

Marketing Dashboard

OVERVIEW

LEAD QUALITY

DIGITAL ADS

EVENT

Date

6/20/2024

11/20/2024

Utm Source

All

Pl Name

Platform

Stores Created

4869

Same period LY: 7550 (-35.51%▼)

Shop having GMV

387

Same period LY: 593 (-34.74%▼)

Shop Paying

1423

Same period LY: 2764 (-48.52%▼)

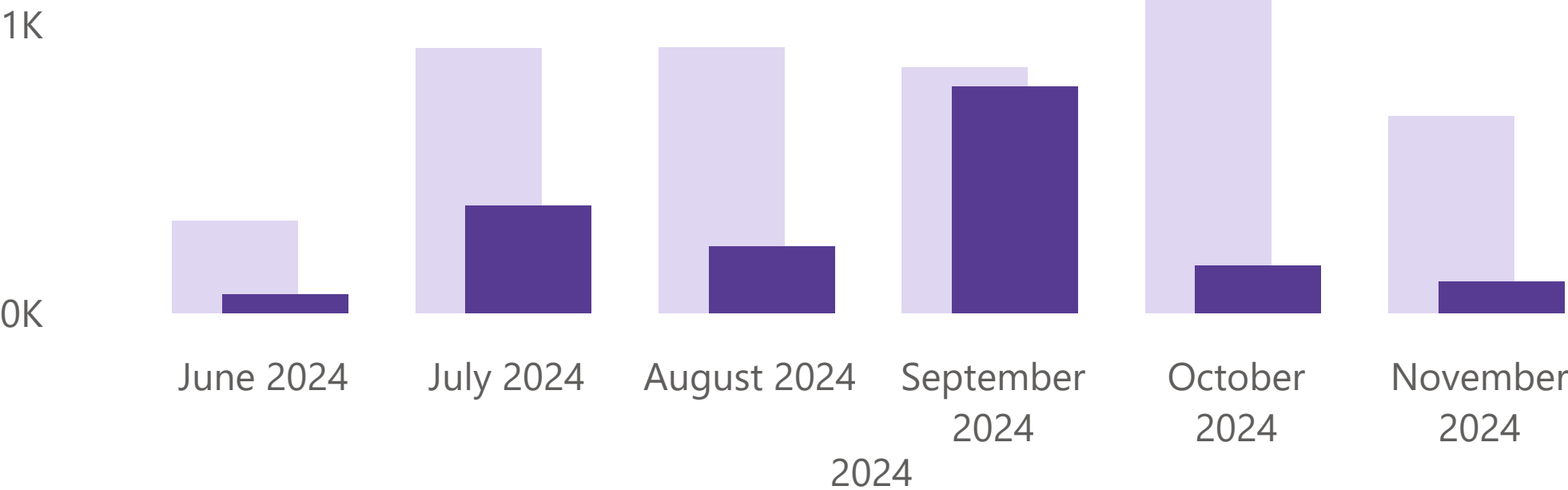
CR cr to paying

33.93%

Same period LY: 20.94% (62.03%▲)

