

1. Product

- **Core product:** High-quality wellness and rehab services in a luxurious setting.
- **Additional features:**
 - Private access to a lake and diverse outdoor activities.
 - Comprehensive wellness offerings: saunas, pools, massages, physiotherapy, meditation.
 - Tailored dietary plans for guests with special requirements.

2. Price

- **Premium pricing:** Positioned as a high-end resort catering to affluent clients.
- **Value-added pricing:** Higher costs justified by exceptional service and bespoke offerings.

3. Place

- **Physical location:** Situated high on a mountain in Tyrol, surrounded by untouched nature with no nearby disturbances.
- **Digital presence:**
 - High-end website with booking options and virtual tour features.
 - Mobile app for service reservations and personalized communication.

4. Promotion

- **High end collaborations:**
 - Sport: Golf Clubs, Polo Leagues
 - Events: Yacht Shows
 - Companies: private aviation
- **Content marketing:** Blog posts on wellness, healthy living, and luxury experiences.

5. People

- **Staff:** Highly qualified professionals, including physiotherapists, masseurs, and meditation guides.
- **Customer base:** Affluent, mostly middle-aged adults (40+), seeking peace, luxury, and rejuvenation.

6. Process

- **Booking process:** Seamless online booking with personalization options for stays.
- **Service processes:** Smooth coordination of services like housekeeping, activity planning, and tailored health programs.

7. Physical Evidence

- **Visual identity:** Sophisticated branding through an elegant website, brochures, and digital presence.
- **Exclusivity:** Photos and videos highlighting the unique location and luxurious facilities of the resort.

USP

An exclusive sanctuary in the Tyrolean Alps: Private access to a crystal-clear lake and untouched nature – far away from distractions.

Target Persona for the High-End Resort

Name: Sophia van der Meer

Age: 45

Profession: Partner at a Global Law Firm

Income: 320,000€/year

Location: Amsterdam, Netherlands

Background:

Sophia is a highly successful lawyer specializing in international mergers and acquisitions. She lives in a restored townhouse in the heart of Amsterdam with her husband. With a demanding career that often involves long hours and frequent travel, Sophia values her downtime and seeks exclusive wellness experiences to help her maintain a healthy balance between her professional and personal life.

Demographics:

- **Marital Status:** Married, no children.
- **Education:** Diploma in International Law from a prestigious European university.
- **Lifestyle:** Sophisticated, enjoys art galleries, opera, and fine dining

Psychographics:

- **Values:** Privacy, exclusivity, and impeccable attention to detail
- **Interests:** Wellness, yoga, hiking, and gourmet cooking
- **Pain Points:** Constant stress from work and the challenge of finding high-end retreats that meet her exacting standards

Goals:

1. Recharge mentally and physically in a tranquil, luxurious environment.
2. Experience bespoke wellness programs, including tailored dietary plans and private meditation sessions.
3. Escape the noise of urban life to reconnect with nature and herself.

Motivations:

- Prefers wellness retreats that cater exclusively to a select clientele.
- Enjoys destinations with a strong connection to nature and luxury.
- Values seamless service and attention to her personal preferences.

Digital Behavior:

- Researches wellness trends through luxury lifestyle websites (e.g., Vogue Living, Tatler).
- Uses premium booking platforms like Mr & Mrs Smith or personal travel concierges.
- Actively follows curated Instagram accounts showcasing luxury travel and wellness.

Target Groups for the High-End Resort

Primary Target Group:

Affluent, Middle-Aged Adults Seeking Wellness and Relaxation

1. Demographics:

- **Age:** 40–65 years
- **Income:** High income bracket; executives, entrepreneurs, or retirees with disposable income.
- **Education:** Highly educated; health-conscious and well-traveled.
- **Geography:** International

2. Psychographics:

- Values luxury, privacy, and exclusivity.
- Focused on maintaining physical and mental health through premium wellness experiences.
- Desires personalized, stress-free environments to escape their busy lives.

3. Motivations:

- Seeking peace, rejuvenation, and connection with nature in a high-end, private setting.
- Prefers tailored wellness programs (e.g., dietary plans, massages, meditation).

4. Behaviors:

- Reads luxury lifestyle magazines and follows discreet influencers.
- Books holidays through exclusive platforms or personal assistants.

Secondary Target Group: High-Performing Professional Athletes

1. Demographics:

- **Age:** 25–40 years
- **Income:** Supported by high earnings or sponsors; part of elite sports leagues.
- **Education:** Moderate to highly educated, with health and wellness knowledge.
- **Geography:** International, mobile, and willing to travel for top-tier rehab services.

2. Psychographics:

- Highly driven and performance-oriented; prioritizes recovery and physical well-being.
- Prefers environments that are distraction-free and support focus.

3. Motivations:

- Requires access to world-class physiotherapy and recovery services.
- Values privacy and exclusivity during rehabilitation.
- Seeks tailored health programs to return to peak condition.

4. Behaviors:

- Uses professional networks or agents to identify top recovery facilities.
- Actively engages with physiotherapy and wellness technologies.

Awareness Phase

Goal: Attract attention to the exclusive luxury holiday home.

1. Social Media Ads:

- Platforms: Instagram, Facebook, LinkedIn.
- Content: Stunning visuals of the resort's opulent amenities, exclusive experiences, and Tyrol's scenic luxury appeal.
- Targeting: Upper-class demographics and interests (luxury travel, wellness, fine living).

2. Search Engine Advertising (SEA):

- Google Ads with high-value keywords like "Luxury Spa Retreat Tyrol" and "Exclusive Alpine Getaways."
- Display ads on premium websites and luxury travel blogs.

3. Influencer Marketing:

- Collaborate with high-profile wellness and lifestyle influencers to create aspirational content.
- Focus on influencers with affluent audiences.

4. Content Marketing:

- Blog articles (e.g., "Top 5 Luxury Spa Resorts in the Alps") with strong SEO.
- High-quality video content highlighting bespoke experiences and amenities.

Interest Phase

Goal: Generate interest and engagement with the brand.

1. Email Marketing:

- Send sophisticated, personalized newsletters featuring exclusive offers, seasonal packages, and resort highlights.

2. Social Media Content:

- Interactive posts, such as behind-the-scenes videos, luxury spa rituals, and Q&A sessions with wellness experts.
- Highlight high-value offerings like private suites, personal spa treatments, and gourmet dining experiences.

3. Retargeting Ads:

- Display personalized ads to visitors who explored the website but didn't book, emphasizing exclusivity and premium features.

4. Virtual Tour Videos:

- Offer immersive tours of the resort's most luxurious features to capture the imagination of potential guests.
-

Decision Phase

Goal: Convince potential guests to book.

1. Limited-Time Offers:

- Highlight exclusive packages, such as "VIP Alpine Spa Escape" or "Luxury Wellness Retreat" with added perks (e.g., complimentary wine tasting, chauffeur service).

