

Lighting the Way: Seller Account Insights

Client's Portfolio, Product: Bulbs



Home

Analytical Insights

In-Depth



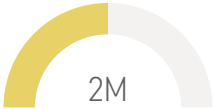
Performance Dashboard



Month

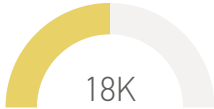
All

Ad Impressions



0M 2M 4M

Overall sessions



0K 18K 35K

2022

2023

2024

Sum of Overall Sales

139K

Sum of Overall Orders

446

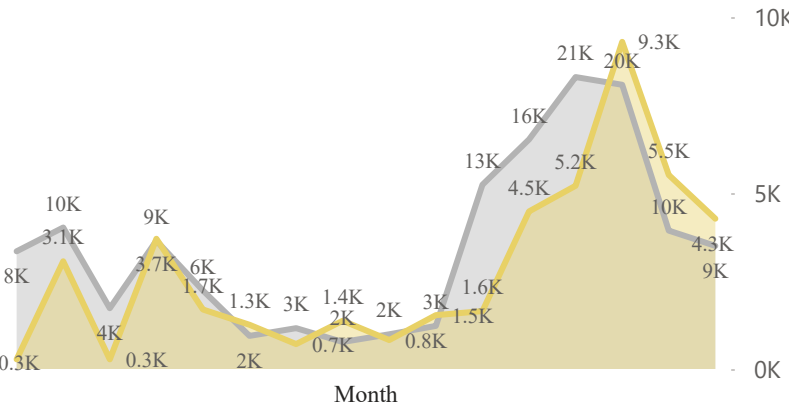
Sum of Ad Sales

45K

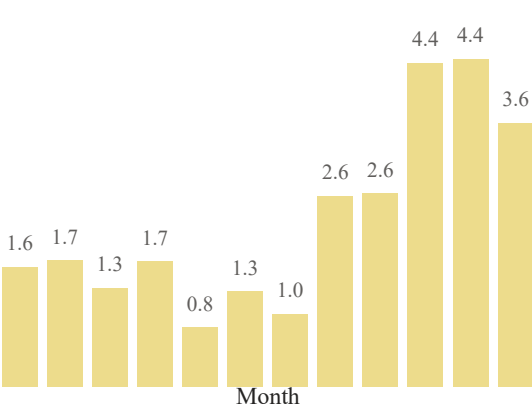
Sum of Ad Spend

19.58K

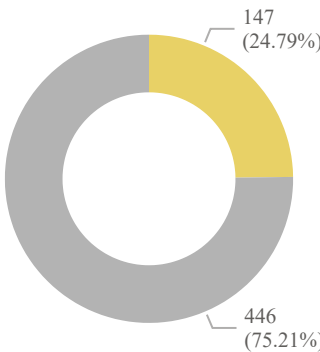
Monthly Totals: Overall Sales and Advertising Sales



