



Comprehensive Monthly Sales and Advertising Performance Dashboard

Client's Portfolio, Product:

Home

Insights

In-Depth

Performance Dashboard



Month
All

▼
▼

2022

2023

Does Monthly Ad ROAS Add Up?



Total Sales and Ad Sales Comparison



Average of Ad...

23.32%

Sum of Overall Orders

20K

Sum of Ad Spend

38K

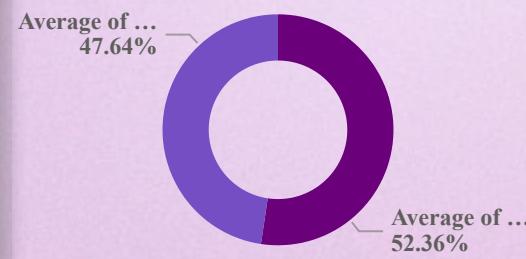
Sum of Overall Sales

276K

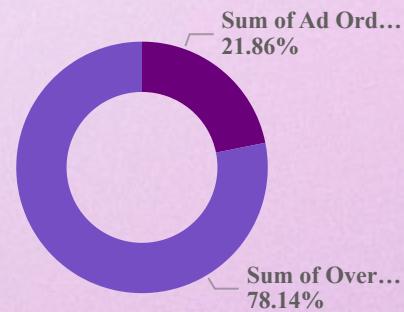
Monthly Overview: Ad Impressions vs. Sessions



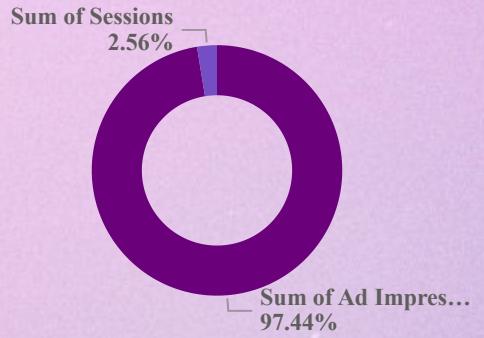
Ad Conversions vs. Overall Conversions



Ad Orders vs. Overall Orders



Ad Impressions vs. Sessions



Month
All

Average of Ad CPC

\$1.6484

Sum of Overall...

169.7%

Sum of Ad Sales

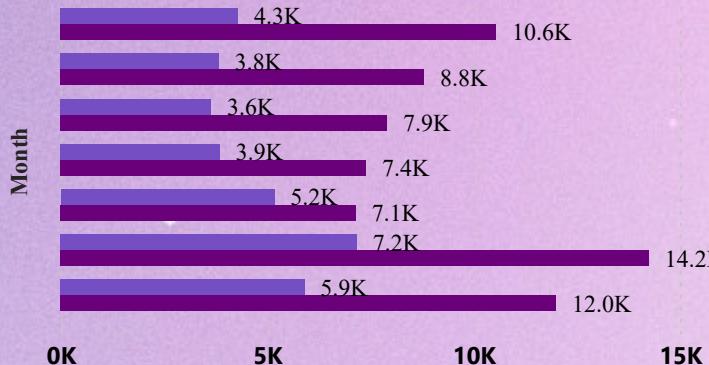
77.81K



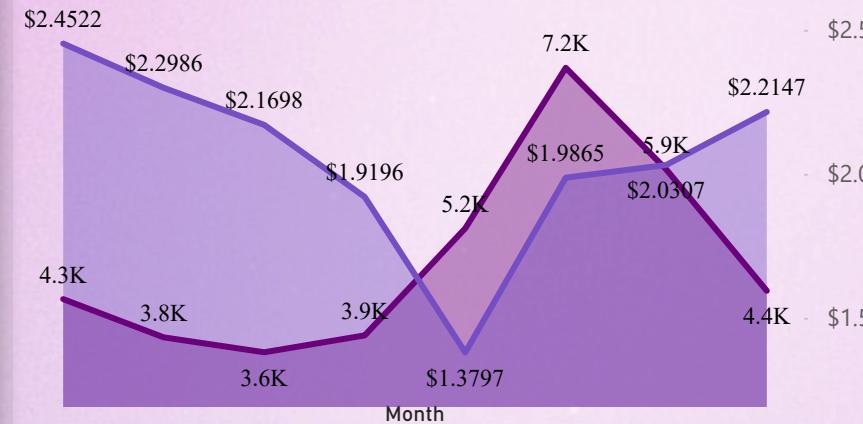
2022

2023

Monthly Ad Spend vs. Ad Sales: How Do They Stack Up?



Monthly Relationship: Ad Spend vs. Ad ROAS?