2. Testimonials and Reviews:

- Showcase glowing reviews from high-profile guests or renowned publications.

3. Streamlined Booking Experience:

- Optimize the booking platform for simplicity and luxury, offering concierge services during the process.

4. Remarketing Campaigns:

- Use dynamic ads to remind potential guests of their interest with personalized messaging and tailored visuals.
-

Loyalty Phase

Goal: Ensure guests return and recommend the resort.

1. Tailored Post-Stay Communication:

- Send thank-you emails with personalized offers for future stays.
- Offer exclusive discounts for returning guests and referrals.

2. VIP Loyalty Program:

- Implement a program with tiered rewards, such as priority bookings, bespoke packages, and luxury upgrades.

3. Engage via Social Media:

- Highlight guest stories and encourage them to share their experiences.
- Build an elite community by tagging and celebrating returning guests.

4. Exclusive Early Access:

- Provide past guests with early access to new luxury offerings, such as special events or new facilities.

Task 5: Influencer Marketing

Influencer

Influencer 1: Manuel Feller, Ski racer

- Who is Manuel Feller?
 - Austrian Alpine Skier, won the Slalom World Cup 2023. Manuel Feller is from Tyrol and does a sport that is well suited for the mountains, where our hotel is situated.
- Why a Cooperation Makes Sense?
 - He is pretty well known across Austria and the Alpine countries.
 - In 2017, he famously won the silver medal at the world championship after having diagnosed an herniated disc just a year before. He often has to deal with back pain, which can be cured/treated at our resort.

Influencer 2: Wim Wenders, filmmaker

- Who is Wim Wenders?
 - Acclaimed German filmmaker known for iconic films like *Wings of Desire*, *Paris, Texas*, and *The Salt of the Earth*.
 - Renowned for capturing breathtaking landscapes and telling deeply emotional stories.
 - A master of visual storytelling, appealing to artistic and global audiences.
- Why a Cooperation Makes Sense?
 - Perfect Setting: The resort's stunning mountain and lake surroundings align with Wenders' preference for unique, serene locations.
 - Brand Alignment: Associating with a globally respected filmmaker elevates the resort's image, emphasizing sophistication and exclusivity.
 - Target Audience Reach: Wenders' films attract high-end, culturally engaged viewers who align with the resort's affluent clientele.
 - Organic Exposure: Featuring the resort in a Wenders film creates subtle, yet impactful, global advertising.
 - Artistic Prestige: Collaboration adds cultural value to the resort, making it a desirable destination for other filmmakers and creatives.

Influencer 3: Nils Henkel, cook

- Who is Nils Henkel?
 - Renowned Michelin-Starred Chef: Known for his modern, innovative approach to fine dining, Henkel has earned multiple Michelin stars.
 - Specializes in "Pure Nature" Cuisine: Focuses on seasonal, regional, and sustainable ingredients, creating dishes that highlight natural flavors.

- Award-Winning Culinary Artist: Recognized with awards like "Chef of the Year" in Germany, further solidifying his reputation.
 - Social Media Presence: ~100K followers on Instagram (@nilshenkel), with an audience that appreciates high-end, sustainable dining.
- Why a Cooperation Makes Sense?
 - Philosophy Alignment: His "pure nature" cuisine mirrors the resort's focus on wellness, exclusivity, and the untouched natural environment.
 - Affluent Audience: Henkel's followers and clientele are affluent individuals interested in luxury and fine dining, matching the resort's target group.
 - Cultural and Regional Relevance: As a German chef, his proximity to Tyrol adds authenticity and appeal to the collaboration.
 - Enhances Prestige: A partnership with a Michelin-starred chef elevates the resort's reputation as a destination for world-class experiences.
 - Engaging Promotional Ideas: Henkel could host exclusive gourmet weekends, create a signature resort menu, or offer seasonal cooking workshops, seamlessly blending with the spa's luxury wellness theme.

Possible cooperation:

We propose an exciting collaboration with renowned filmmaker Wim Wenders, where parts of his next movie could be shot at the spa resort. Known for his visually stunning films that showcase unique and serene locations, Wenders could use the resort's breathtaking mountain views, tranquil lake, and luxurious ambiance to bring his cinematic vision to life.

In return, the spa would provide Wenders and his team with exceptional accommodations, world-class service, and access to the resort's wellness facilities during the shoot. This collaboration would not only enhance the resort's prestige but also introduce it to an international audience, elevating its profile as a destination synonymous with art, exclusivity, and natural beauty.

Useful hashtags:

The useful Hashtags include:

- #FilmingInTyrol
- #LuxuryFilmLocation
- #CinemaAndNature
- #BehindTheScenes
- #MountainRetreat
- #ExclusiveCollaboration
- #CinematicWellness
- #SereneFilmingSpot
- #ZenVibes
- #TranquilOasis



Fun 4 Fans



The
Tyrolean
Alps are
calling

Dear Guest,

It was our pleasure to host you previously and share the serene
ambiance of our retreat with you.

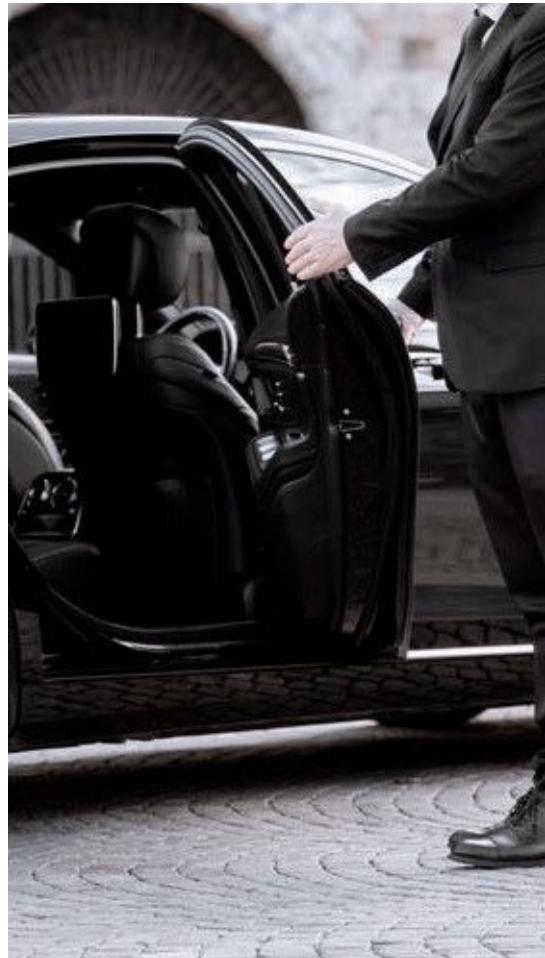
To express our gratitude for your loyalty, we have crafted a special
offer exclusively for our returning guests.

