



Marketing Campaign Performance



Welcome,
<Full Name>

Current year (2023)

Previous year

Switch metric



Activity Type

Visibility

Traffic Source

Channel

Target Audience

NAVIGATION



EXPORT



INFO

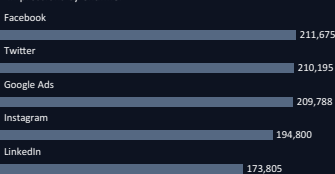
Impressions

476,521

-9.0% vs PY



Impressions by Channel



Clicks

47,848

-8.3% vs PY



Clicks by Channel



Conversion Rate

50.73%

-5.4% vs PY



Conversion Rate by Channel



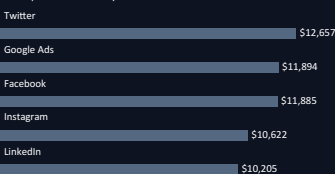
Cost per Conversion

\$26,685

-12.7% vs PY



Cost per conversion by Channel



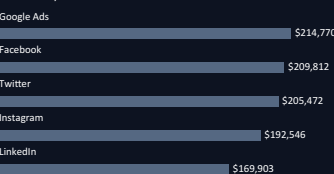
Revenue

\$474,219

-8.5% vs PY



Revenue by Channel



Return on Investment (ROI)

\$46,853

-9.6% vs PY



ROI by Channel

