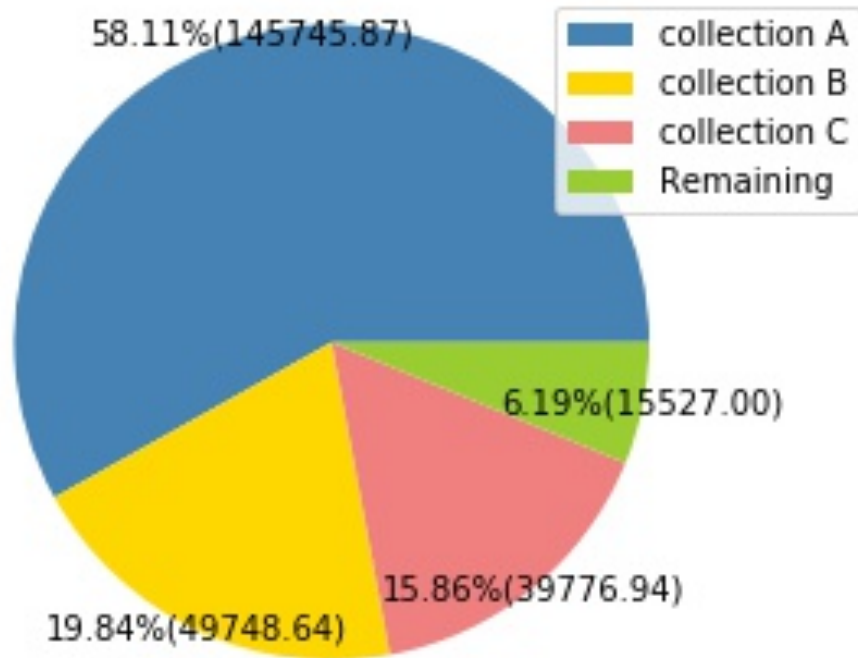


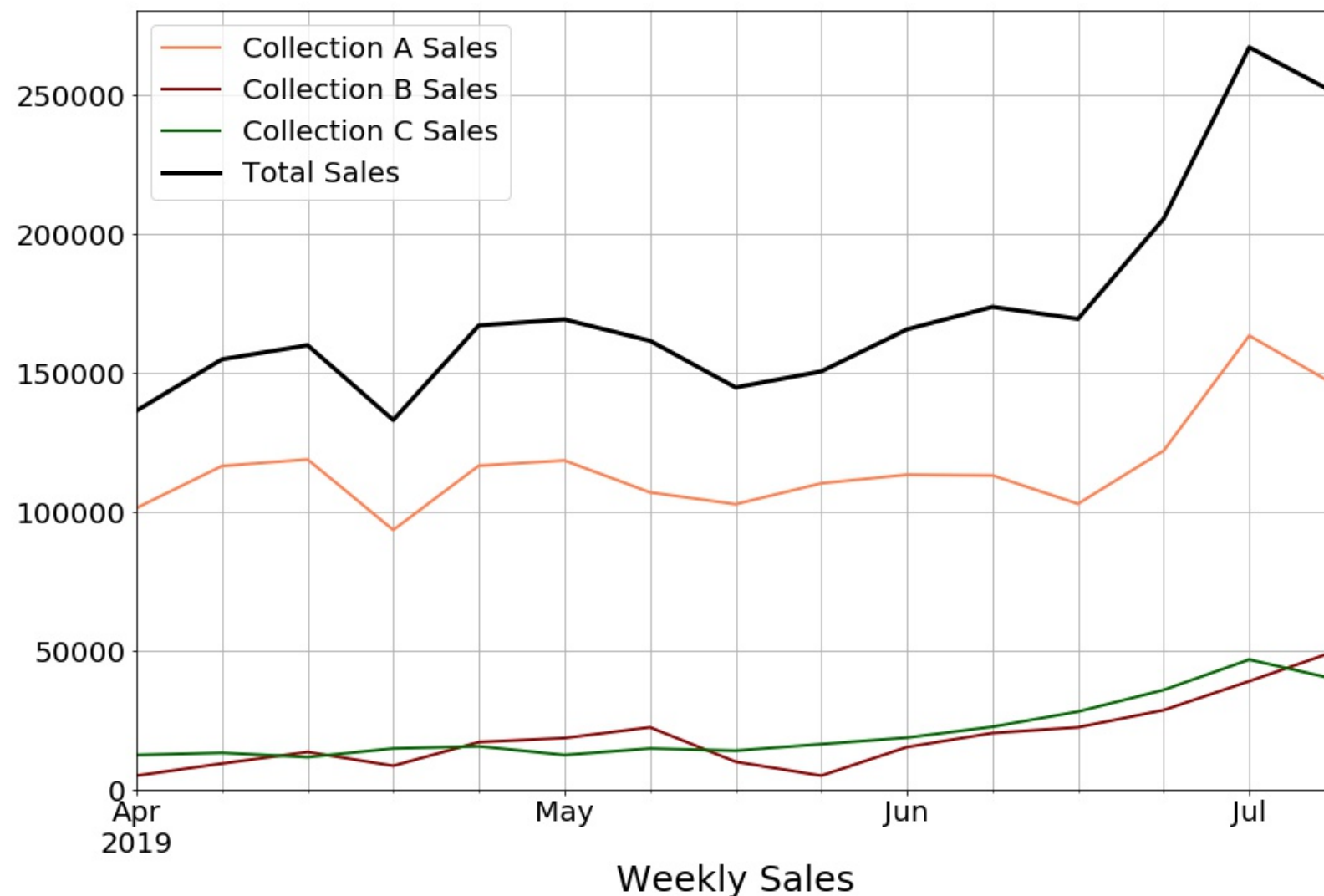
Marketing Analysis Report

Week 07/08/2019-07/15/2019

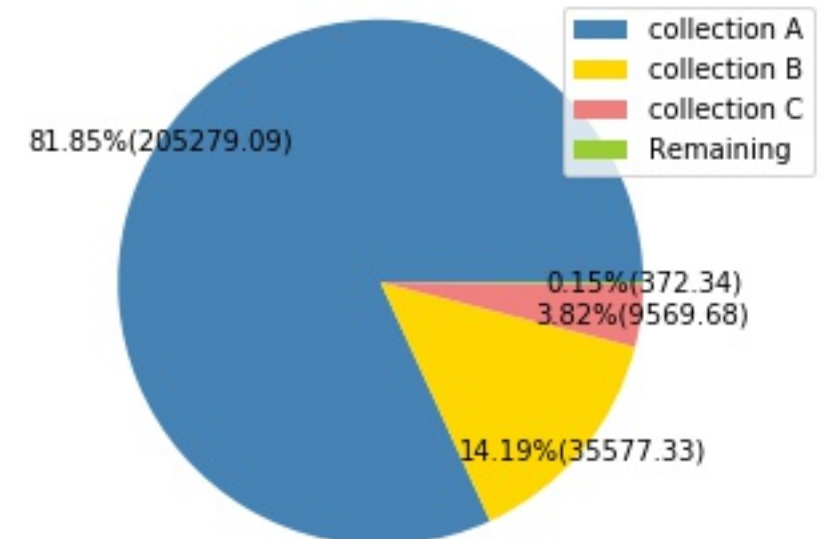
Last Week Sales



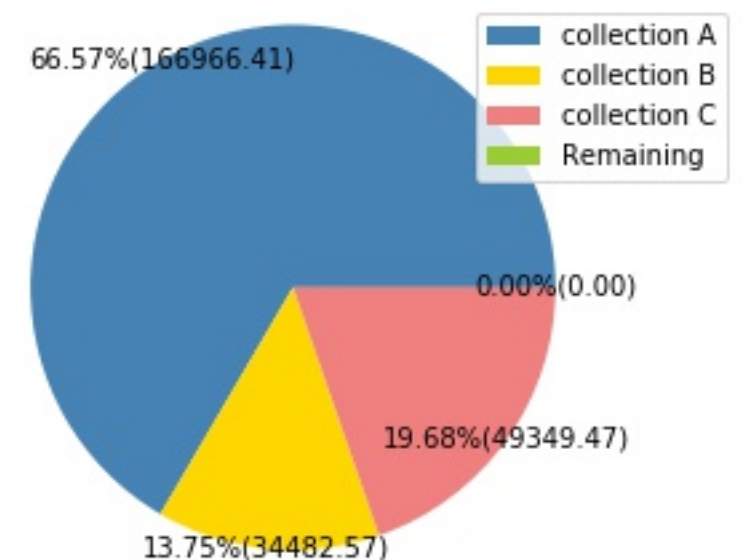
Cost(\$)	Google	Facebook	Total
Collection A	15117.36	31609.26	46726.62
Collection B	2620.02	6544.8	9164.82
Collection C	704.74	9366.54	10071.28
Total	18442.12	47520.6	65962.72