Your Loyalty Reward

Exclusive Perks for Your Return

Private Chauffeur Service:

Your journey begins the moment you step out of your home. A personal chauffeur in a luxurious vehicle will pick you up from your residence or the nearest airport and escort you directly to our retreat. Along the way, enjoy refreshments and a relaxing ambiance tailored to your preferences. This door-to-door service ensures your arrival is seamless and stress-free, setting the tone for a truly indulgent stay.





Private Butler

Service:

To make your stay even more exceptional, enjoy the services of a dedicated private butler, available around the clock. From unpacking your luggage to arranging private excursions or curating personalized in-room dining experiences, your butler will ensure every detail of your stay exceeds expectations.

Gourmet Dinner

Under the Stars:

Experience an unforgettable evening designed exclusively for you. Dine under a canopy of stars in the serene Tyrolean wilderness, with the gentle sounds of nature as your backdrop. A Michelin-starred chef will prepare a bespoke multi-course menu, tailored to your tastes and paired with exquisite wines. This private dining experience promises a magical



evening that will linger in your memory.



Helicopter Tour of the Alps:

Elevate your adventure with a private helicopter tour showcasing the breathtaking beauty of the Tyrolean Alps. Glide over snow-capped peaks, crystal-clear alpine lakes, and lush green valleys. Your expert pilot will provide fascinating insights into the region's geography, and you'll enjoy a champagne toast mid-flight. This exclusive experience is the pinnacle of luxury and adventure, offering unparalleled views.

Your Alpin Sanctuary Awaits!

As our cherished returning guest, we invite you to relive the magic of our retreat – now with added perks that show how much we value your loyalty.

[Go back to the Alps](#)

We can't wait to welcome you back to your home away from home!

Warm regards,
Your Fun 4 Fans Team in the Tyrolean Alps



Legal Notice:

YourDMA | Höchstädtpl. 6 | 1200 Wien
Telephone 0123 456 789 | info@yourcompany.com | www.yourcompany.com

Management board: This guy and that guy

VAT tax No. DE 123456789

Commercial registration No. in YOUR local court: ABC 123456 D



[Legal Notice](#) | [Datenschutz Policy](#) | [Abmelden](#)

SEO Technical requirements

XML Sitemap

The XML Sitemap (list webpages of site) provides search engine crawlers with more information about the structure of the site. As a result, we aim to achieve better search engine listings.

Success Criterias:

After creating the file, the developer should validate that the XML Sitemap has been created correctly. This can be done using online tools and then by submitting it to Google Search Console. Tools such as Screaming Frog SEO Spider can also help to identify discrepancies between the sitemap and the website.

For further Reading:

[Tips and Best Practices for XML-Sitemaps](#)

[Official instructions from Google on how to submit and analyse sitemaps](#)

[Screaming Frog page](#)

[Xml Sitemap check](#)

Page Speed

Page speed is an important place to start. Slow page speed is often the number one reason for user abandonment, especially on mobile sites.

Success Criteria:

- First Input Delay < 100 ms
- Time to Load < 3 s
- Time to First Byte < 200 ms
- Google Lighthouse Performance Score >= 90 points

For further Reading:

[Check loading Times](#)

[GtMetrix Tool](#)

Internal Linking

To create a better experience for our visitors and improve SEO, our website needs a clear and meaningful internal linking structure. This means connecting related pages, like linking blog posts about wellness retreats to booking options or spa services. Using

descriptive anchor text, such as "Explore our wellness packages," makes these links intuitive and user-friendly.

Internal links are vital because they help visitors quickly find the information they need while guiding search engines to understand our site's structure. For example, someone reading about spa services can easily navigate to booking options or related activities.

Success Criteria:

- All key pages, such as accommodations, services, and activities, are linked from relevant sections.
- Anchor text is descriptive and directly related to the destination page (e.g., "Discover wellness packages" instead of "Click here").
- There are no broken internal links, and all links lead to the intended pages.
- Validate using tools like Google Search Console or Screaming Frog to check for crawl errors and internal link coverage.
- Bounce rates are reduced, and time spent on the site increases as users easily navigate through content.

For further readings:

[Moz - Internal Linking Best Practices](#)

[Google's Guide to Internal Linking](#)

[Importance of link architecture](#)

Hreflang Tags

Implement Hreflang tags to specify the language and geographic targeting of pages. These tags ensure that users from different countries are served the correct version of the site based on their language preferences (e.g., English for US guests and French for French-speaking audiences).

Luxury resorts often attract international clientele who prefer to browse and book in their native language. Without hreflang tags, search engines might display the wrong language version of a page, leading to confusion or frustration for potential guests. Hreflang tags prevent duplicate content issues and improve the user experience by ensuring users see content tailored to their region and language.

Success Criteria:

- Hreflang tags are included in the HTML <head> of each page or via the HTTP header.
- Tags point to the correct language/region versions of pages.
- Verified with tools like Google Search Console or Hreflang Testing Tools.

For further Reading:

[Der hreflang-Guide für internationales SEO - SISTRIX](#)

[A Guide to Hreflang Tag Best Practices for SEO](#)

Mobile-Friendly and Responsive Design

Ensure the website design is fully responsive, meaning it adjusts seamlessly to devices of all screen sizes. Test the site for mobile usability and make sure interactive elements like booking forms, image galleries, and navigation menus are optimized for touch-based interactions.

High-net-worth individuals often browse and book on mobile devices, expecting the same luxury experience online as they would in person. A responsive website design ensures that the resort's key selling points—high-quality images, smooth booking processes, and detailed information—are accessible on any device, creating a premium user experience. Moreover, Google prioritizes mobile-friendly websites in its rankings, making this crucial for search visibility.

Success Criteria:

- Passes Google's Mobile-Friendly Test and shows no issues in Search Console's Mobile Usability report.
- All images, buttons, and forms are optimized for touch interaction without any display issues on smaller screens.
- Smooth performance and navigation across a variety of devices, verified through manual testing and tools like BrowserStack.

For further Reading:

[Kostenloser Mobile Friendly Test: Prüfen Sie die Kompatibilität Ihrer Website auf mobilen Geräten](#)

[Mobile Friendly Test | Check Your Website on Mobile](#)

FID (First Input Delay)

Optimize First Input Delay (FID) to ensure users can interact with the website quickly and without delay. FID measures the time between a user's first interaction (e.g., clicking a button or link) and the browser's response. Achieving an FID under 100 milliseconds ensures that the site feels responsive and user-friendly, especially for interactive elements like booking forms or navigation menus.

FID is a critical metric for luxury resort websites because potential guests expect a seamless, premium browsing experience. Delays in interactions, such as slow loading of booking forms or unresponsive menu clicks, can frustrate users and negatively impact the resort's brand image. A fast and responsive website reassures users that the resort provides high-end, reliable service, starting from their very first interaction online. Since many guests book their stays or inquire about services directly on the site, a low FID can significantly enhance their overall experience and increase conversions.