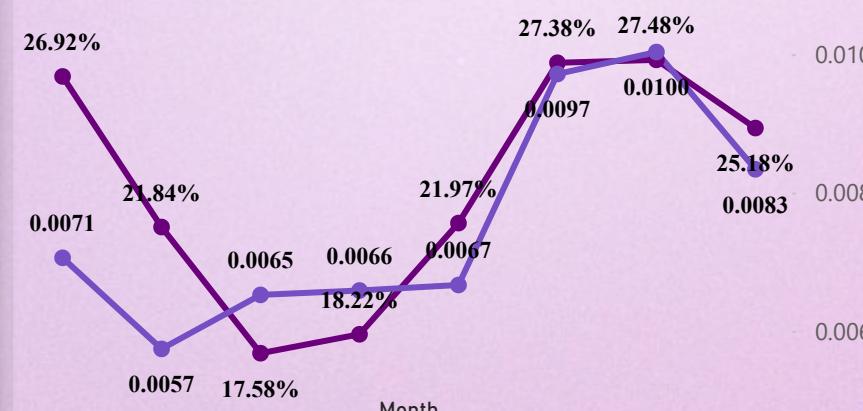
How Do Ad Impressions Compare to Ad Clicks?



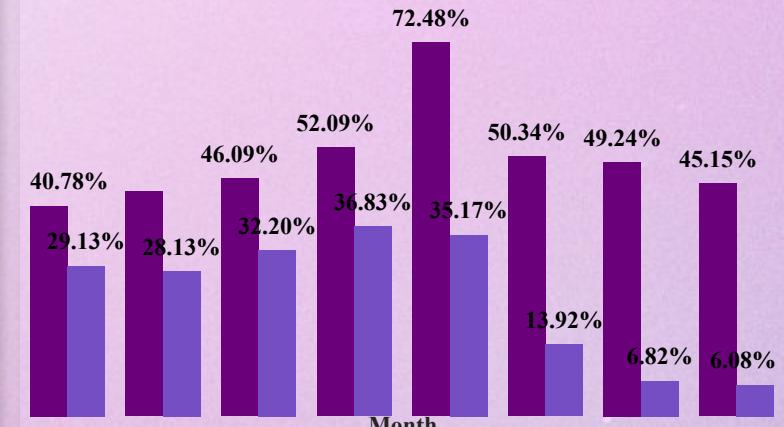
How Do Ad AOV and Overall AOV Compare?



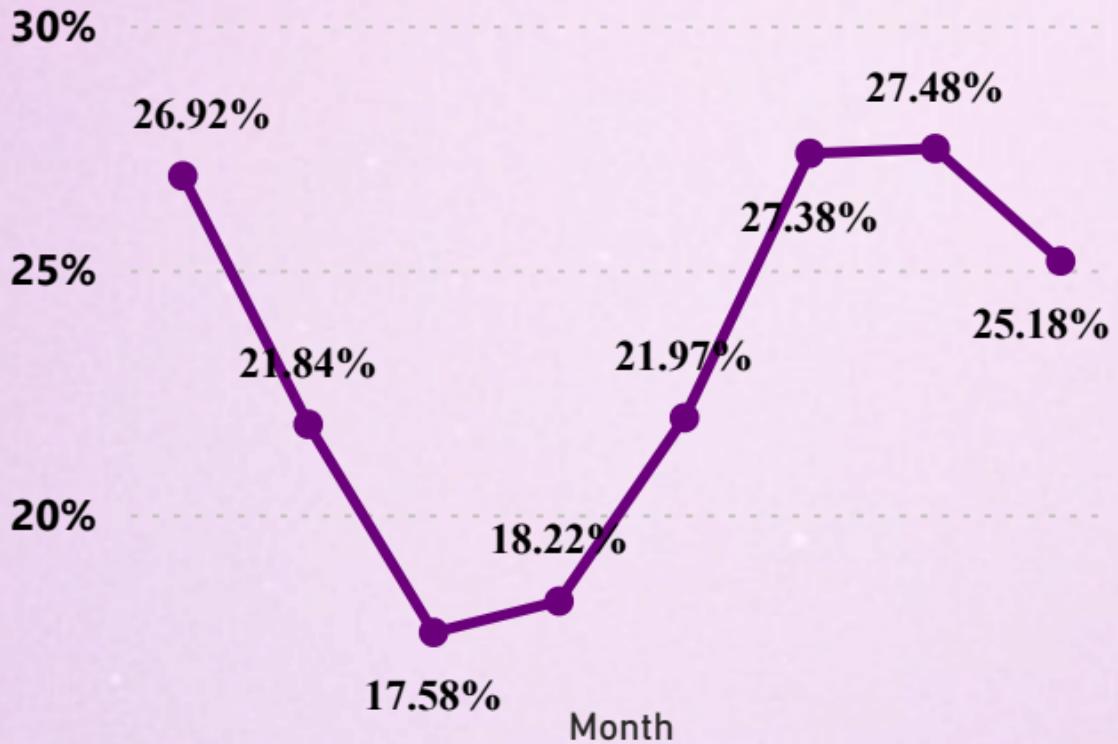
Comparing Monthly Ad Conversion to Ad CTR?