Google Ads Cost

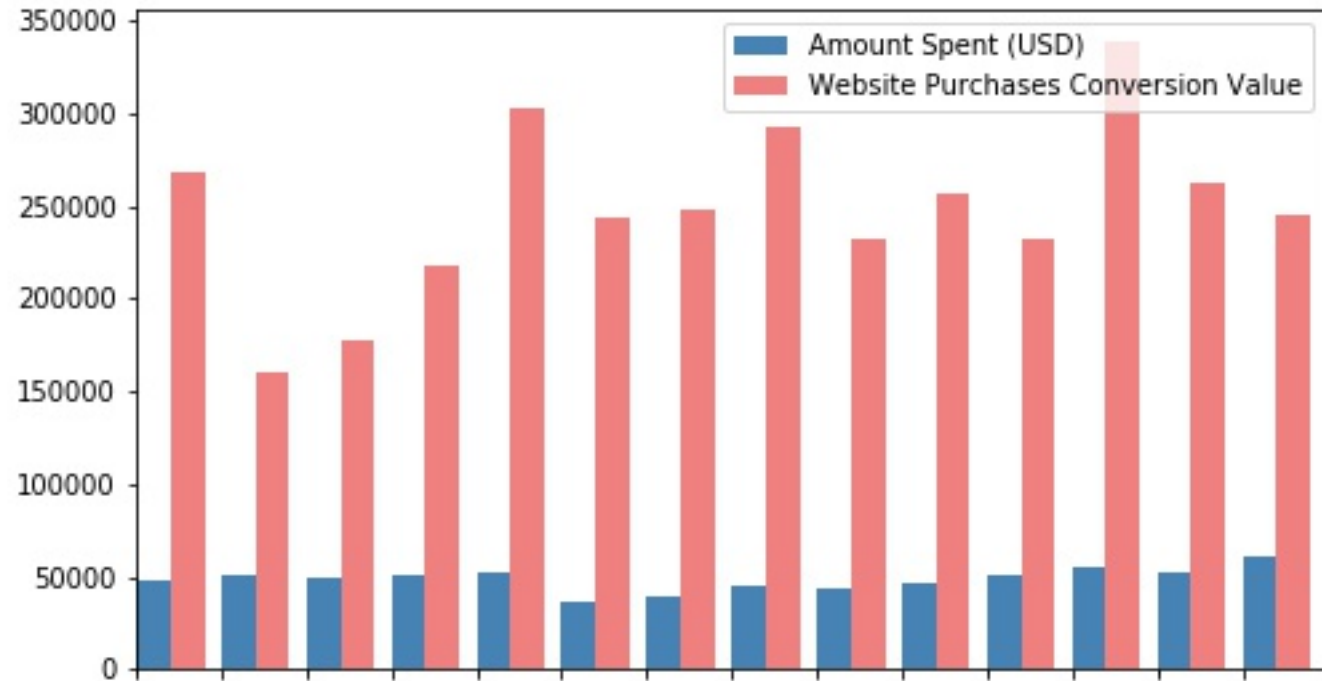


Facebook Ads Cost

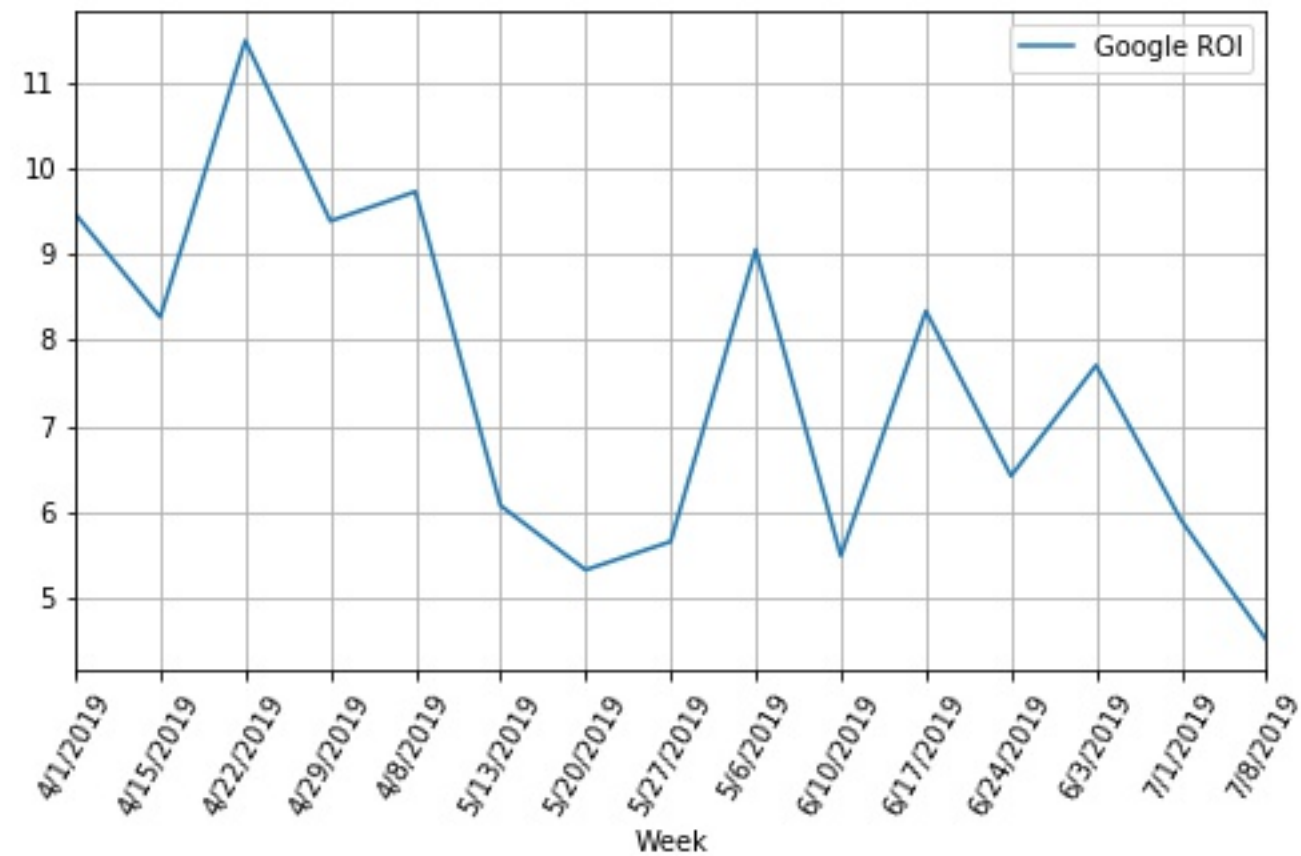