Success Criteria:

- Achieve an FID score of **less than 100 milliseconds**, as reported by tools like Google PageSpeed Insights or Lighthouse.
- Minimize heavy JavaScript execution that delays browser responsiveness. This can be done by deferring unused JavaScript, reducing the use of large libraries, and leveraging asynchronous loading techniques.
- Key interactive elements (e.g., the “Book Now” button, menu navigation, contact forms) respond immediately when clicked, tested manually across multiple devices and browsers.
- Address FID issues flagged in Google Search Console’s Core Web Vitals report.

For further Reading:

[First Input Delay \(FID\) | Articles | web.dev](#)

[Max. potenzielles First Input Delay | Lighthouse | Chrome for Developers](#)

Image SEO

To optimize our website's performance and improve its visibility, it's important to ensure that all images are optimized. This means using descriptive filenames that indicate what the image represents, adding alt text to help search engines to understand the content of the images, and compressing image sizes to reduce loading times without compromising quality.

This requirement is important because images are one of the most powerful tools for showcasing the beauty and uniqueness of the resort. Since search engines cannot "see" images, adding alt text helps them understand the content, improving the website's chances of appearing in image search results.

Success Criteria:

- Descriptive filenames like luxury-suite-mountain-view.jpg are used instead of generic names like IMG1234.jpg.
- Alt text is added for every image, describing what it shows (e.g., “Luxury suite with a mountain view in Tyrol”).
- Image formats like WebP are used for faster loading.

- The website passes the test: “Coding images efficiently” (on Google Page Speed)

For further reading:

[Google's Guide to Image SEO](#)

[Optimizing Images for the Web](#)

[Google Page Speed](#)

HTTPS and Secure Booking

To build trust and protect visitors, our website must use HTTPS for all pages, especially for booking and payment systems. HTTPS ensures that any data shared between the user and our site, such as credit card details or personal information, is encrypted and safe from hackers.

This is essential because visitors need to feel confident that their information is secure when interacting with our site. Without HTTPS, browsers displays a “Not Secure” warning, which can quickly drive potential guests away. Additionally, HTTPS is a ranking factor for Google, so implementing it can help boost the website's visibility in search results.

Success Criteria:

- Every page on the site uses HTTPS, and no “Not Secure” warnings appear in the browser.
- Booking forms and payment systems use secure encryption to protect personal and financial information.
- No “mixed content” errors (where secure and insecure content is mixed) are present on any page.
- Use tools like SSL Checker or Why No Padlock? to confirm the HTTPS setup is working perfectly.

For further reading:

[What is https](#)

[Google's Guide to Secure Your Site](#)

[Cloudflare - What is HTTPS?](#)

Website Goals and Conversions

The primary aim of the website is to attract potential customers, provide essential information about the resort, and convert visitors into leads or bookings. The goals can be divided into macro conversions (major objectives that directly contribute to revenue) and micro conversions (smaller steps that lead visitors closer to the macro goals).

Macro Conversions

Online Booking Completion

Encourage visitors to book their stay at the resort through the booking form and calendar.

KPIs:

- **Booking Form Submission Rate:** This KPI tracks how many visitors successfully complete the booking form, giving a clear indication of the website's ability to convert visitors into paying guests.
- **Booking Revenue Generated:** Measuring the revenue directly attributed to online bookings connects the website's performance to the resort's financial success, highlighting its impact on the bottom line.

Newsletter Subscription

Grow the email subscriber base through the newsletter form.

KPIs:

- **Subscription Rate:** This metric shows how effectively the website engages visitors and encourages them to sign up for the newsletter, helping build a database of potential leads.
- **Email Open Rate:** By measuring the percentage of newsletter recipients who open the emails, this KPI evaluates the quality of the leads and the relevance of the content being shared.

Micro Conversion

Blog Engagement

Drive visitor engagement through blog posts to educate and inspire interest in the resort.

KPIs:

- **Time Spent on Blog Pages:** This KPI reflects how engaging and valuable the blog content is to visitors, indicating its ability to capture interest and keep users on the site.

- **Blog CTA Click-Through Rate:** Tracking clicks on calls-to-action within blog posts shows how effectively the content drives visitors toward key actions like booking or exploring services.

Virtual Tour Engagement

Encourage visitors to explore the virtual tour of the house to visualize their stay.

KPIs:

- **Virtual Tour Click Rate:** This metric measures the appeal of the virtual tour feature by showing how many visitors are interested in exploring it.
- **Completion Rate of Virtual Tour:** By tracking the percentage of visitors who finish the tour, this KPI indicates how engaging and immersive the virtual experience is, helping visitors visualize their stay and build trust in the resort.



Select period: from Jan 1, 2022 to Dec 31, 2022

Search...