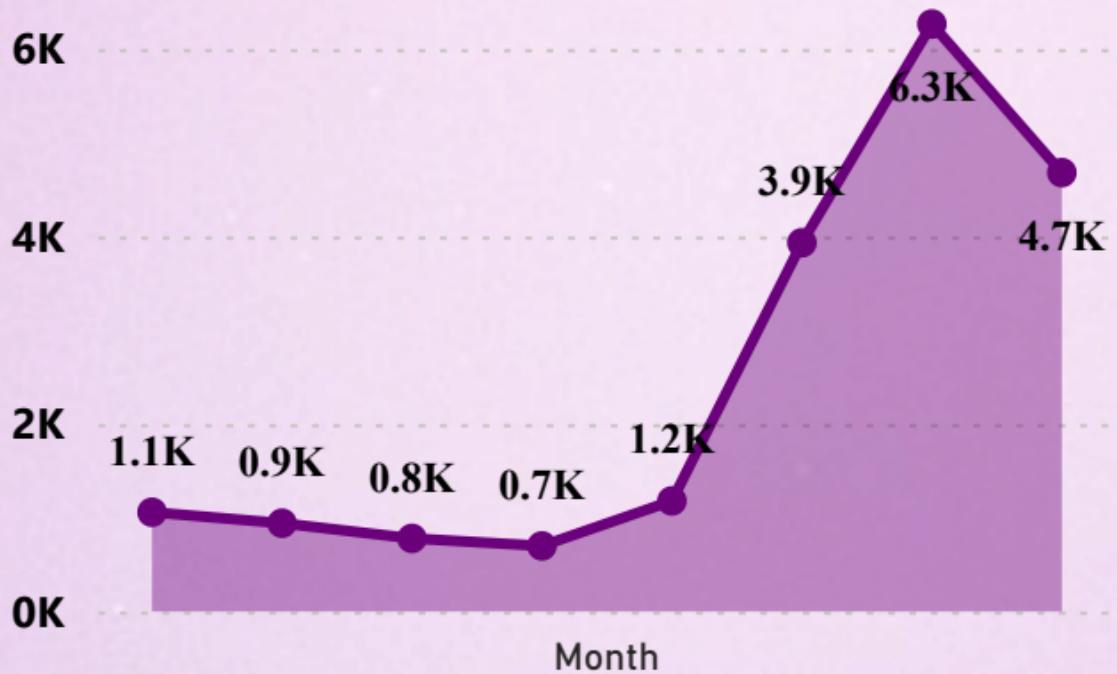
Ad TACOS Compare to Ad ACOS on a Monthly Basis