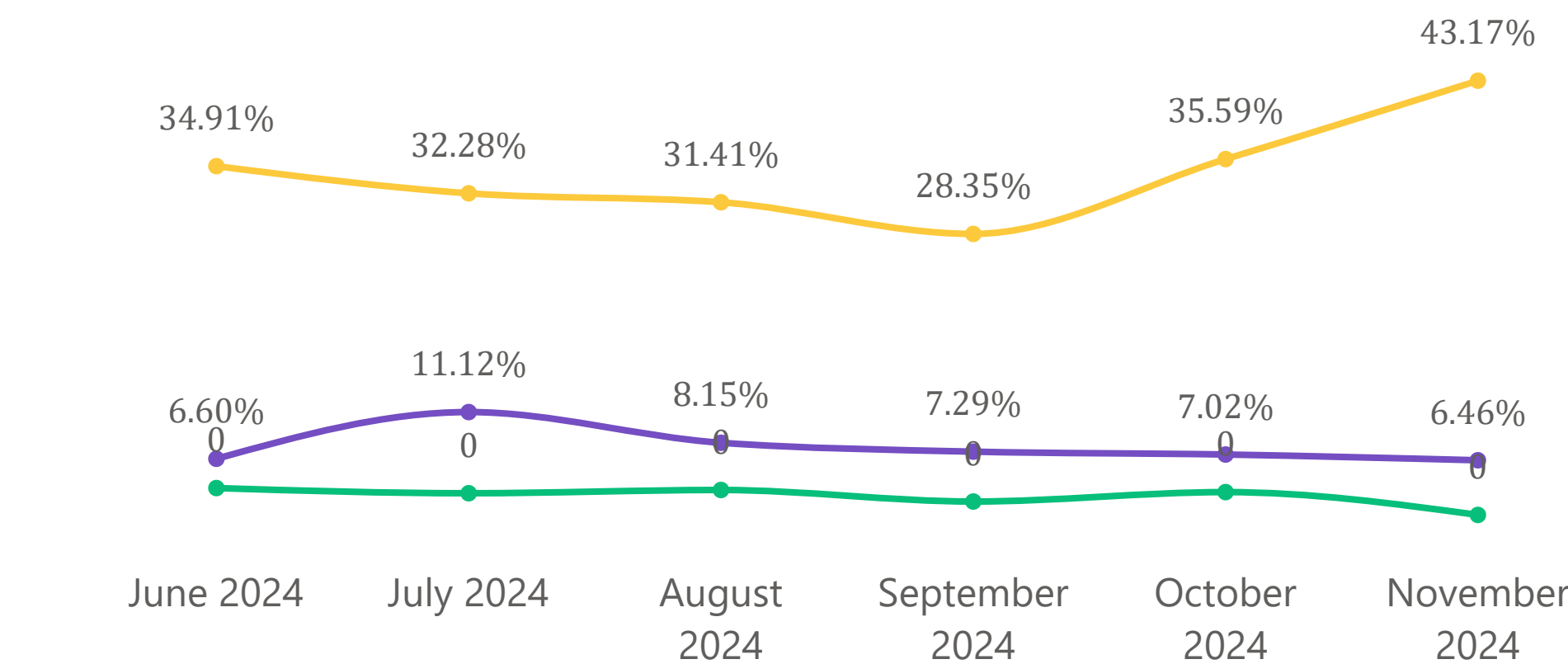
Store created over time

Total shop Shop Paying

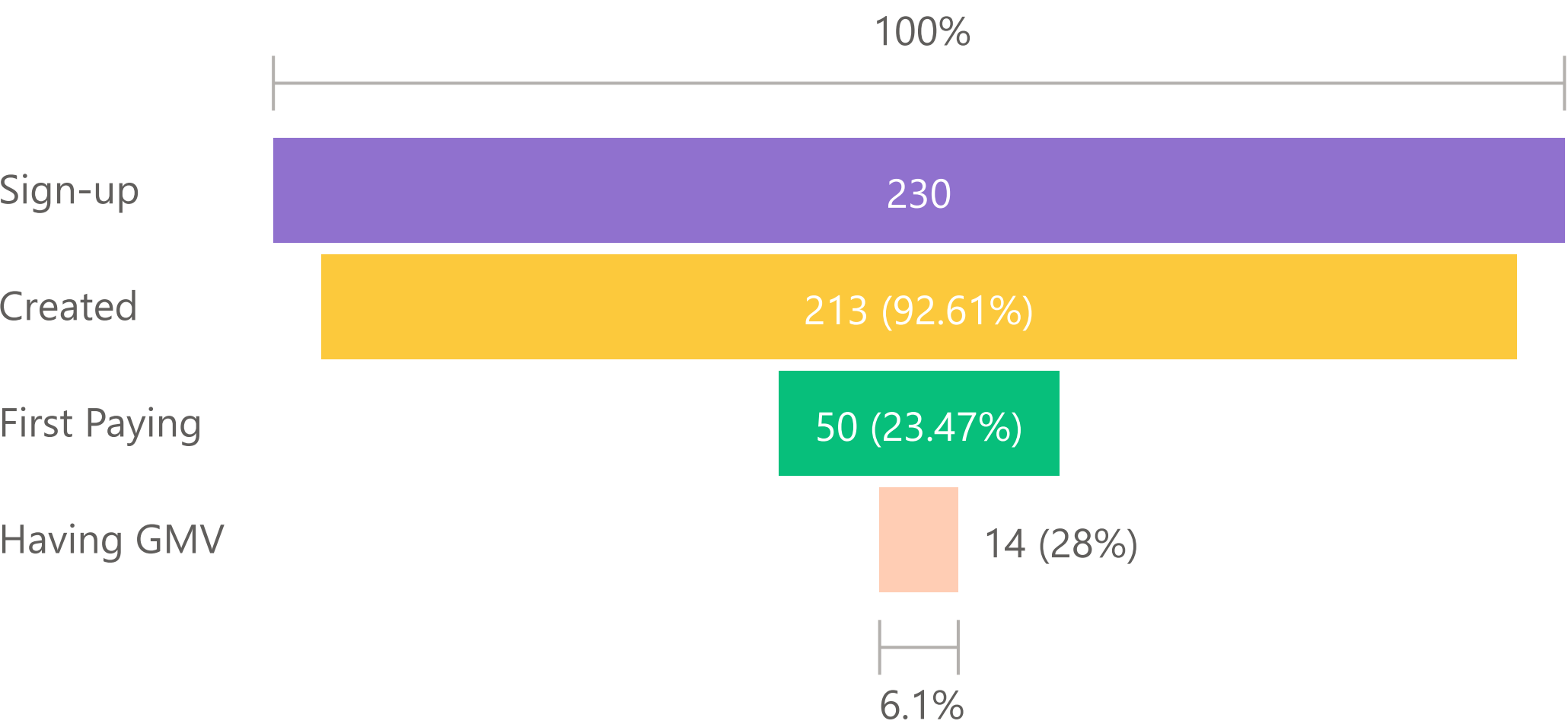


Conversion rate overtime

CR cr to GMV CR cr to paying CR cr to MSS



Conversion Funnel



Lead Source

Source Label	Total sign-up	Total Created	Total MSS	Total first paying
app	14	13	0	4
Blog	35	32	0	2
Cốc cốc	48	44	0	3
Community	230	213	3	50
cross sell	112	109	7	49
Direct	2835	2662	91	986
Facebook	26	26	2	5
Google	1214	1134	36	454
Organic	2	1	0	0
Other	699	626	5	98
Total	5227	4869	144	1652