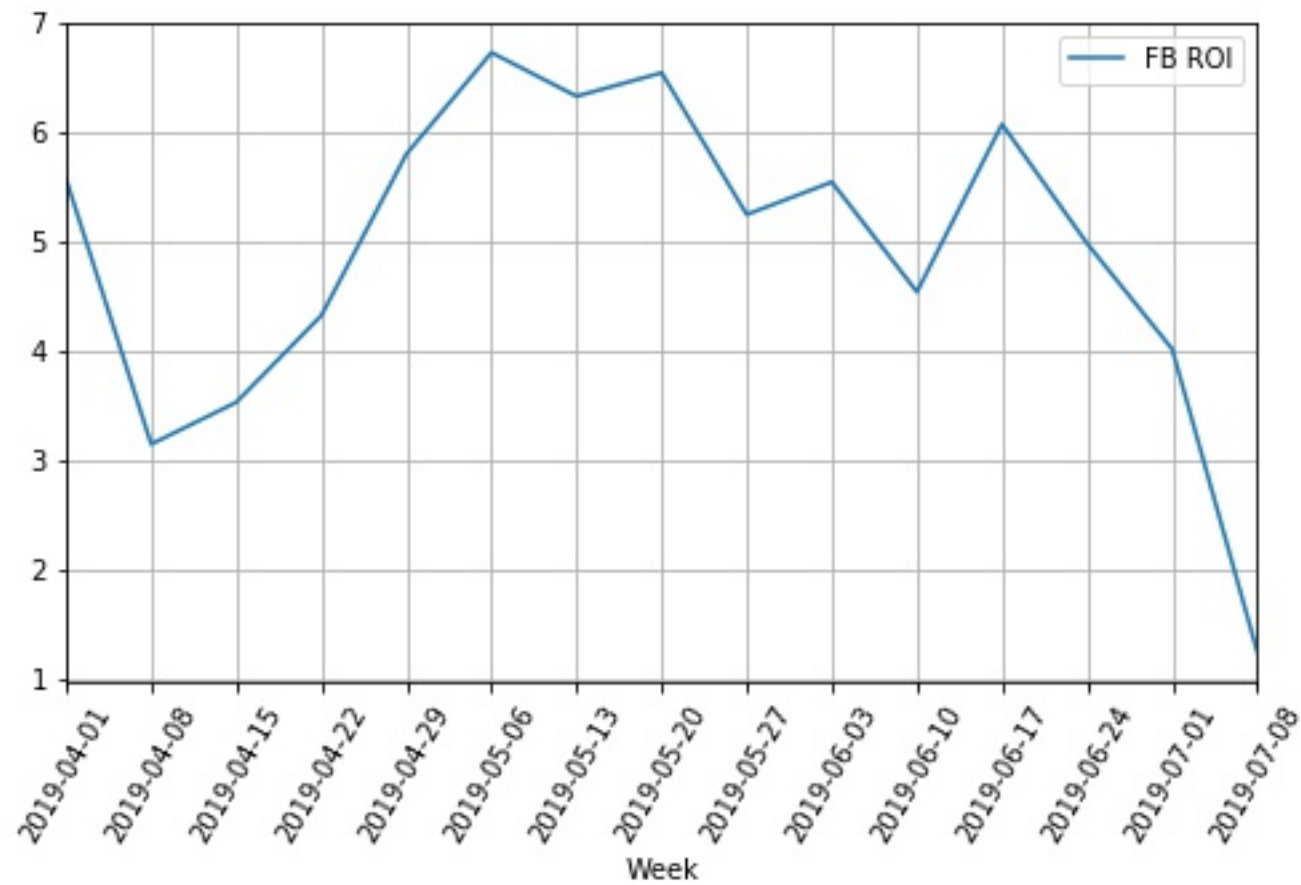
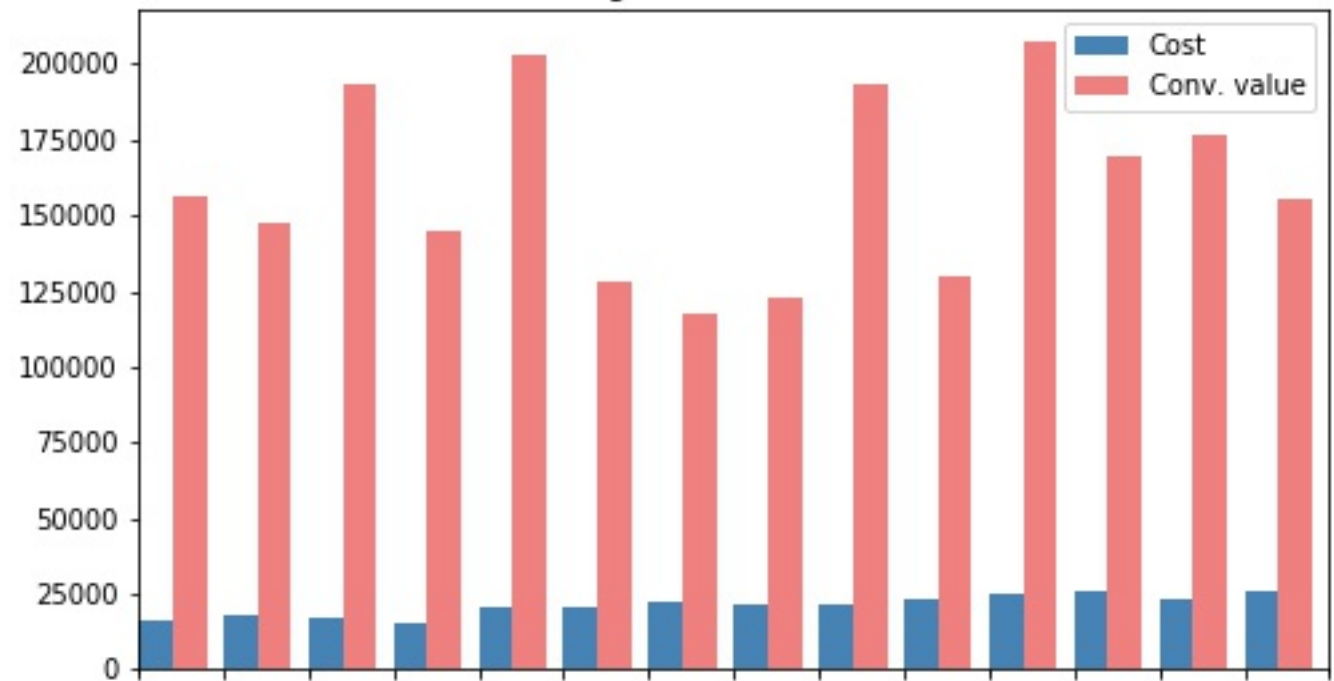