Filter



Total Revenue

€9.999.999

Total Website Sessions

5.567.010

Average Booking Value

€1220

Total Bookings

1000

Conversion Rate

8,12%

Current Website Visitor count

12322

Current Occupancy Rate

77,12%

Revenue

40000

30000

20000

10000

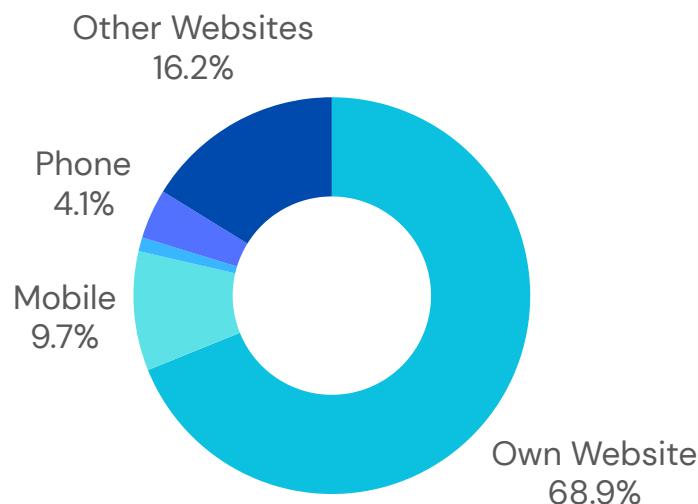
0

Last Year

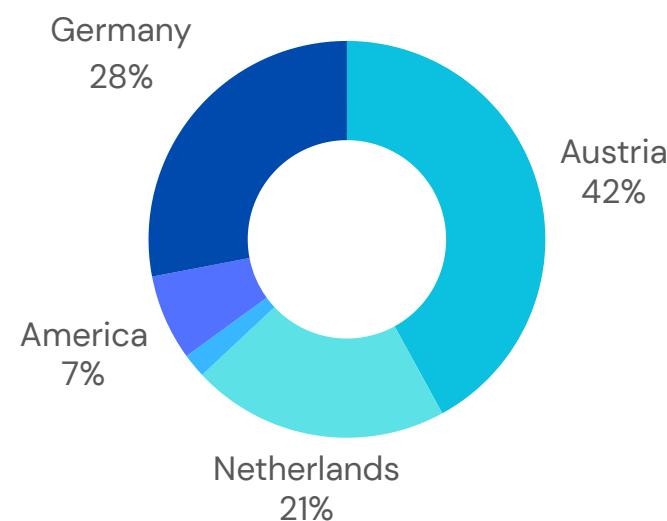


Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

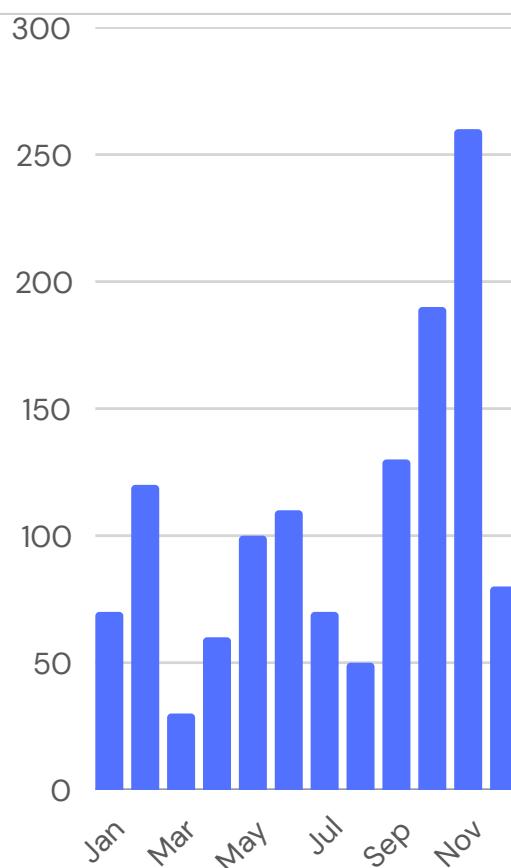
Booking Sources



Booking Sources by Country



Blog Readers Per Month





Hello Rühl

Bookings & Revenue



Select period: from Jan 1, 2022

to Dec 31, 2022

Search...

Filter



Total Bookings

1000



Average Length of Stay.