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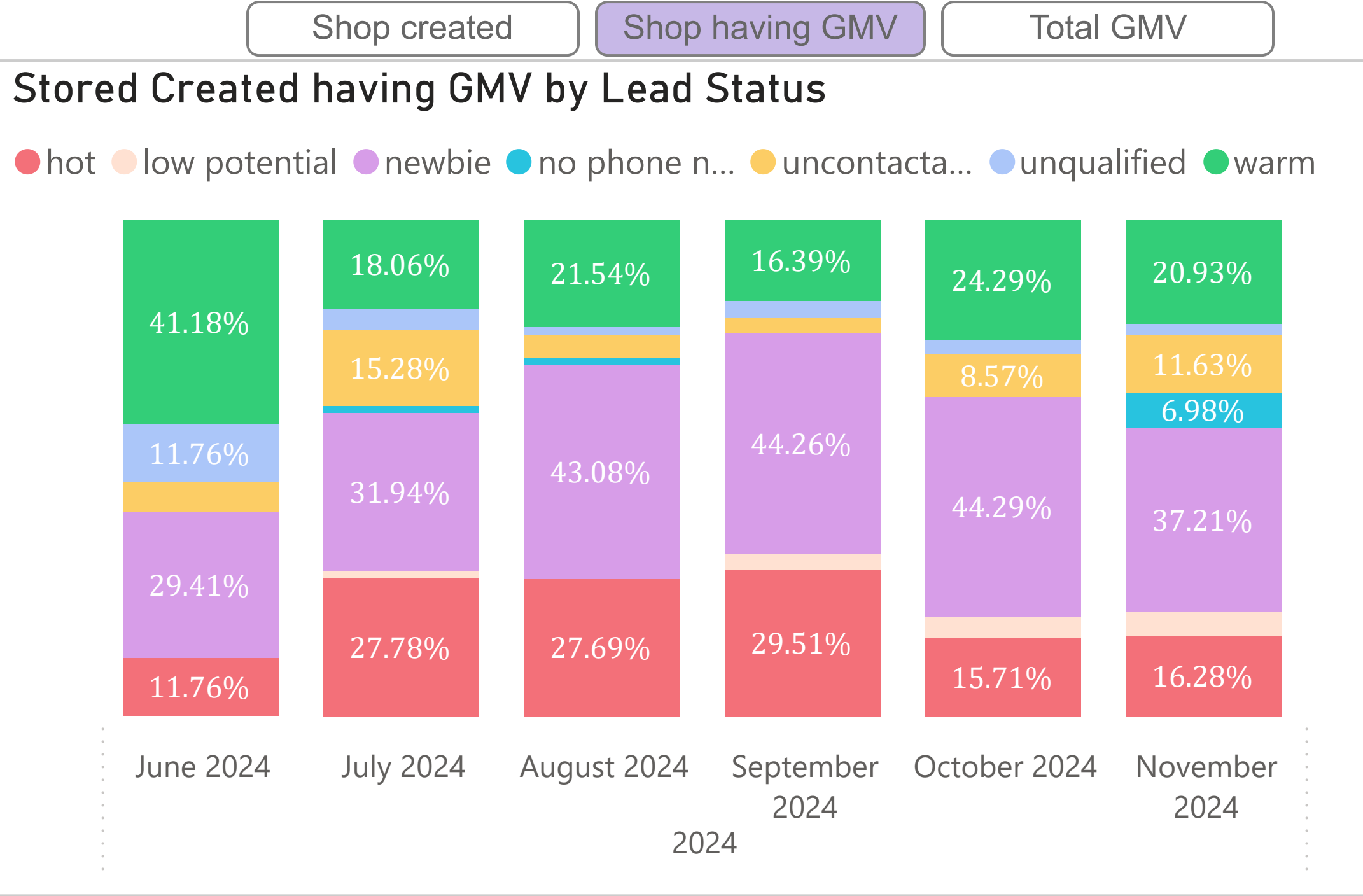
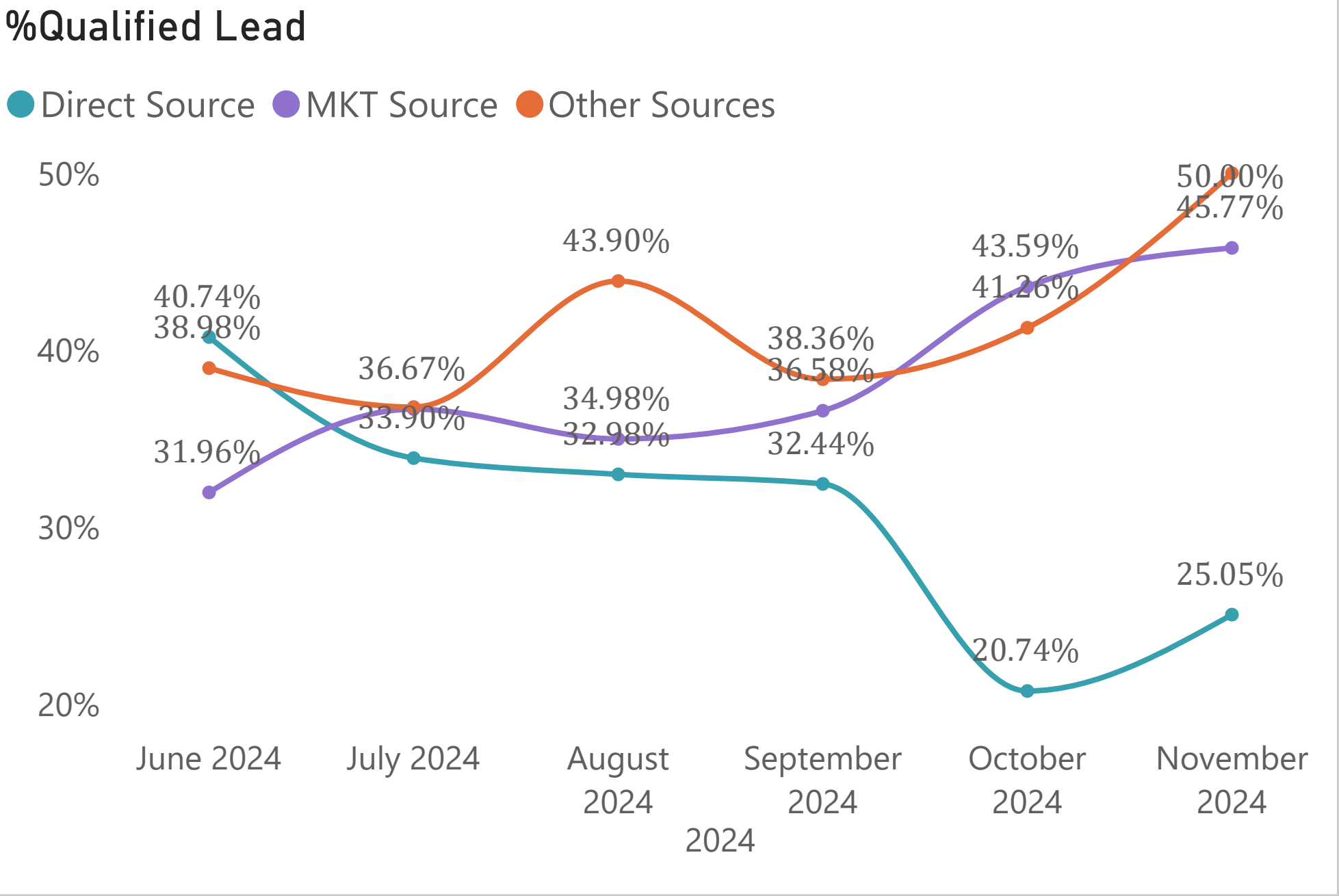
11/20/2024

