



MARKETING PERFORMANCE DASHBOARD (Q2 2025)

ThriveHaus Media Ltd - Lead Generation for Home Improvement Clients (UK)

Apr May Jun

Google ... Meta

Total Ads Spend

£102.79K

Total Leads

19,503

Cost per Lead (CPL)

£5.27

Return on ADS Spend (ROAS)

10.91

Total Revenue

£1,121.71

Click Through Rate (CTR)

5.12%

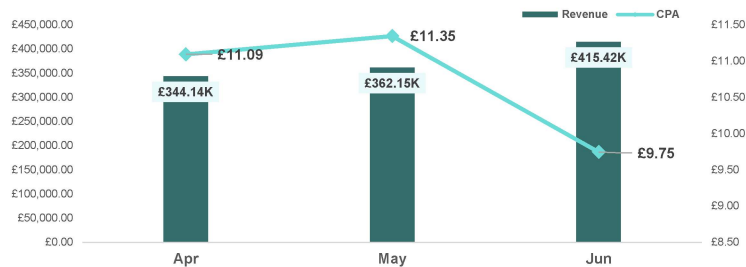
Total Conversions

9,630

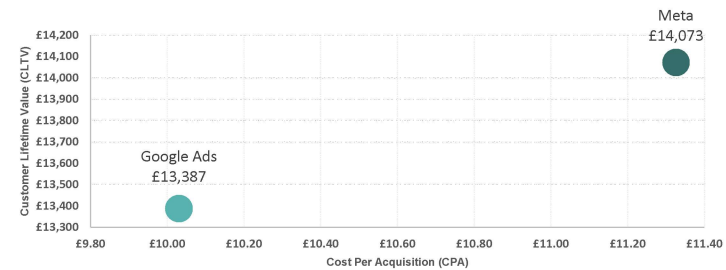
Convesion Rate (CVR)

1.89%

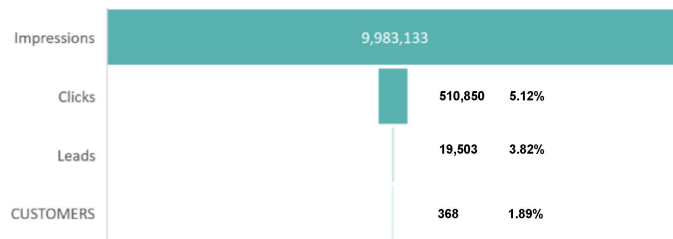
Monthly Revenue Efficiency



CPA vs CLTV Ratio by Channel



Conversion Leak Analysis



Profitability (ROAS) by Service Type & Region

Service Type	Birmingham	Leeds	Liverpool	London	Manchester
Garden Redesign	355.90	308.75	618.96	356.41	278.35
Insulation	591.69	496.22	370.46	477.50	333.32
Roofing	621.00	476.20	421.38	385.26	444.38
Solar Panel Install	506.46	567.74	295.90	290.85	173.25
Window Installation	419.48	231.32	532.17	182.13	332.51



Dashboard



Spreadsheet

