEW CUSTOMER VS CAC (SCATTER PLOT)