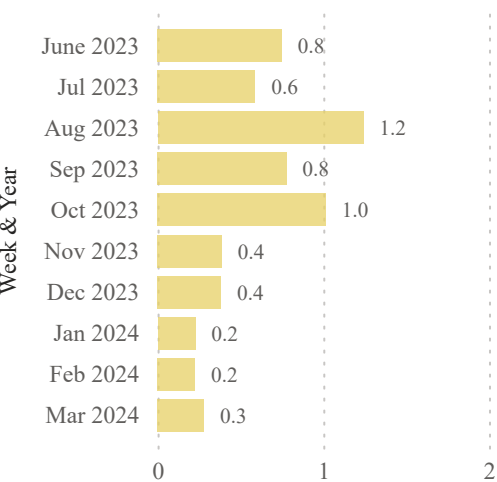
ROI Boost: Monthly Ad ROAS Summary



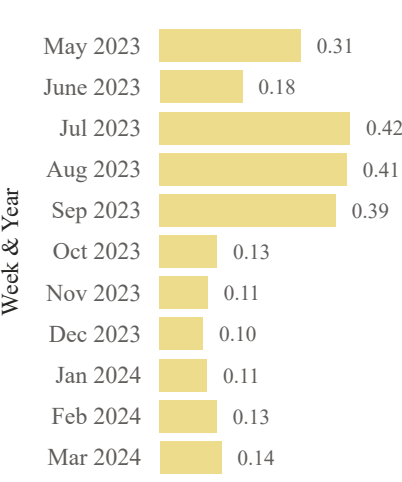
Ad Orders vs. Overall Orders



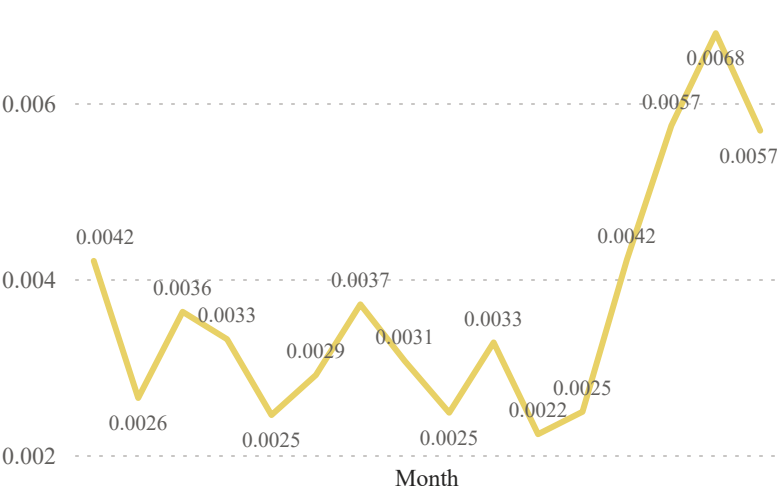
Monthly Ad ACOS



Monthly Ad TACOS Analysis



Tracking Engagement: Monthly Ad Click-Through Rates (CTR)





