

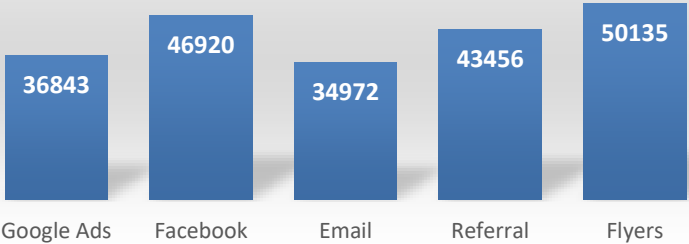
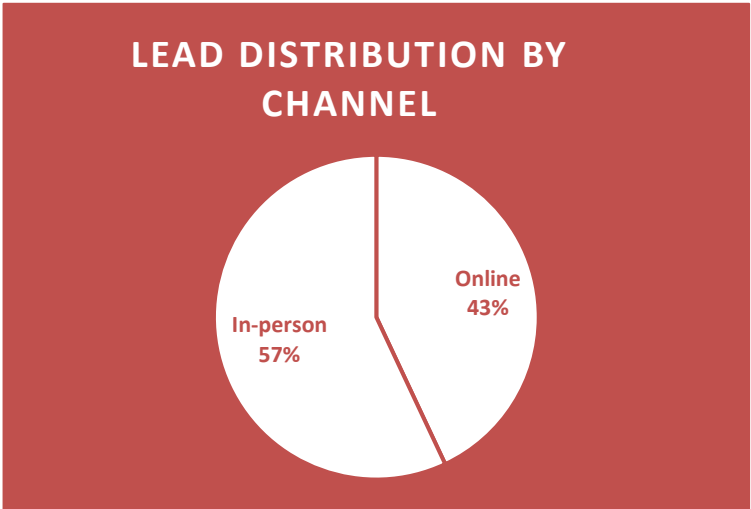
KPIs (Key Performance Indicator)

Total Leads	Total Conversions	Conversion Rate
11222	1652	14.7%
Total Revenue	Total Marketing Spend	ROI
£212,326.00	£62,365.00	240.5%

Campaign	Revenue
Google Ads	36843
Facebook	46920
Email	34972
Referral	43456
Flyers	50135

Channel	Leads
Online	4828
In-person	6394

Revenue By Campaign



Week Start	Total Leads	Total Conversions	Conversion Rate
01/04/2024	516	89	17.2%
08/04/2024	465	68	14.6%
15/04/2024	296	48	16.2%
22/04/2024	404	52	12.9%
29/04/2024	323	51	15.8%
06/05/2024	352	40	11.4%

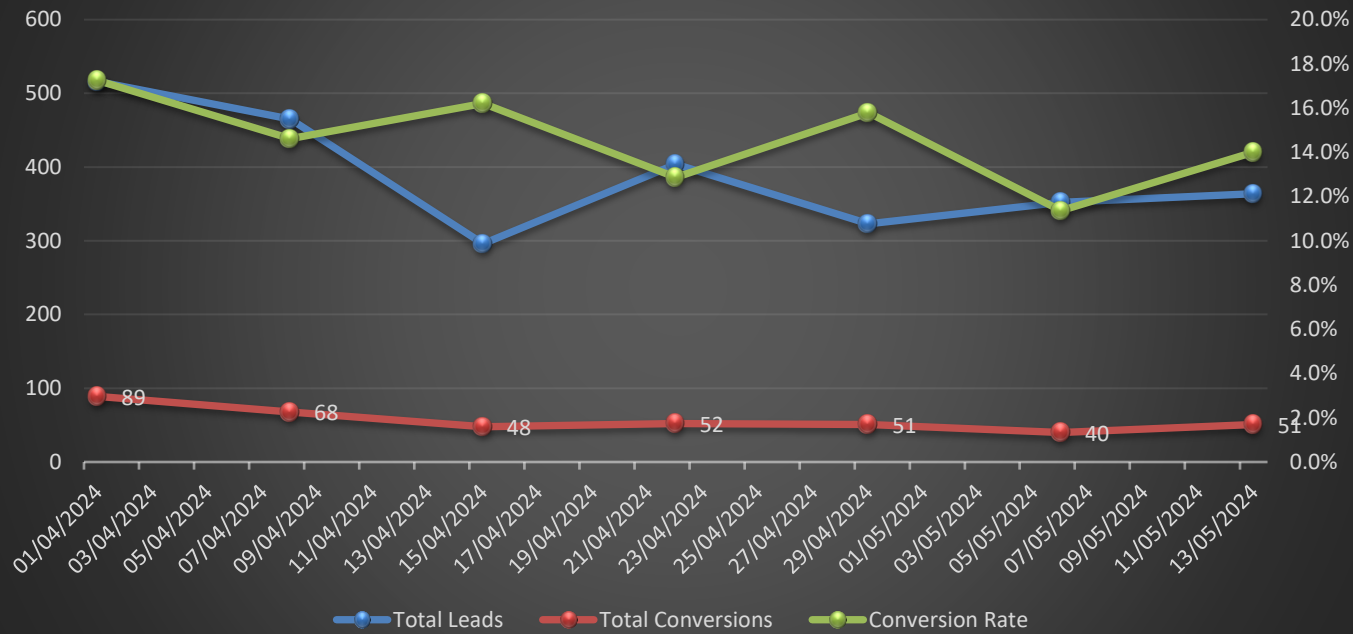
13/05/2024

364

51

14.0%

Weekly Conversion Rate Trend



Sales Rep	Revenue
Alice	49360
Bob	63764
Moses	50713
Sarah	48489

Revenue by sales rep