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All

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Cohort Chart

Week	0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21
Nov 18, 2024	1.1%	2.3%	2.3%	2.3%	2.3%	4.5%	4.5%	4.5%	5.7%	5.7%	5.7%	5.7%	5.7%	8.0%	23.9%	25.0%	25.0%	25.0%	25.0%	25.0%	25.0%	25.0%
Nov 11, 2024	1.3%	1.8%	2.2%	2.2%	2.2%	2.2%	2.2%	2.2%	2.2%	3.5%	4.0%	4.0%	4.9%	5.3%	38.5%	38.5%	39.4%	39.4%	39.4%	39.4%	39.4%	39.4%
Nov 04, 2024	2.8%	3.7%	4.3%	4.3%	7.1%	7.8%	7.8%	7.8%	7.8%	8.1%	8.1%	8.1%	8.4%	12.4%	43.8%	44.1%	44.1%	44.1%	44.1%	44.1%	44.1%	44.4%
Oct 28, 2024	1.9%	2.2%	3.5%	3.8%	4.1%	4.1%	4.1%	4.1%	4.1%	4.1%	4.1%	4.1%	4.1%	4.8%	25.4%	26.0%	26.3%	26.3%	26.3%	26.3%	26.3%	26.3%
Oct 21, 2024	0.5%	0.5%	1.4%	1.4%	1.8%	1.8%	1.8%	1.8%	1.8%	2.3%	2.7%	2.7%	2.7%	5.9%	23.3%	23.7%	23.7%	23.7%	24.2%	24.2%	24.2%	24.2%
Oct 14, 2024	1.8%	3.6%	3.6%	3.6%	3.6%	3.6%	3.6%	3.6%	3.6%	3.6%	3.6%	4.0%	4.0%	4.4%	25.3%	25.8%	25.8%	25.8%	25.8%	25.8%	25.8%	25.8%
Oct 07, 2024	1.1%	1.1%	1.1%	1.4%	1.4%	2.1%	2.1%	2.1%	2.1%	2.1%	2.1%	2.1%	3.9%	4.3%	34.8%	34.8%	34.8%	34.8%	34.8%	34.8%	34.8%	35.1%
Sep 30, 2024	0.5%	0.5%	1.1%	1.4%	1.4%	1.4%	1.6%	1.6%	1.6%	1.9%	2.2%	2.7%	3.0%	6.0%	45.4%	45.7%	45.9%	45.9%	45.9%	45.9%	46.7%	48.1%
Sep 23, 2024	1.7%	3.9%	4.7%	5.6%	5.6%	6.0%	6.0%	6.9%	6.9%	6.9%	6.9%	6.9%	6.9%	8.2%	23.2%	23.6%	23.6%	23.6%	24.0%	24.0%	24.0%	24.0%
Sep 16, 2024	1.6%	1.6%	1.6%	2.1%	2.1%	2.1%	2.1%	2.1%	4.2%	4.2%	4.8%	4.8%	5.3%	6.9%	22.8%	22.8%	22.8%	22.8%	22.8%	22.8%	22.8%	22.8%
Sep 09, 2024	1.7%	3.1%	3.4%	4.5%	4.5%	4.5%	4.5%	4.8%	5.5%	5.8%	6.2%	6.2%	6.9%	8.2%	22.7%	22.7%	23.0%	23.0%	23.0%	23.0%	23.0%	23.0%
Sep 02, 2024	0.5%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	3.1%	3.1%	3.1%	3.1%	3.7%	4.7%	6.3%	24.1%	25.7%	25.7%	26.7%	26.7%	27.2%	27.2%	27.2%
Aug 26, 2024	0.5%	1.9%	3.2%	3.7%	4.2%	4.2%	4.2%	4.6%	5.6%	5.6%	5.6%	5.6%	5.6%	5.6%	22.2%	22.2%	22.2%	22.2%	22.2%	22.7%	22.7%	22.7%