2022

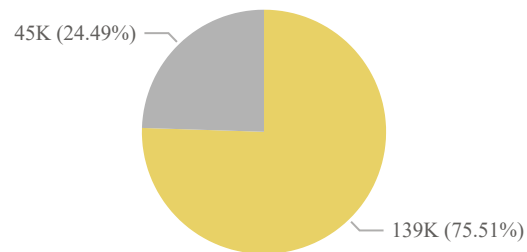
2023

2024

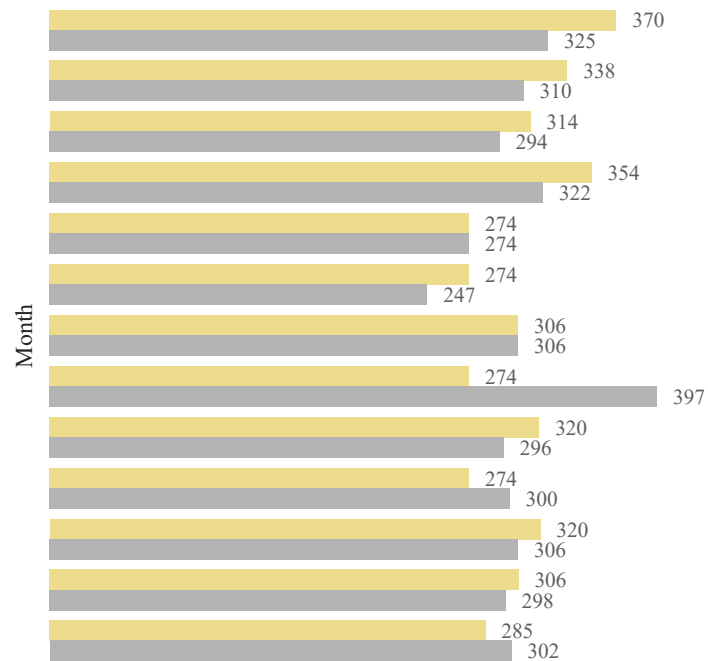
Month

All

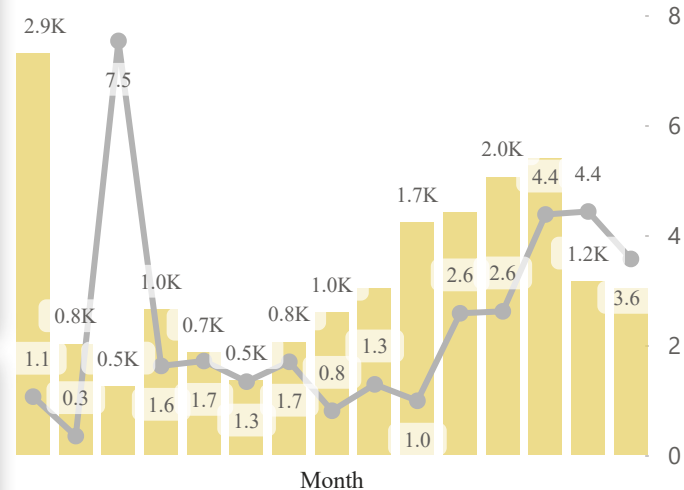
How do Overall Sales Compare to Ad Sales?



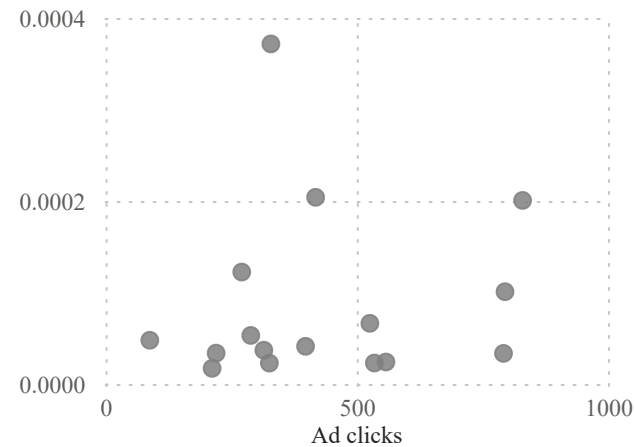
Average Ad AOV vs. Overall AOV



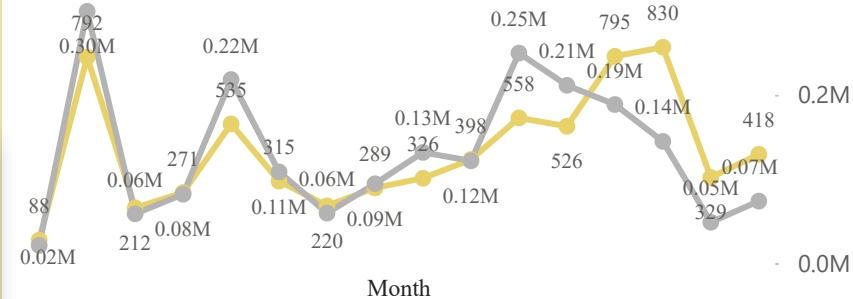
How does Ad Spend Impact Monthly Ad ROAS?



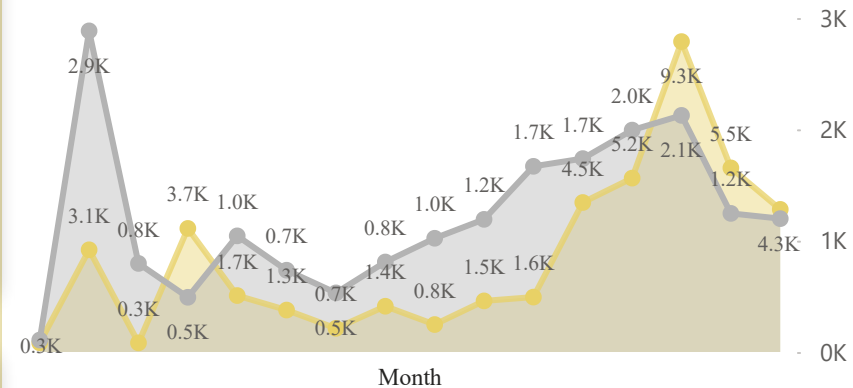
Ad Clicks Influence Ad Conversion Rates?