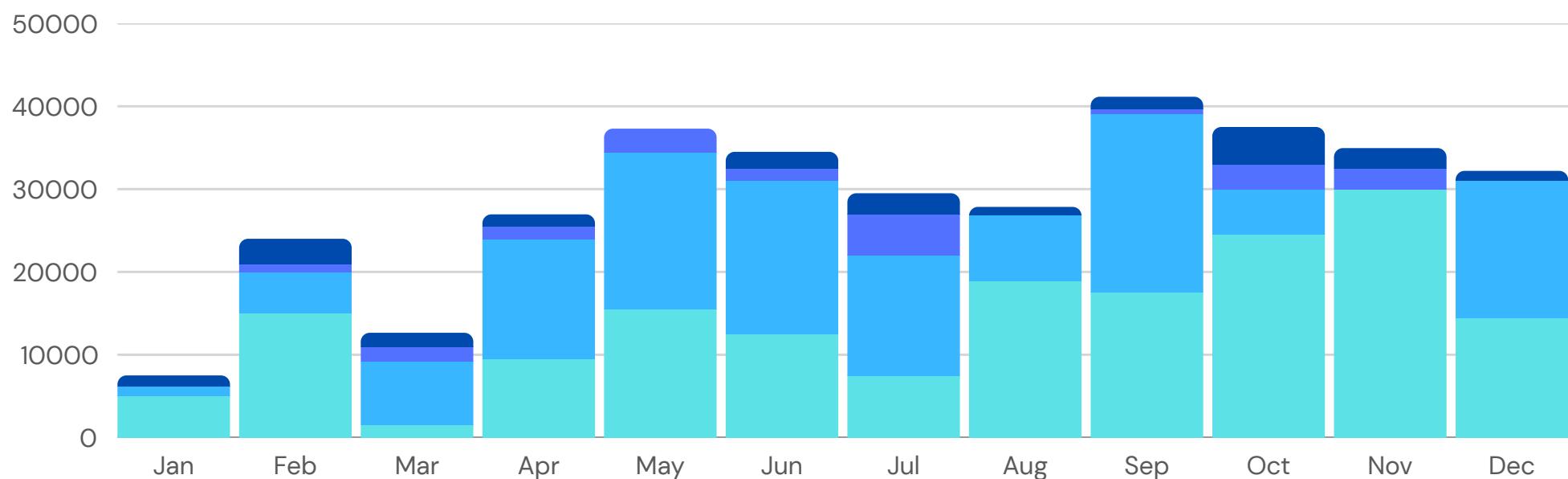
4,3 Days



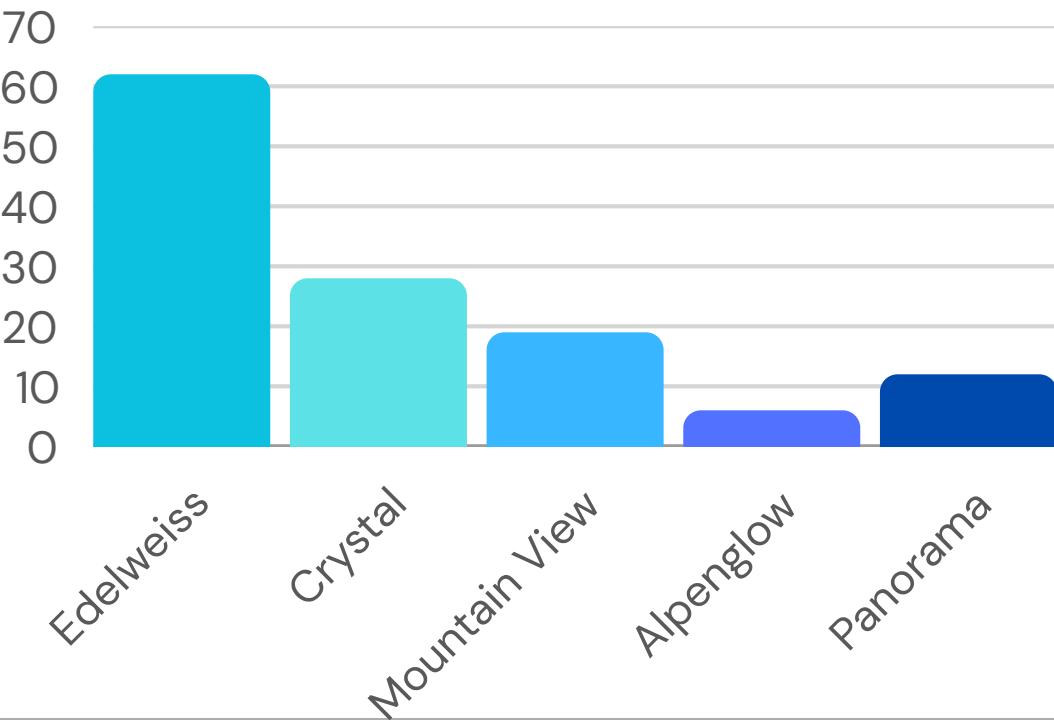
Average Booked Activities Per Room

2,4

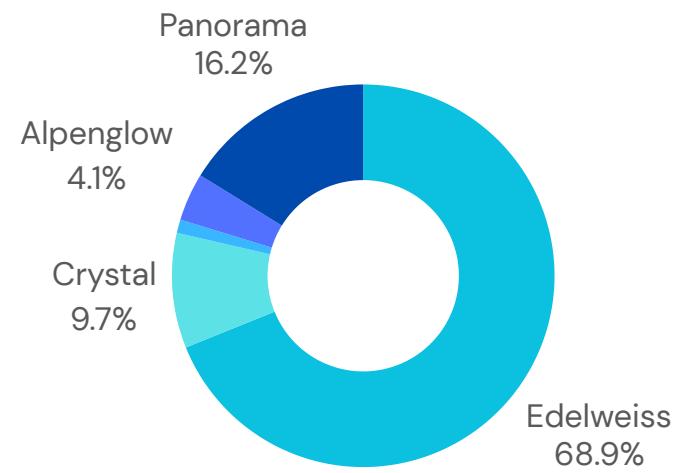
Revenue by room type over time



Revenue by room breakdown



Distribution of bookings by room type





Select period: from Jan 1, 2022 to Dec 31, 2022 All Region ▾

🔍 Search...

Filter



Total Sessions

405.604.162

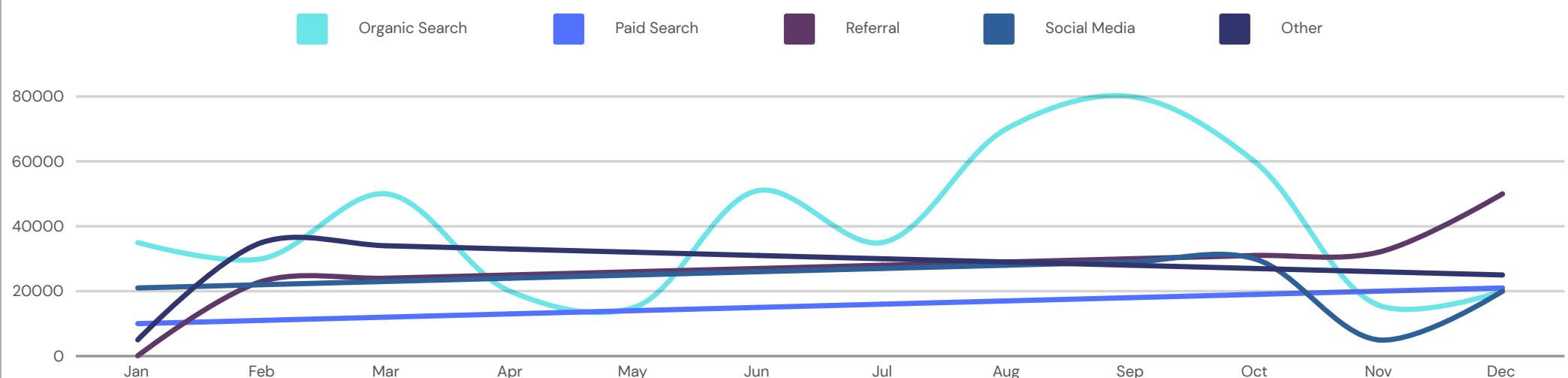
Conversion Rate

8,12%

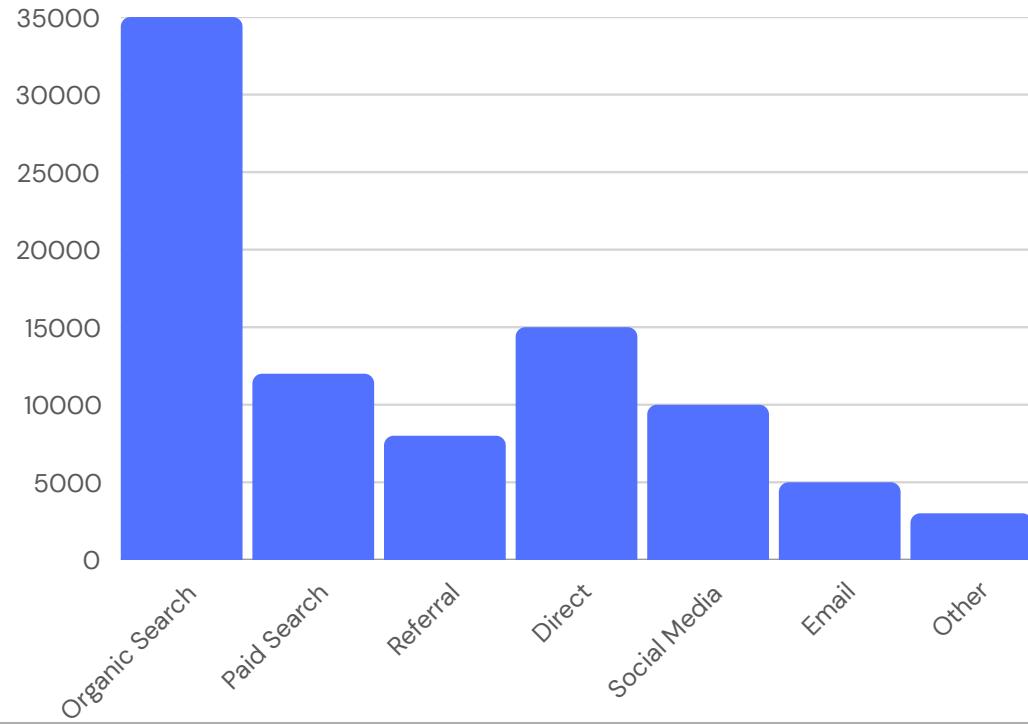
New vs. Returning Users (%)

92,45% vs 7,55%

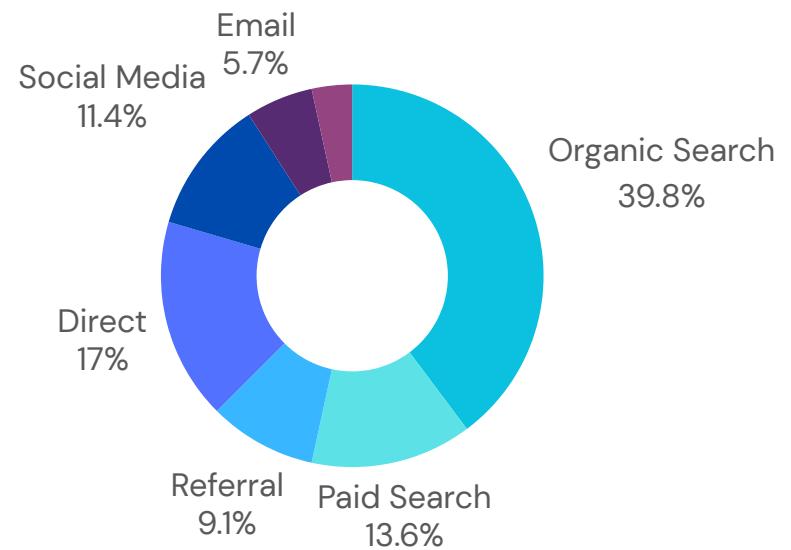
Traffic trends by channel



Traffic by channel



Share of bookings by channel





Select period: from Jan 1, 2022 to Dec 31, 2022

Search...