Ad Performance of Two Channels

Facebook Ad Performance



Google Ad Performance



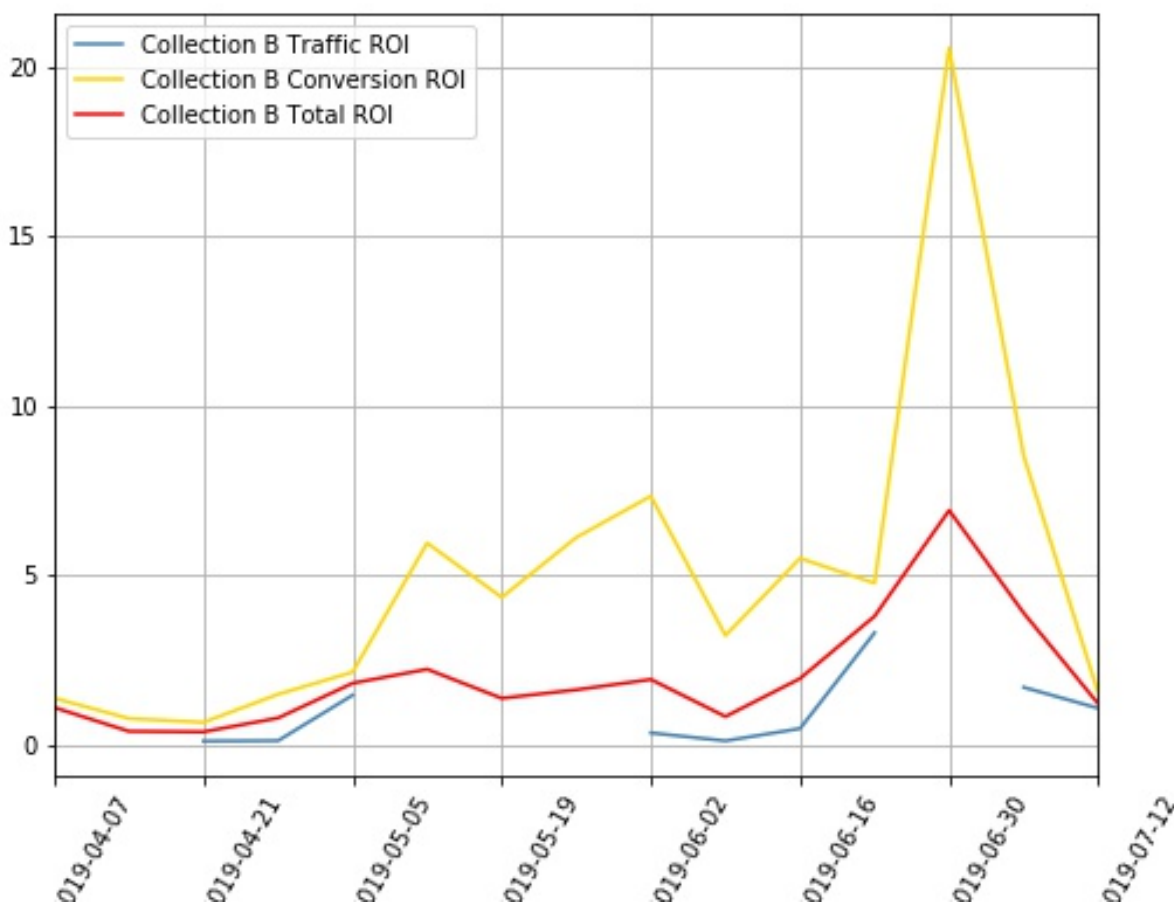
Ad Performance for Collections



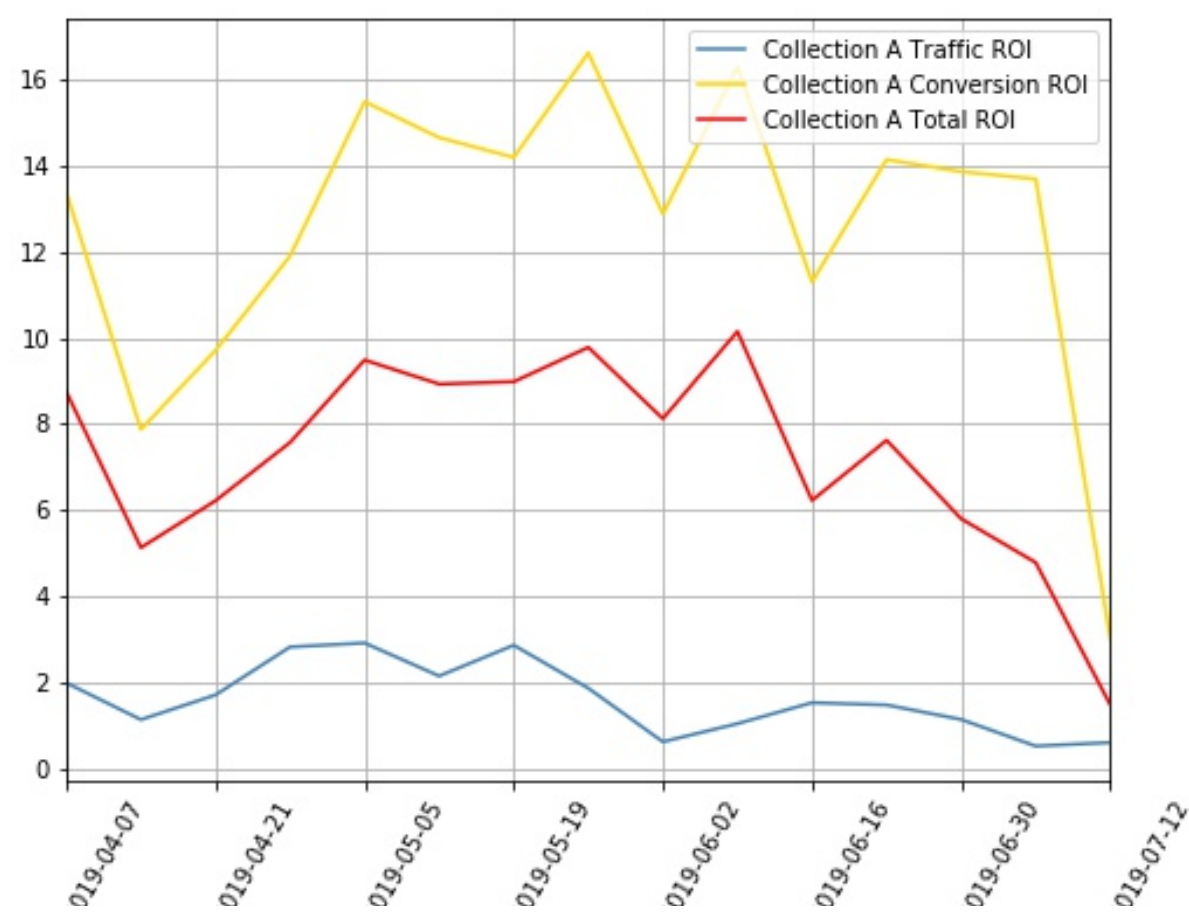
Ads on Facebook

		Cost	ROI
Campaign Name			
2019-07-12	Collection A Conversion	11509.56	3.005729
	Collection A Traffic	20180.70	0.591645
	Collection B Conversion	1932.66	1.511875
	Collection B Traffic	4612.14	1.077157
	Collection C Conversion	2591.58	0.571829
	Collection C Traffic	6774.96	0.466692