Marketing Dashboard

OVERVIEW

LEAD QUALITY

DIGITAL ADS

EVENT

Month

Multiple selections

Pl Name

All



Store Created

4116



Total Click

99,339



Cost

20,014



Store Created

4116

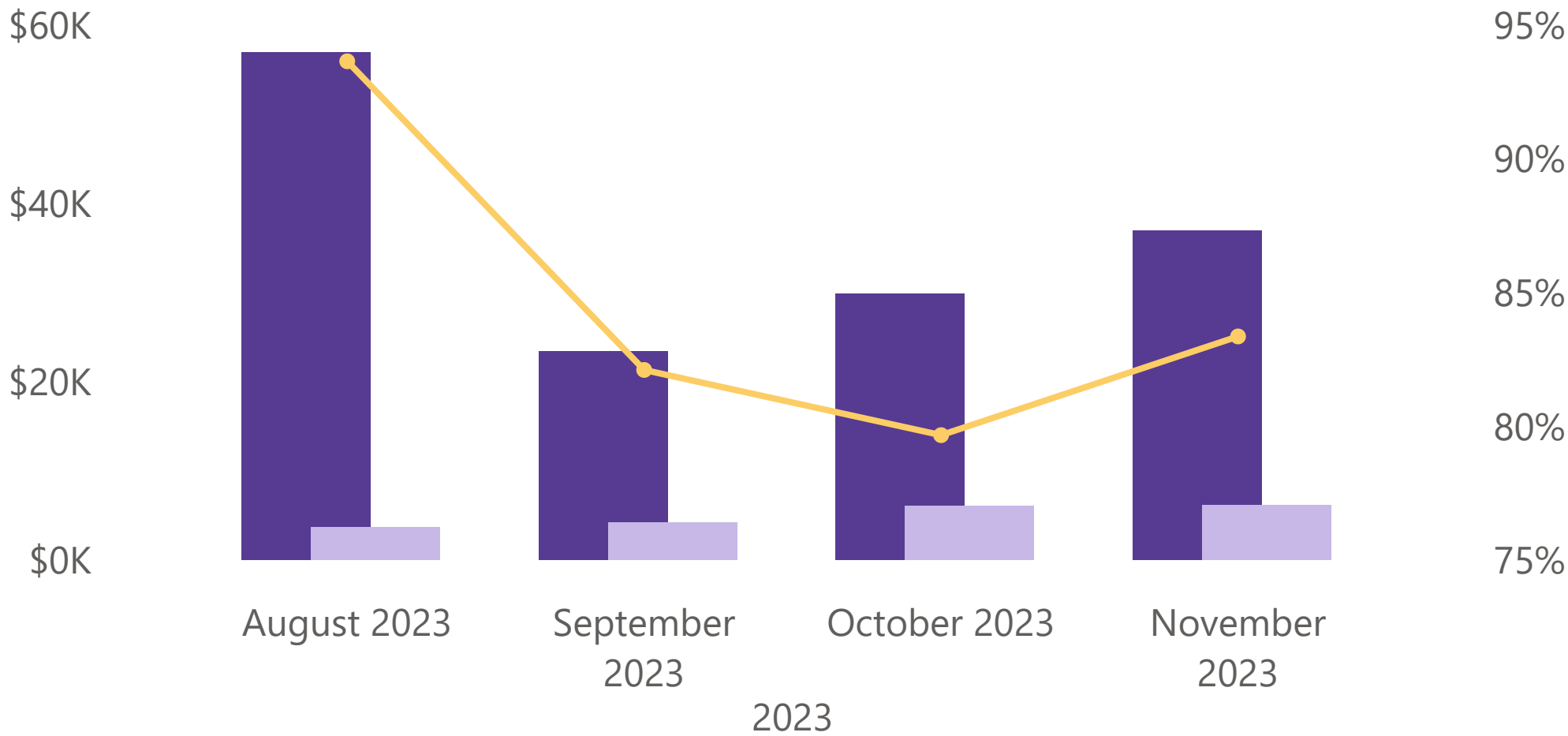


Cost Per Store

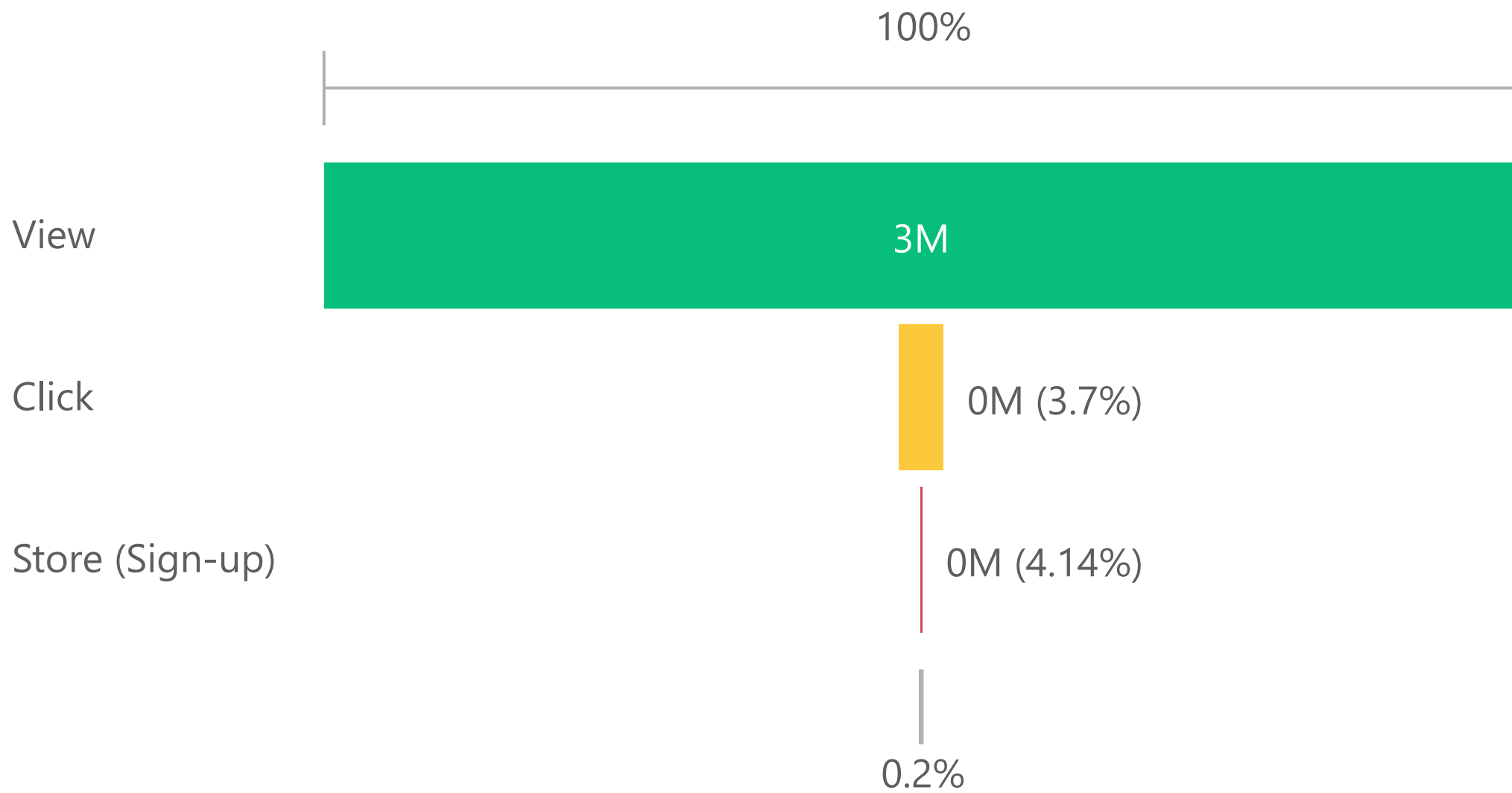
4.86

Digital Ads over time

Total revenue Total cost Margin



Conversion Funnel



Digital Ads over time

Date	Campaign	Total Cost	Total View	Total Click	Total Sign-up	Cost Per Click	Cost Per Store	SFF Store	PLB Store