Filter



Average Time on Site.

3,53 min

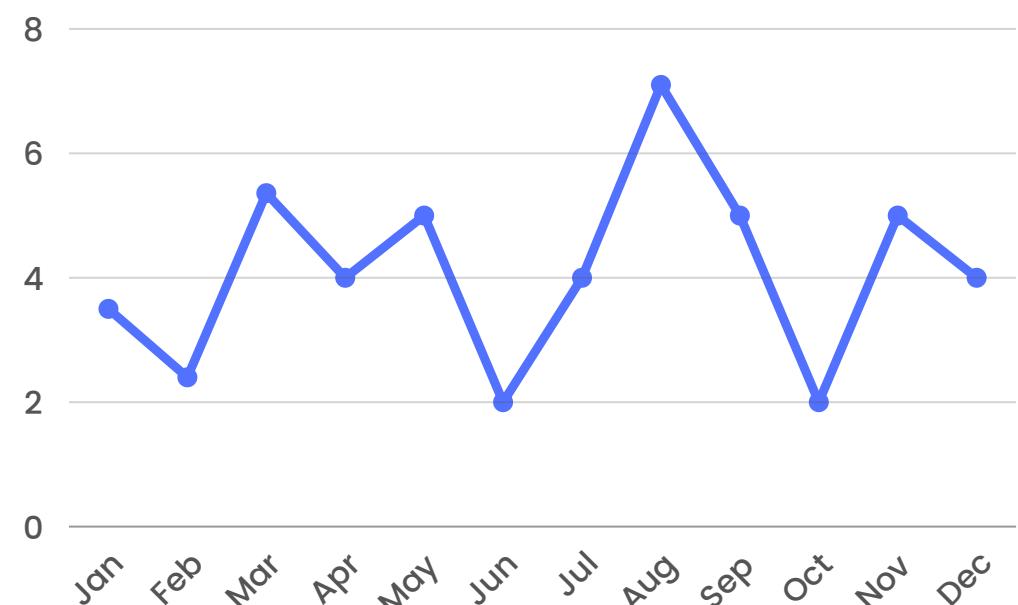
Pages Per Session

4,5

Bounce Rate

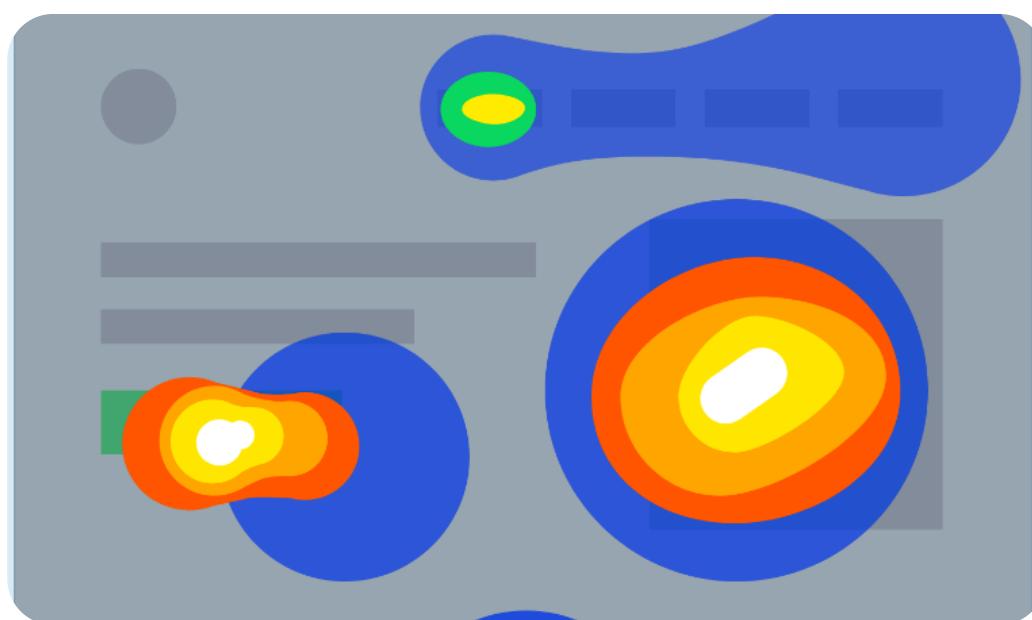
55%

Session duration trends over time

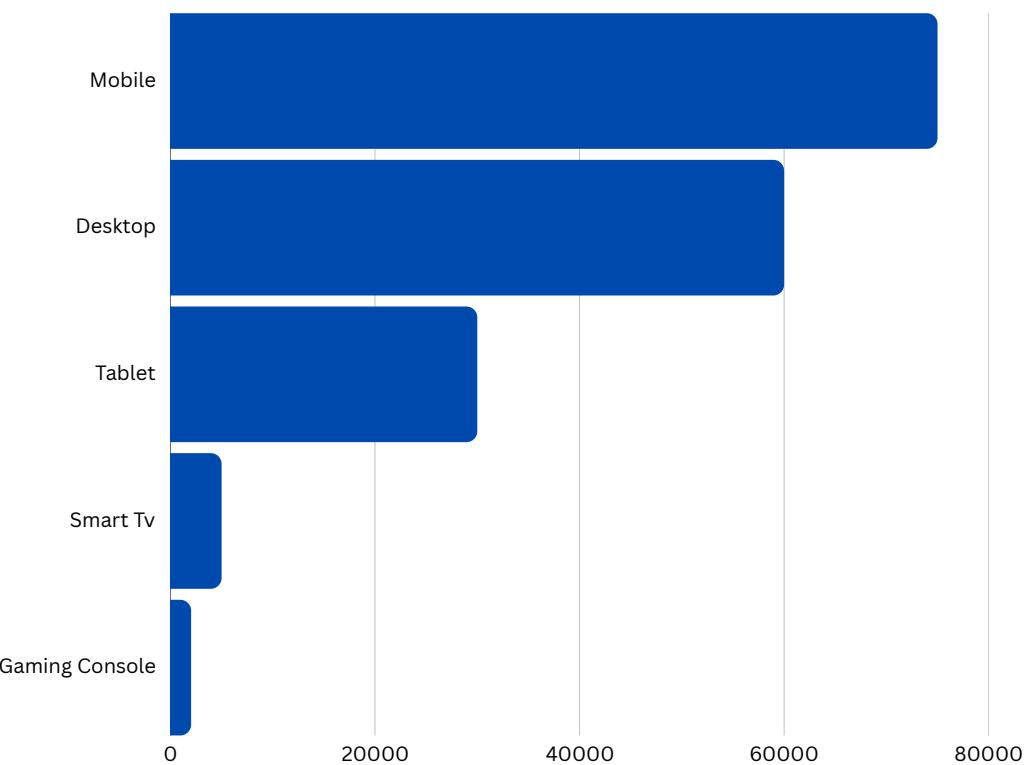


Most clicked areas on the website

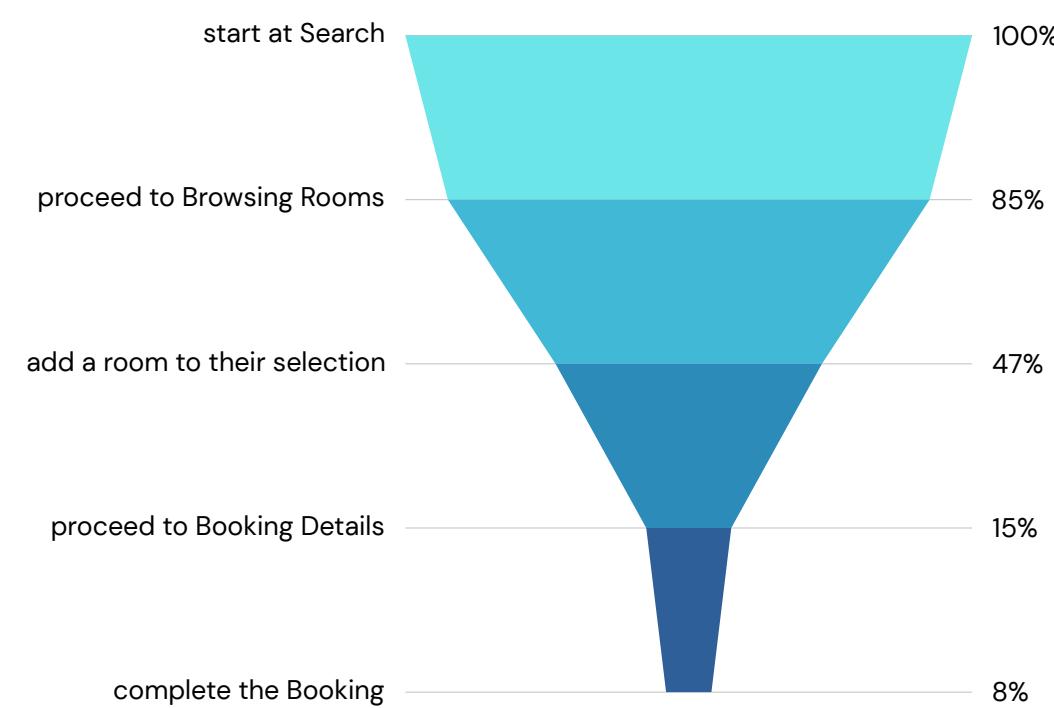
Main Page ▼



Traffic by channel by session count



Key steps in the booking process