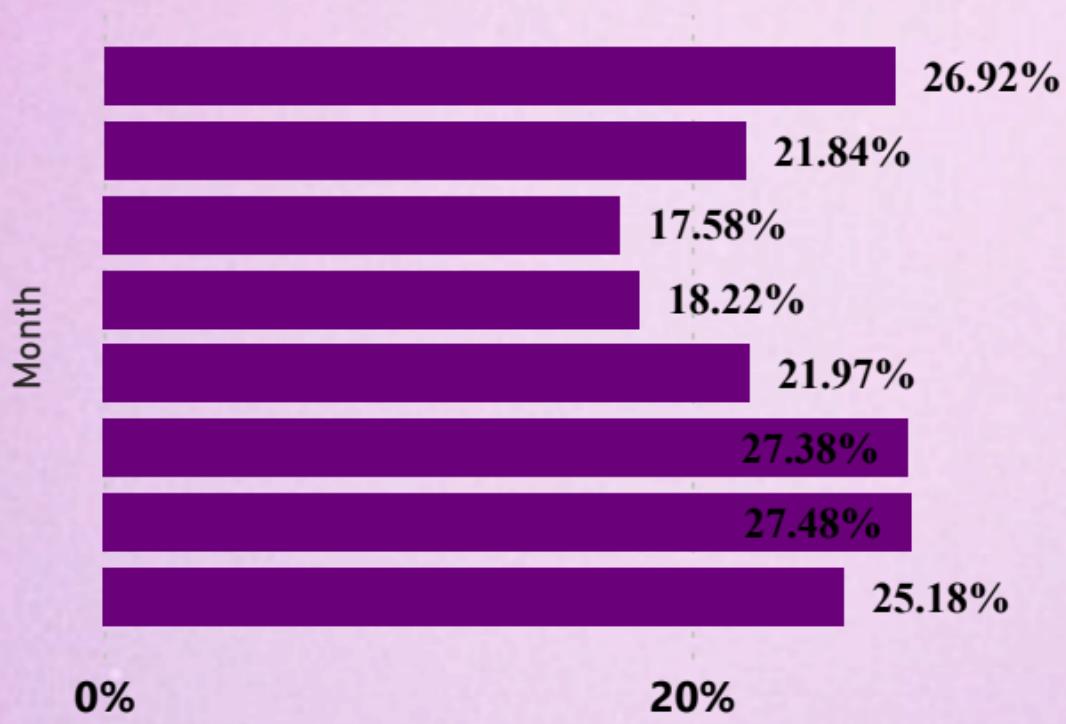
Monthly Ad Conversion



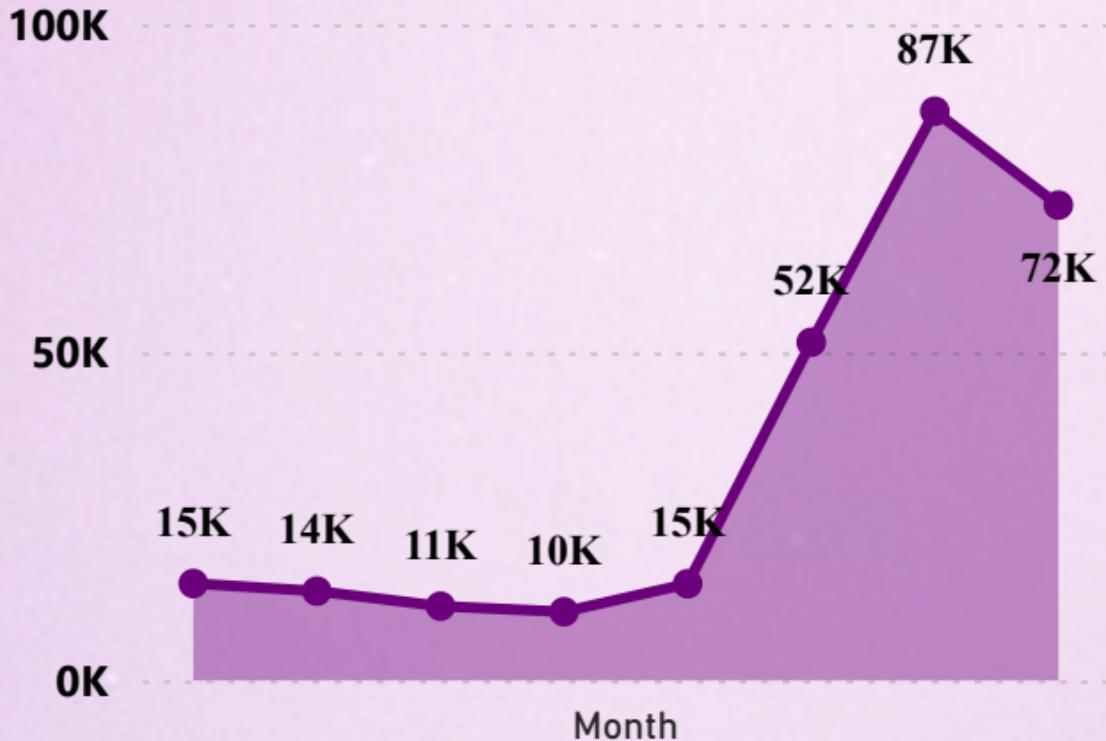
Monthly Overall Orders



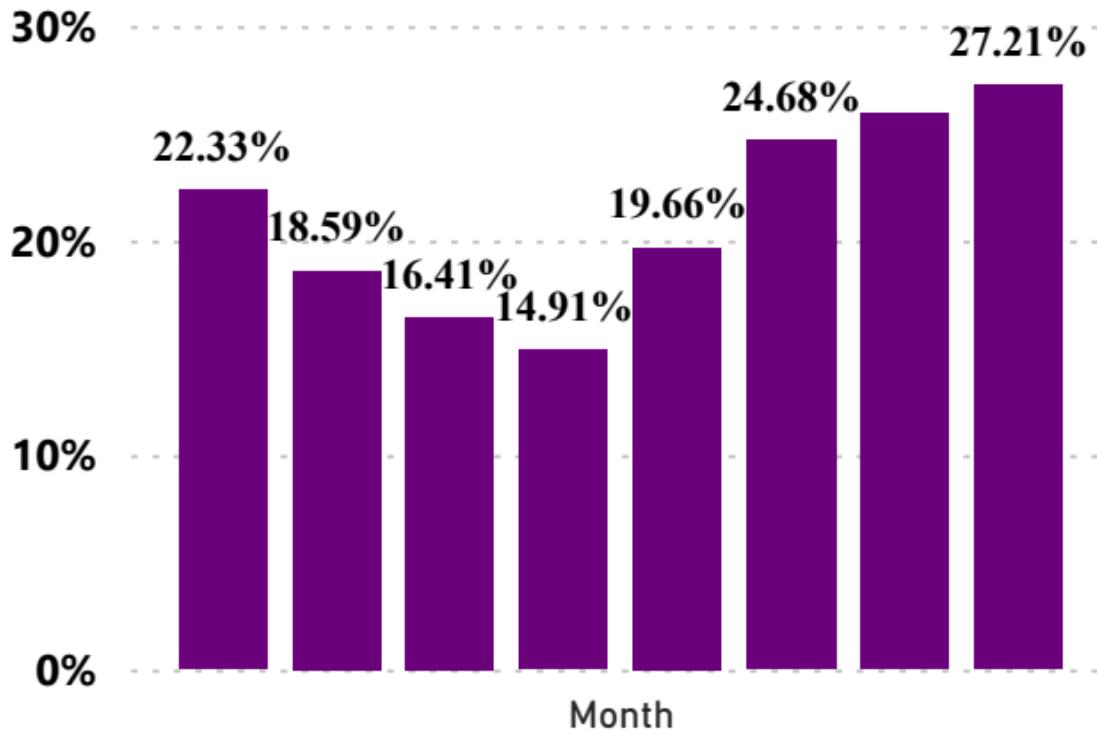