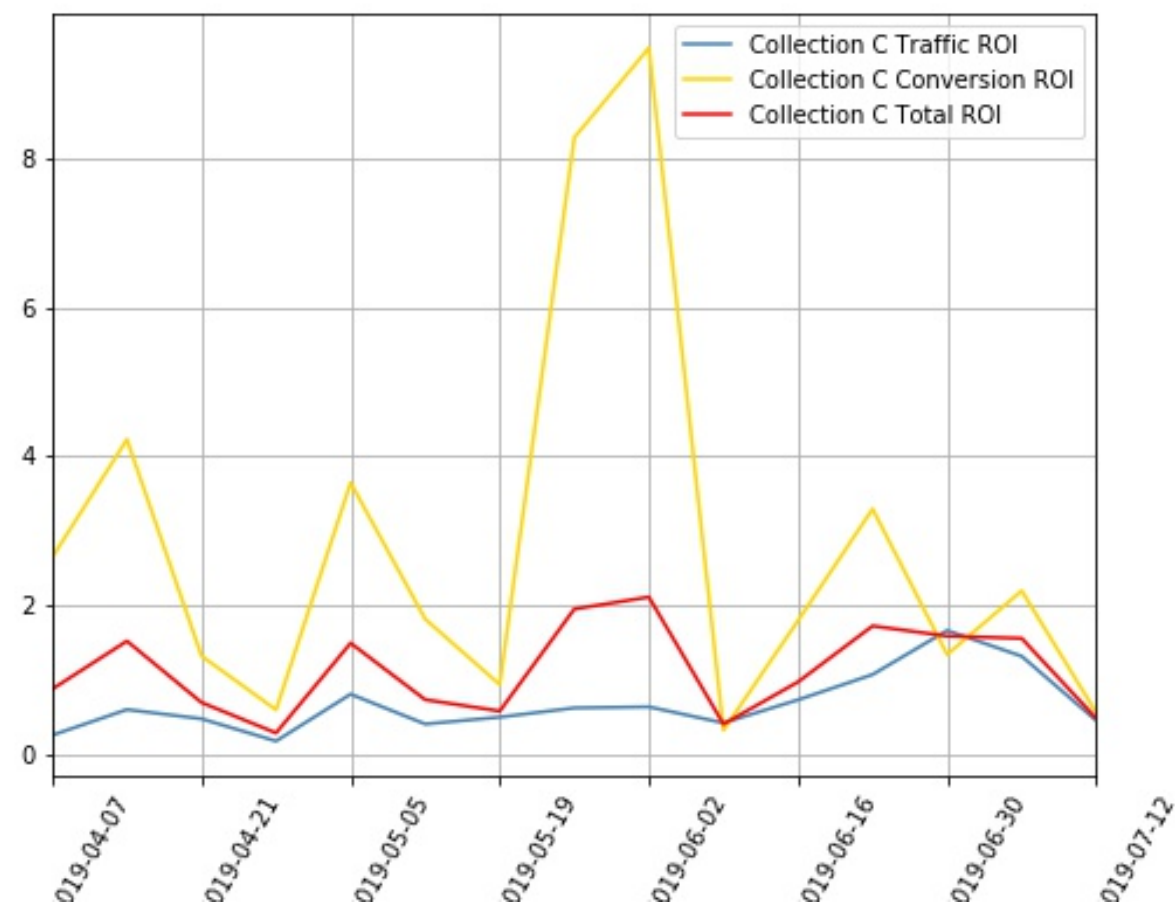
Facebook Ad for Collection B Performance