Hello Rühl

Google Ads



Select period: from Jan 1, 2022 to Dec 31, 2022

🔍 Search...

Filter



Total Spend

€9.999.999



ROAS (Return on Ad Spend)

4.5x



Click-Through Rate (CTR)

3.2%

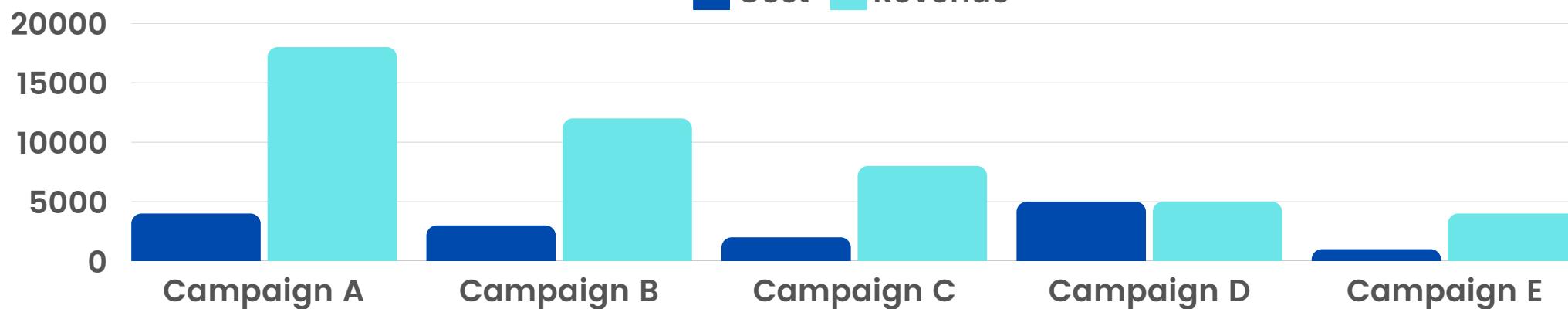


Conversions from ads

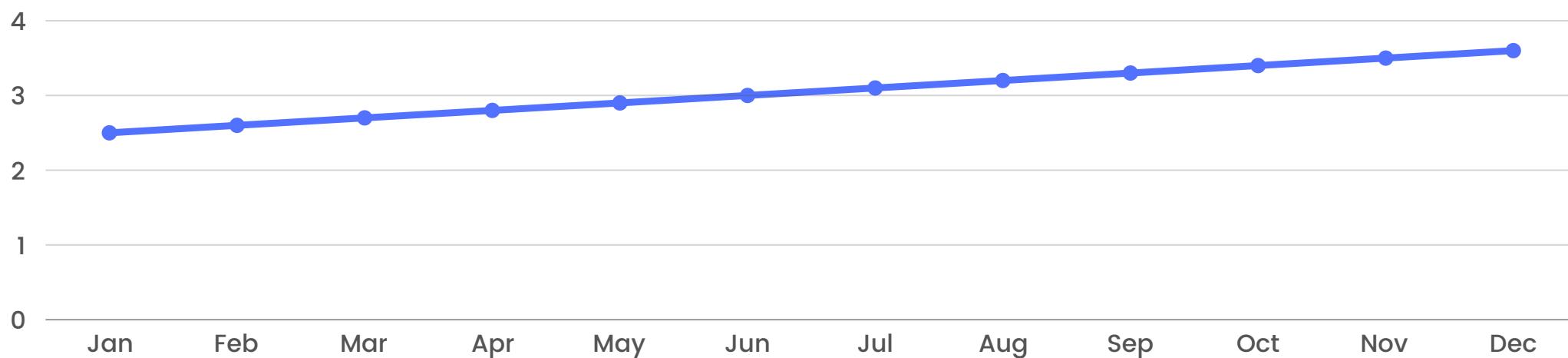
250

Cost and revenue by campaign

Cost Revenue



Average CTR



Top-performing keywords