Monthly Ad Spend



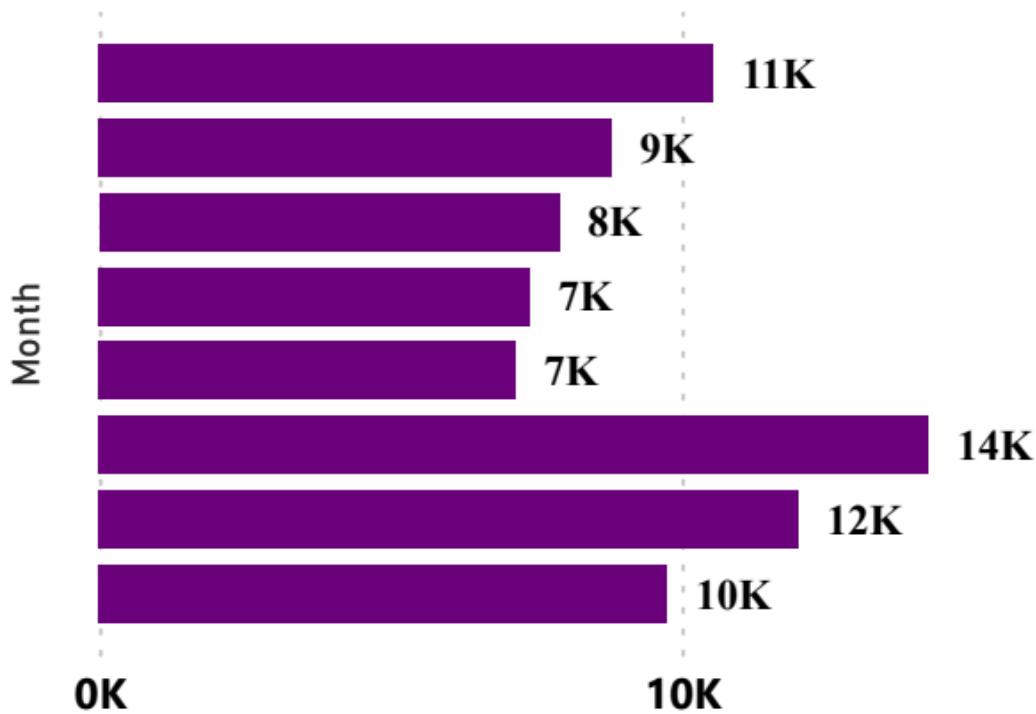
Monthly Overall Sales



Monthly Overall Conversion



Monthly Ad Sales



Monthly Ad CPC