10/09/2023	PLBVN - PlusBase - Search	\$14.03	810	29	1	\$0.48	\$14.03	0	1
11/09/2023	PLBVN - PlusBase - Search	\$21.45	1,482	48	3	\$0.45	\$7.15	0	3
12/09/2023	PLBVN - PlusBase - Search	\$32.07	1,697	71	2	\$0.45	\$16.03	0	2
13/09/2023	PLBVN - PlusBase - Search	\$65.04	2,181	127	8	\$0.51	\$8.13	1	7
14/09/2023	PLBVN - PlusBase - Search	\$48.41	2,435	106	3	\$0.46	\$16.14	0	3
15/09/2023	PLBVN - PlusBase - Search	\$27.21	1,565	66	3	\$0.41	\$9.07	1	2
16/09/2023	PLBVN - PlusBase - Search	\$19.93	1,109	50	5	\$0.40	\$3.99	0	5
17/09/2023	PLBVN - PlusBase - Search	\$10.35	619	22	1	\$0.47	\$10.35	0	1
18/09/2023	PLBVN - PlusBase - Search	\$7.80	768	26	1	\$0.30	\$7.80	0	1
19/09/2023	PLBVN - PlusBase - Search	\$5.75	561	25	1	\$0.23	\$5.75	0	1
Total		\$20,014.15	2,683,837	99,339	4116	\$0.20	\$4.86	2289	1159

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OVERVIEW

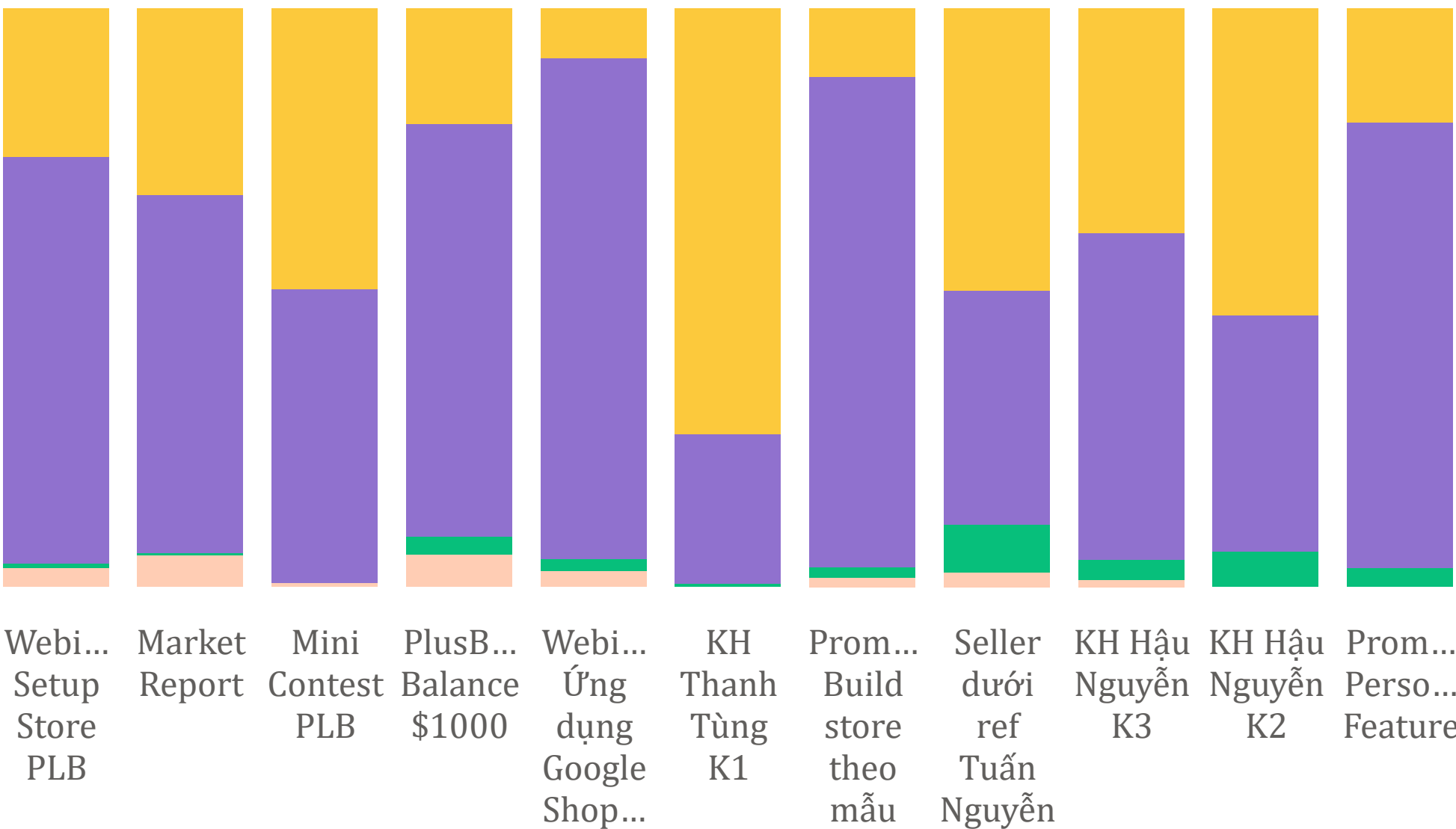
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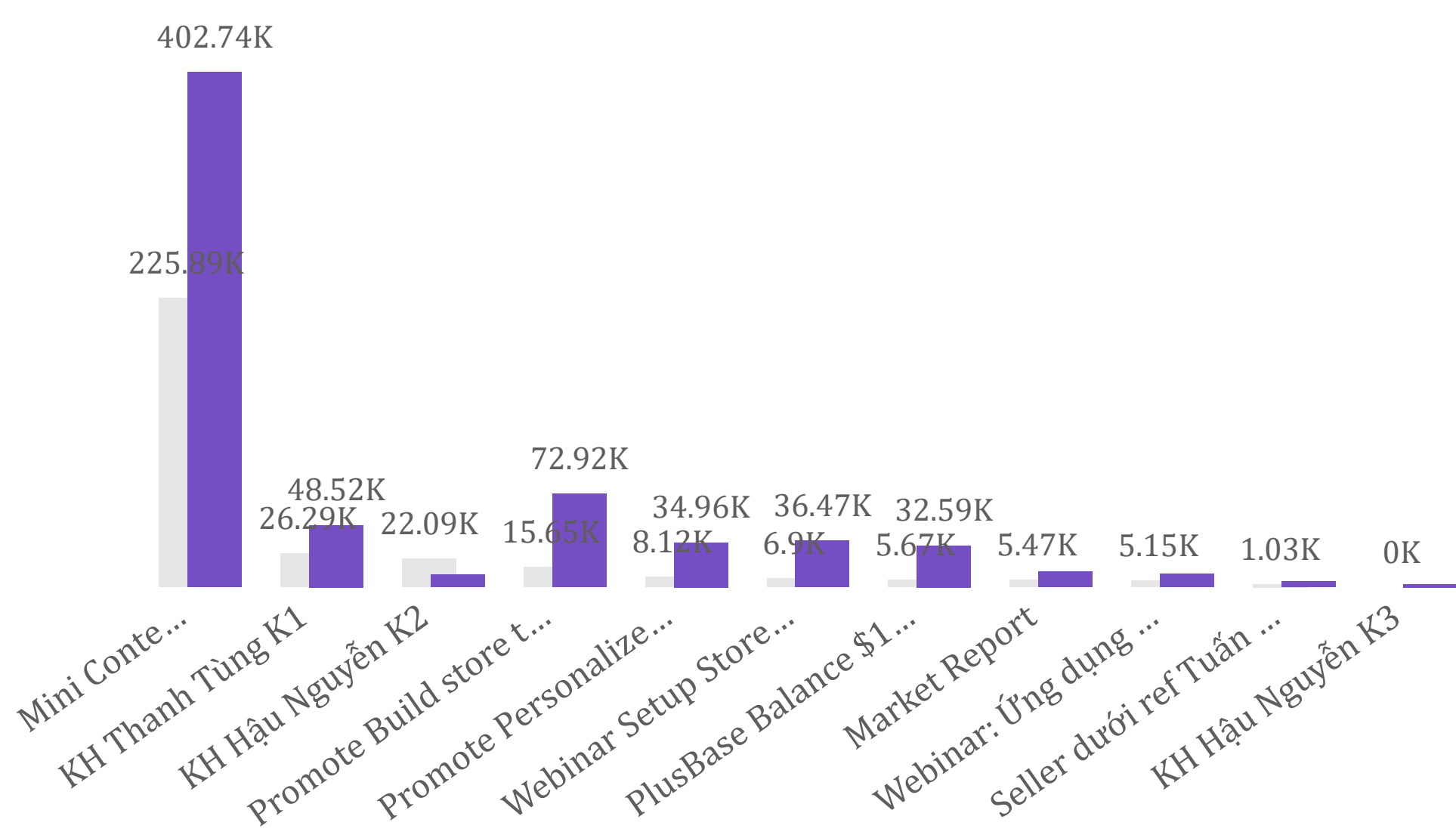
Type of event lead