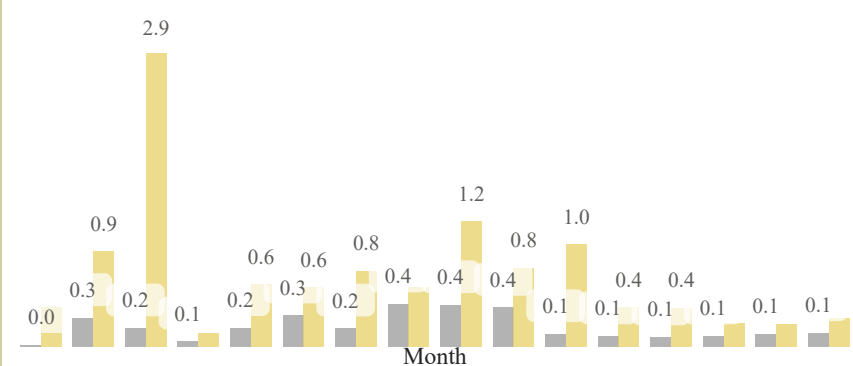
Monthly Conversion Rate: Impressions to Clicks?



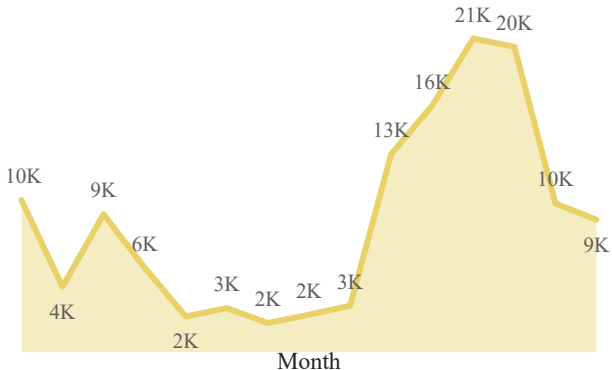
Are Ad Sales Outpacing Ad Spend Each Month?



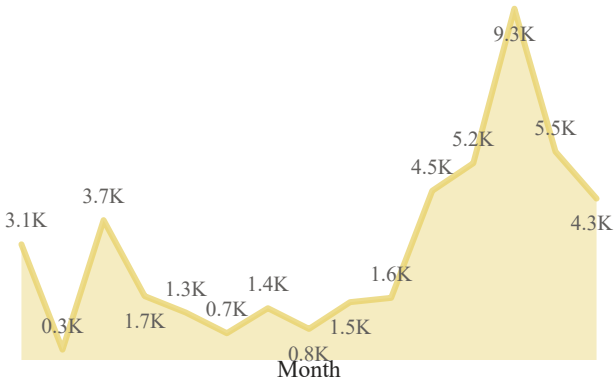
Ad TACOS Compare to Ad ACOS on a Monthly Basis



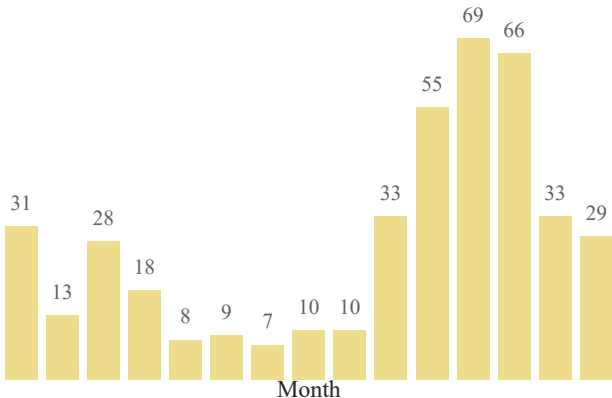
Sum of Overall Sales by Month



Sum of Ad Sales by Month



Sum of Overall Orders by Month



Sum of Ad Spend by Month

