



GORNATION - Marketing Funnel and ROI

Total Revenue

552,554.86 €

Total Ad Spend

138,929.65 €

CAC (Paid only)

117.84 €

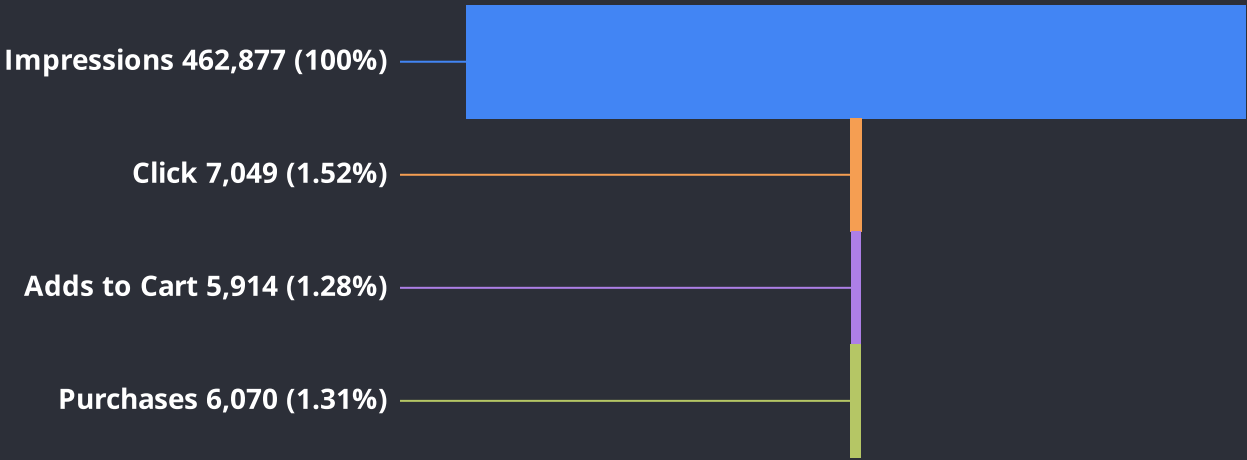
ROAS

3.98

Profit ROAS

1.49 €

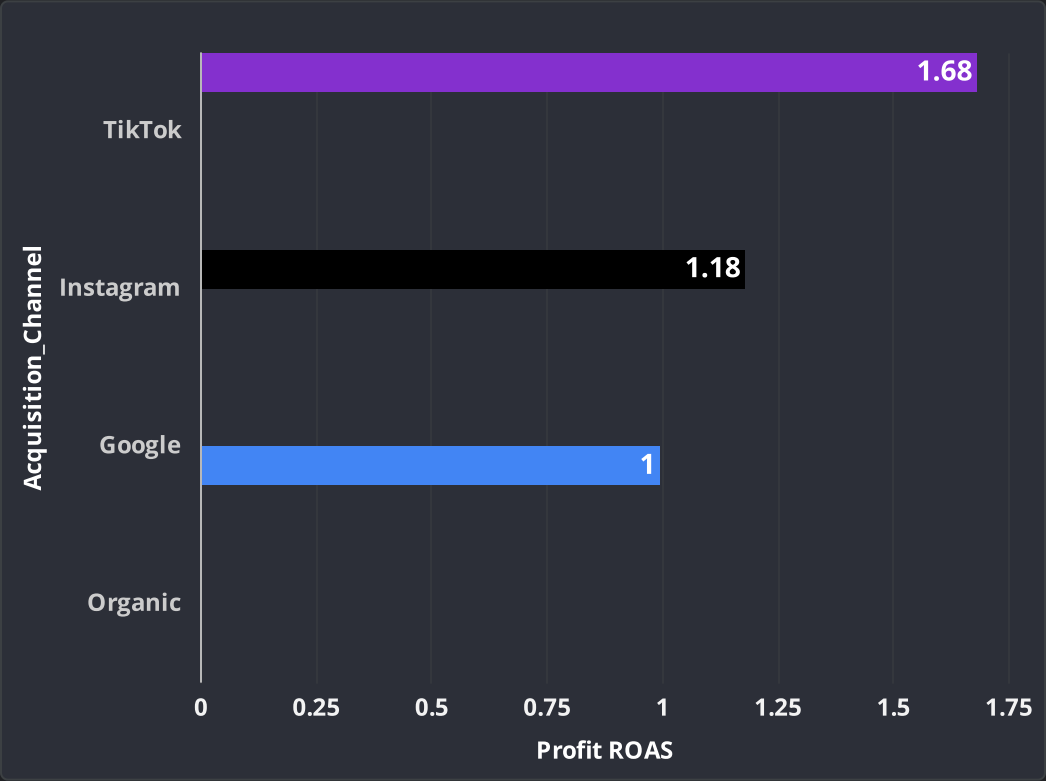
Where Do We Lose Customers in the Funnel?



Conversion % Between Each Funnel Stage

Stage	Value	Drop off%
Impressions	462,877	null
Click	7,049	1.52%
Adds to Cart	5,914	83.9%
Purchases	6,070	102.64%

Profit ROAS by Channel



Campaign Performance Breakdown

	Campaign Name	Ad Spend	Revenue	Profit	Profit ROAS
1.	TT_Dec_SparkAds	1,861.2 €	8,536.23 €	3,304.92 €	1.78
2.	IG_Dec_Giveaway	2,453.4 €	7,400.19 €	2,687.23 €	1.1
3.	IG_Mar_Reels	1,840.05 €	7,213.54 €	3,038.58 €	1.65
4.	IG_Jun_Reels	2,009.25 €	6,843.23 €	2,453.39 €	1.22
5.	IG_Jul_AthleteDrop	1,840.05 €	6,563.17 €	2,350.27 €	1.28
6.	IG_Jun_Giveaway	1,924.65 €	6,561.29 €	2,360.95 €	1.23
7.	IG_Nov_Reels	2,030.4 €	6,475.63 €	2,422.47 €	1.19
8.	IG_Nov_Giveaway	2,072.7 €	6,408.7 €	2,246.58 €	1.08
9.	IG_Jan_Giveaway	1,988.1 €	6,374.59 €	2,422.85 €	1.22
10.	IG_Jul_Reels	1,797.75 €	6,121.44 €	2,193.64 €	1.22