Create No Store New User Old User (no new store) Old User create new store



GMV Change Before & After Event

GMV before event GMV after event



GMV and Order

Event Name	GMV After Event	Order After Event	GMV P
KH Hậu Nguyễn K2	9,851.39	208	
KH Hậu Nguyễn K3	427.01	12	
KH Thanh Tùng K1	48,520.60	780	
Market Report	12,029.31	266	
Mini Contest PLB	402,744.77	6617	
PlusBase Balance \$1000	32,586.26	870	
Promote Build store theo mẫu	72,922.48	1777	
Promote Personalized Feature	34,964.89	702	
Seller dưới ref Tuấn Nguyễn	4,448.21	118	
Webinar Setup Store PLB	36,470.58	847	
Webinar: Ứng dụng Google Shopping cùng PlusBase	10,236.09	293	
Total	665,201.59	12490	

New Store Metrics

Event Name	Shop Created	Shop Paying	Shop havin
KH Hậu Nguyễn K2	15	10	
KH Hậu Nguyễn K3	10	5	
KH Thanh Tùng K1	15	7	
Market Report	17	7	
Mini Contest PLB	11	8	
PlusBase Balance \$1000	14	4	
Promote Build store theo mẫu	13	3	
Promote Personalized Feature	5	4	
Seller dưới ref Tuấn Nguyễn	29	19	
Webinar Setup Store PLB	27	10	
Webinar: Ứng dụng Google Shopping cùng PlusBase	11	8	
Total	162	82	