

Total Marketing Channels
14

Highest Revenue Channel
Website
\$8,627,284

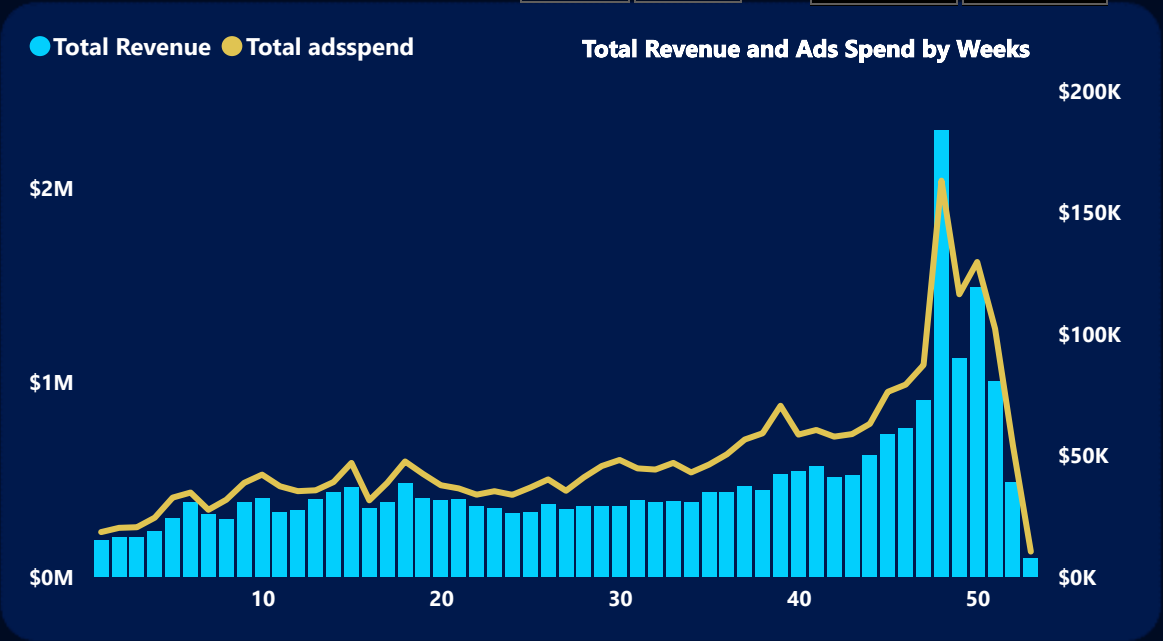
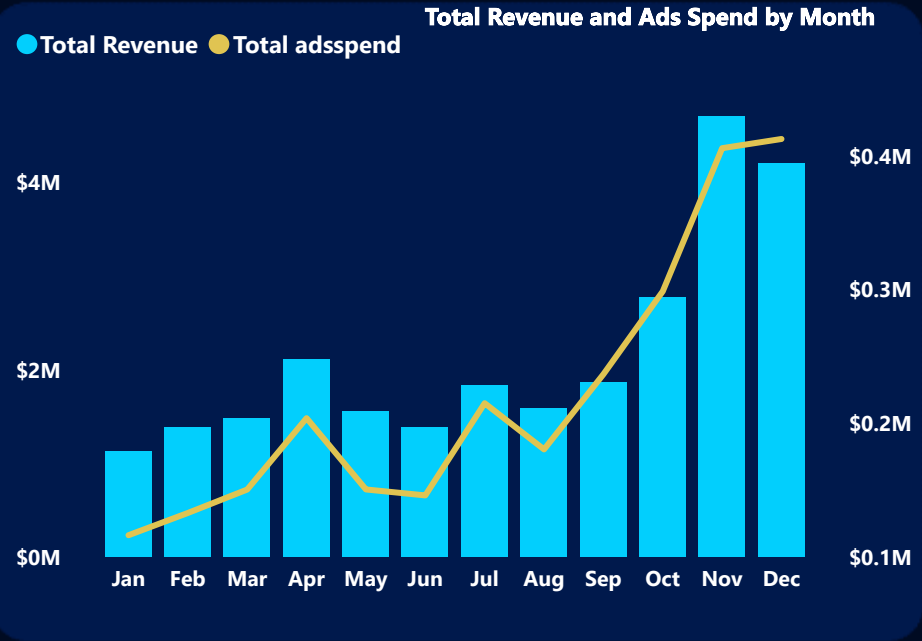
Highest AdSpend Channel
google shopping
\$1,765,862

Highest ROAS Channel
SEO
910

Highest AOV Channel
mobileapp
90

Most Profitable Channel
Website
\$8,627,284

Marketing Channels Insight Dashboard



Marketingchannel	Total Revenue	Total adsspend	Return On Ads Spent	Average Order Value	Profitability	Total customers	Customer A. Cost
price comparison	\$326,570	\$33,966	9.61	67.59	\$292,604	212	320.43
google shopping	\$5,113,843	\$1,765,862	2.90	68.74	\$3,347,982	212	16,659.07
Search partner	\$166,731	\$124,089	1.34	71.74	\$42,643	209	1,204.74
instagram	\$241,909	\$98,440	2.46	72.41	\$143,469	212	928.68
SEO shopping	\$1,102,676	\$5,610	196.57	73.02	\$1,097,066	212	52.92
unknown	\$1,619,973	\$219,762	7.37	75.79	\$1,400,210	212	2,073.23
facebook	\$183,073	\$107,061	1.71	76.18	\$76,012	212	1,010.01
Email	\$2,528,087	\$55,017	45.95	77.86	\$2,473,070	212	519.02
affiliates	\$1,747,582	\$152,459	11.46	78.91	\$1,595,124	212	1,438.29
google search	\$3,459,140	\$86,249	40.11	79.56	\$3,372,890	212	813.67
SEO	\$680,700	\$748	910.29	80.13	\$679,952	212	7.05
quora	\$200,738	\$0	0.00	80.66	\$200,738	212	0.00
Website	\$8,627,284	\$0	0.00	84.58	\$8,627,284	212	0.00
mobileapp	\$29	\$0	0.00	90.23	\$29	18	0.00
Total	\$25,998,335	\$2,649,261	9.81	77.64	\$23,349,074	2771	1,922.54