Facebook Ad for Collection A Performance

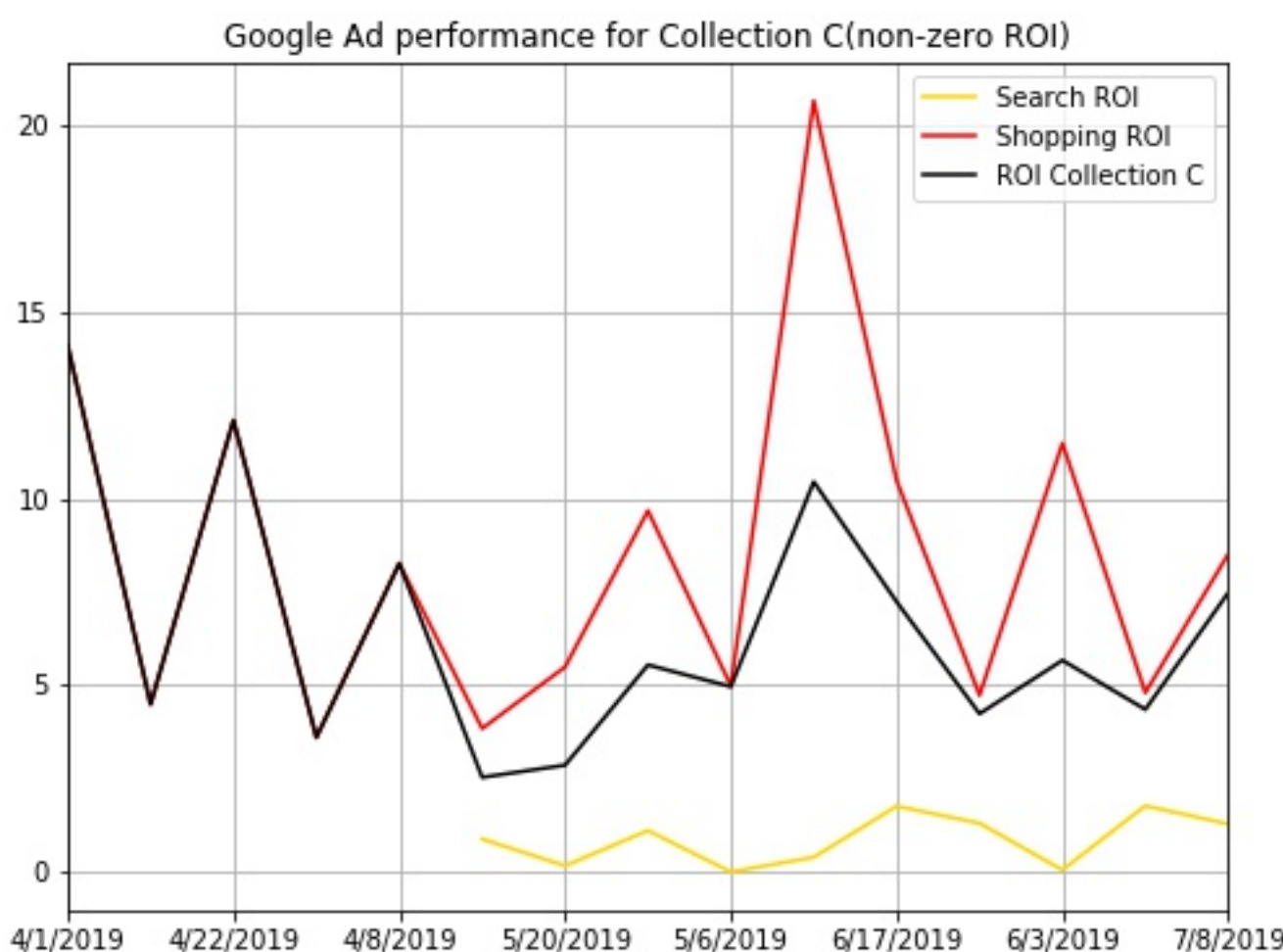
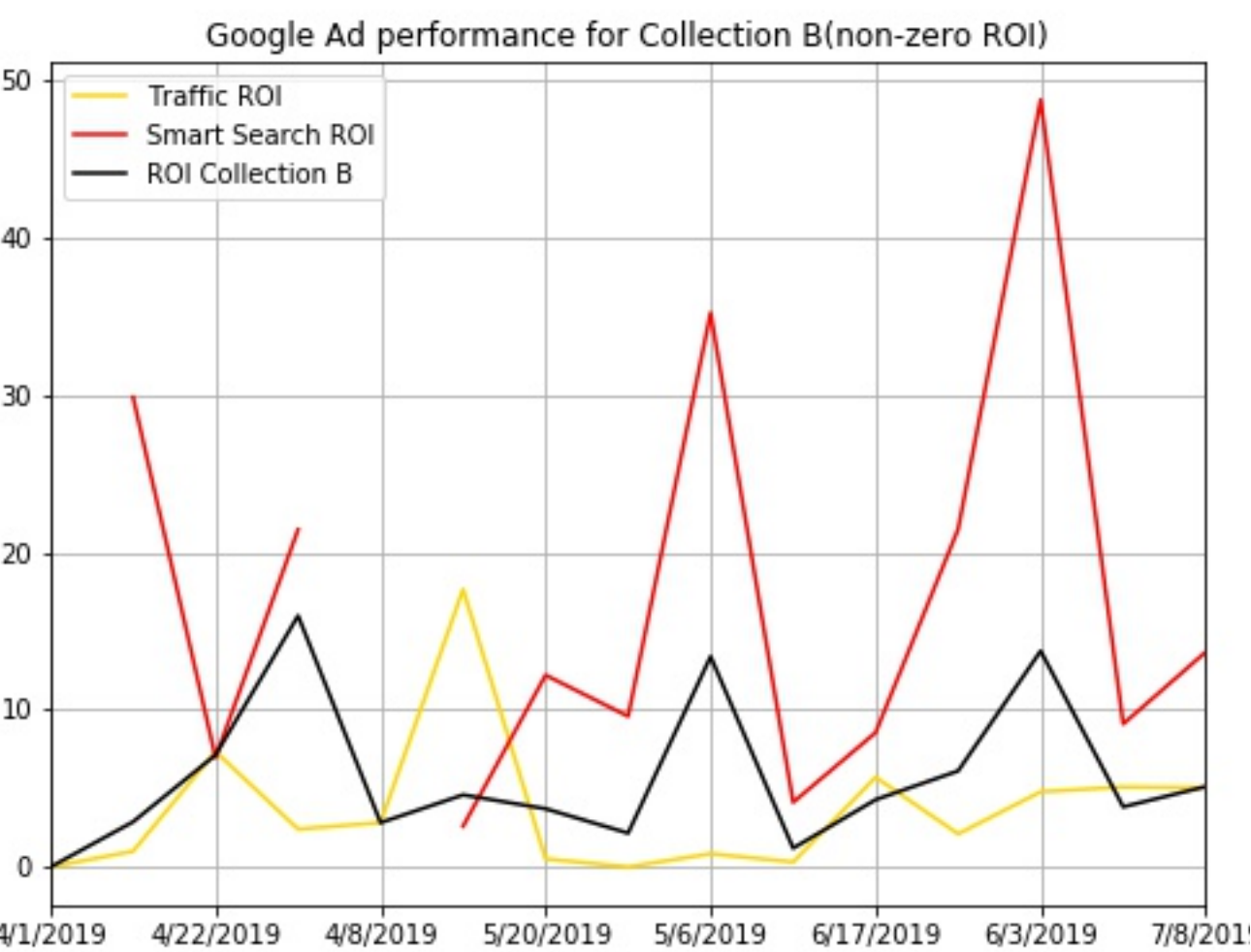
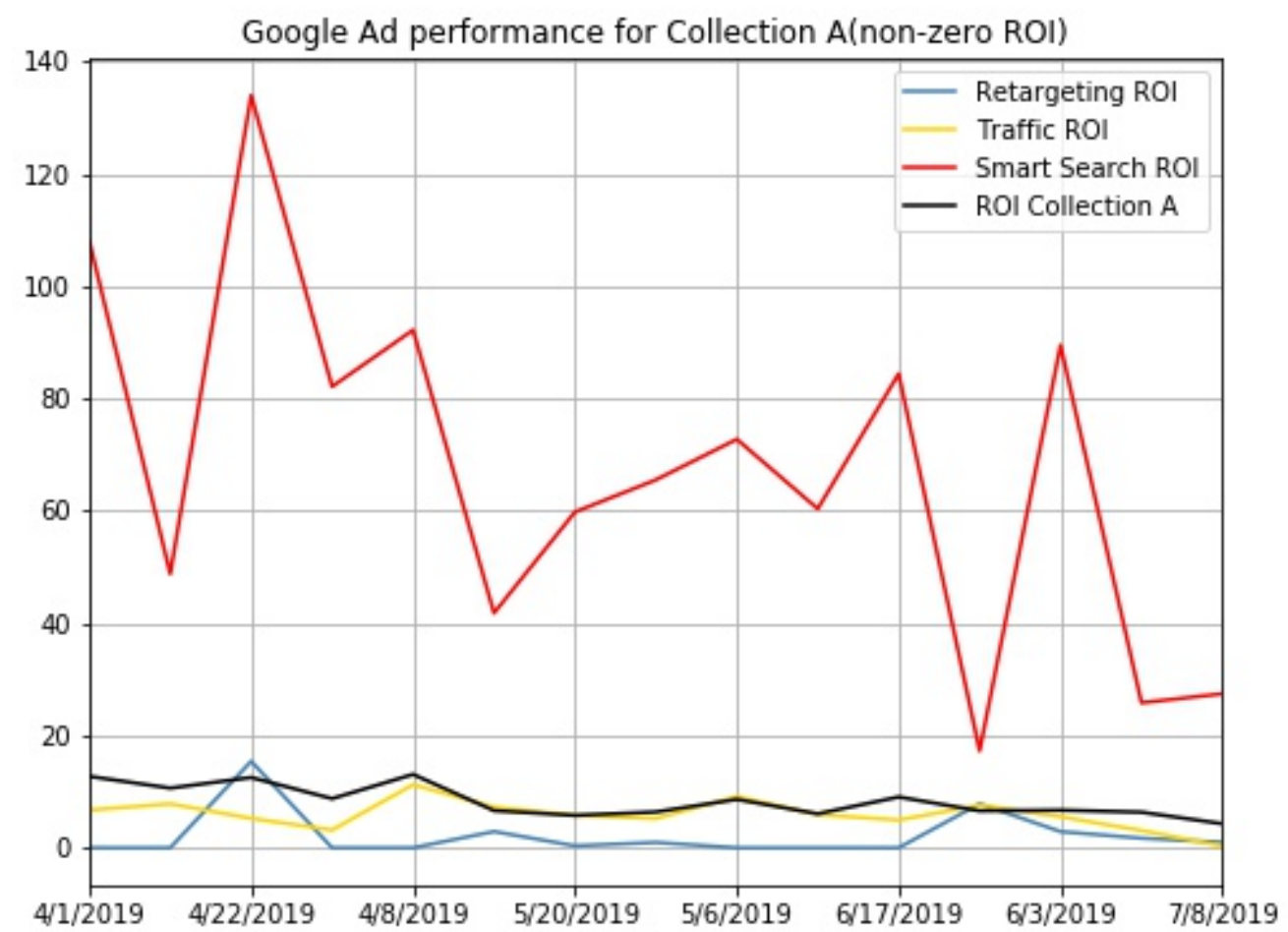


Facebook Ad for Collection C Performance

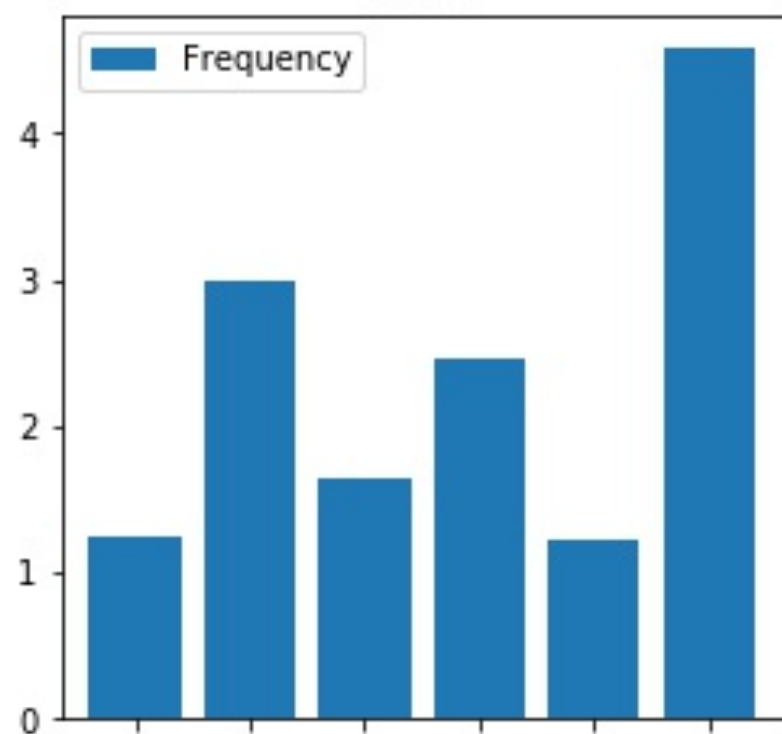


Non-zero ROI Ads on Google

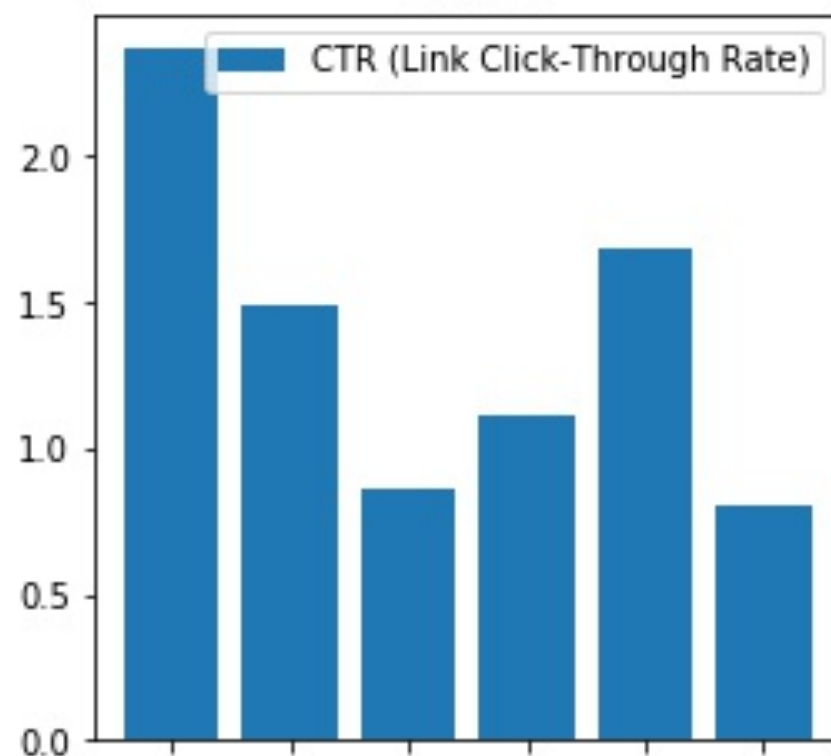
Week	Campaign	Cost	ROI
7/8/2019	Collection A - Shopping - Retargeting	1422.30	0.977642
	Collection A - Shopping - Traffic	4240.86	0.311258
	Collection A - Smart Search	2263.98	27.416108
	Collection B - Shopping - Traffic	920.34	5.045961
	Collection B - Smart Search	639.72	13.678953
	Collection C Search	101.01	1.286902
	Collection C shopping	603.73	8.523496



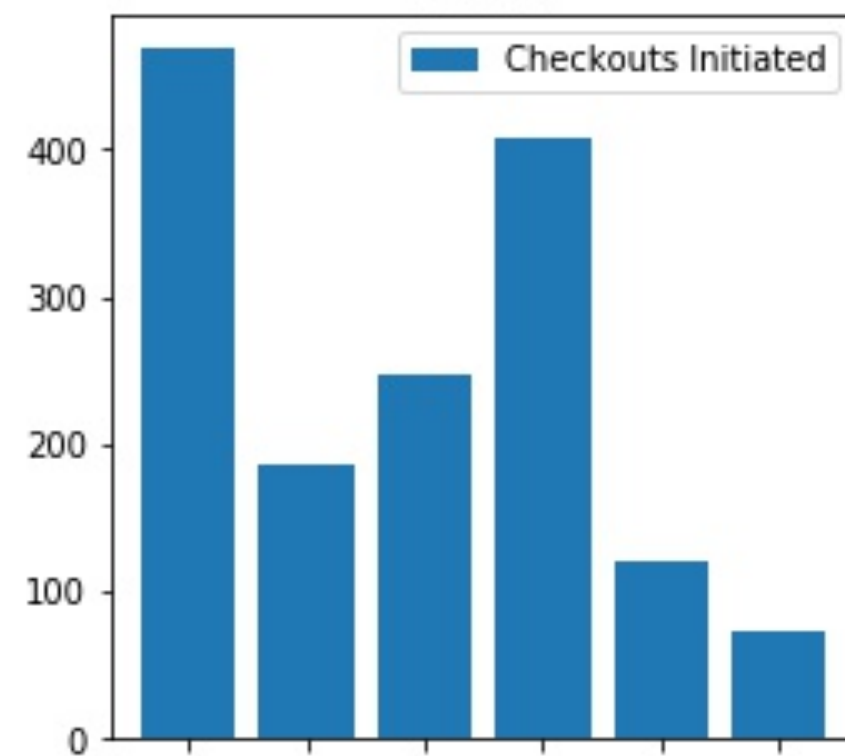
FB ads



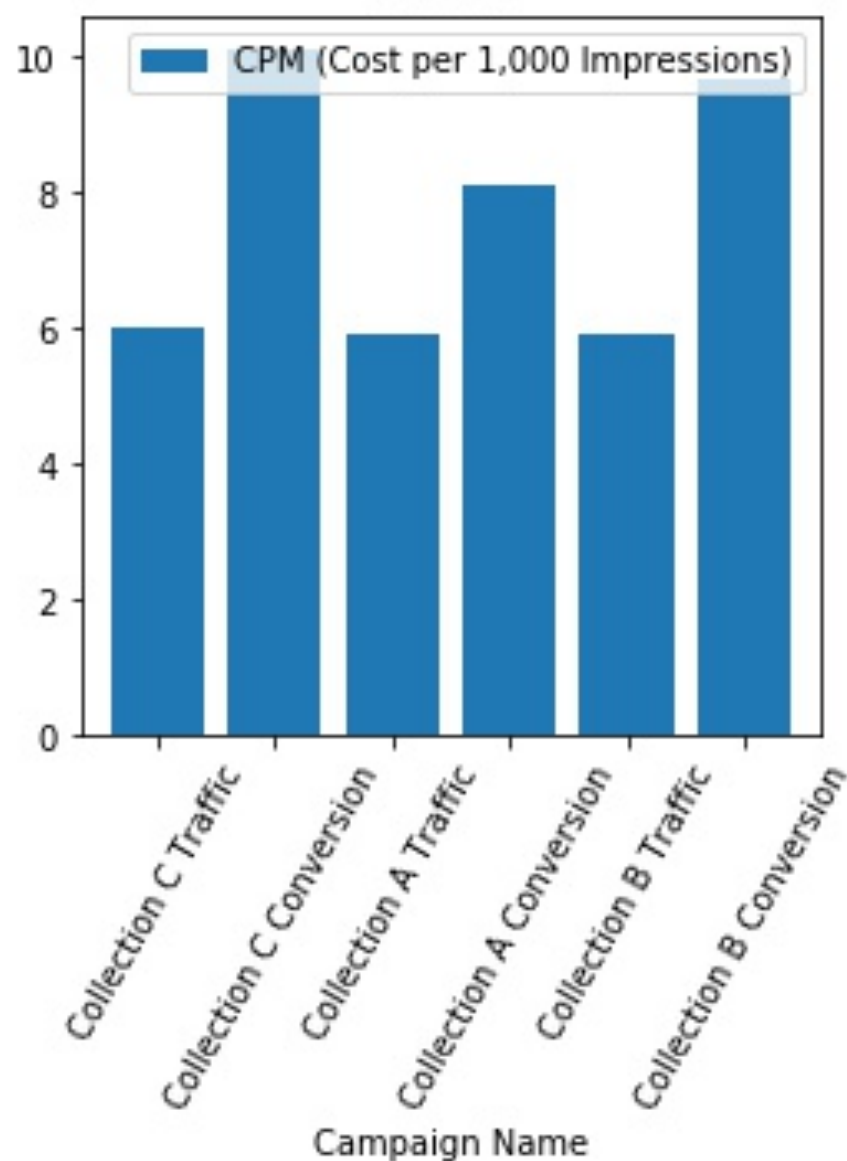
FB ads



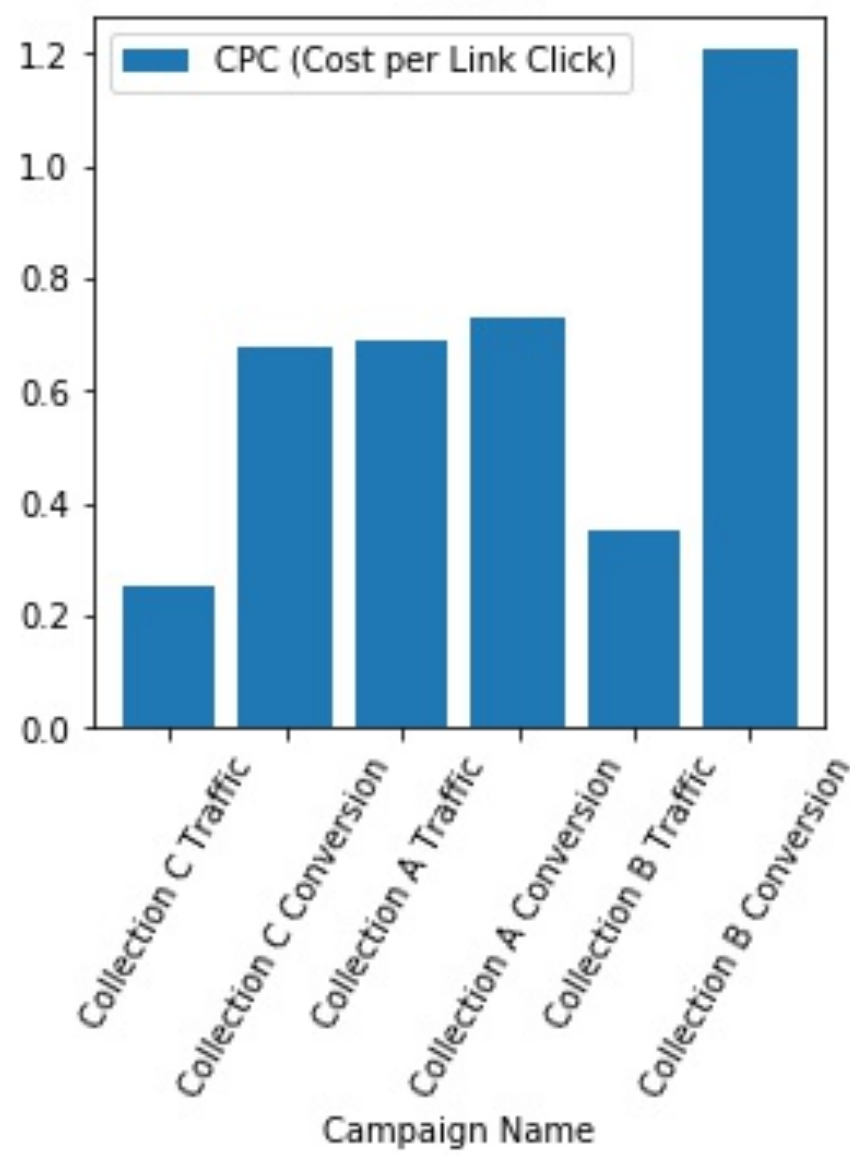
FB ads



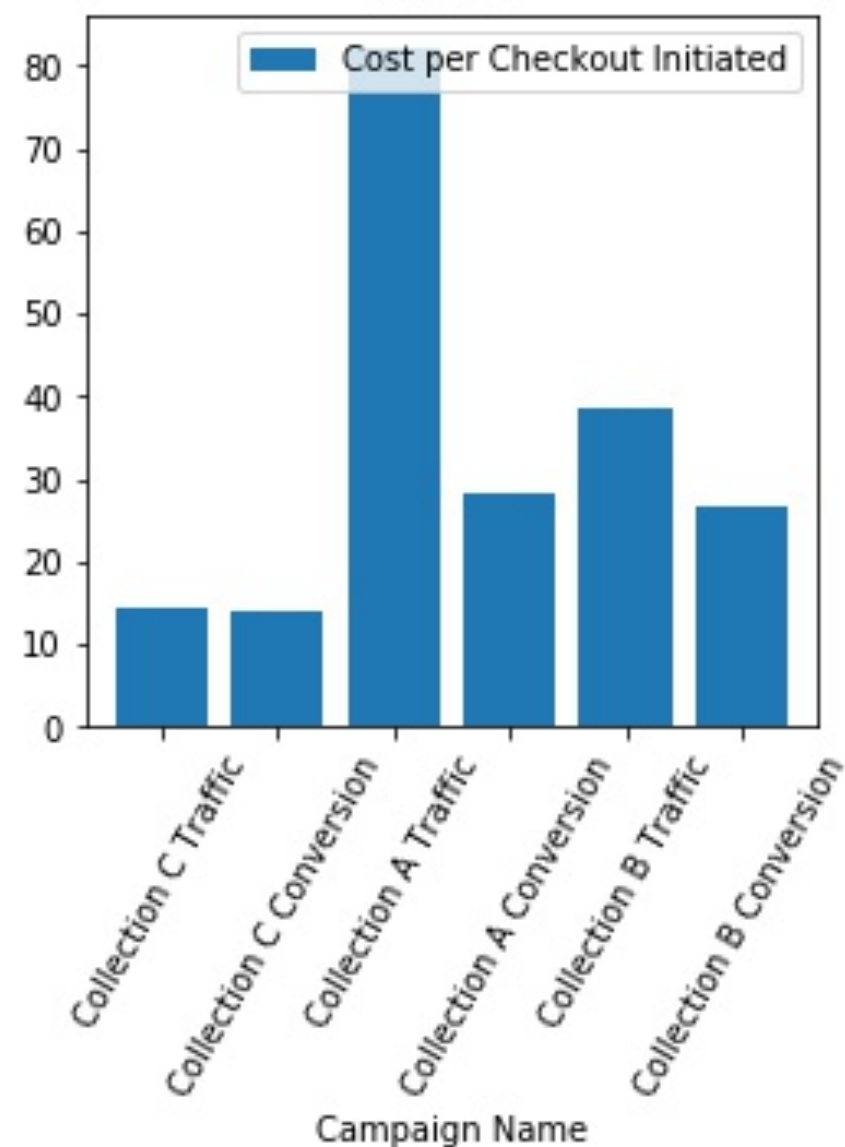
FB ads



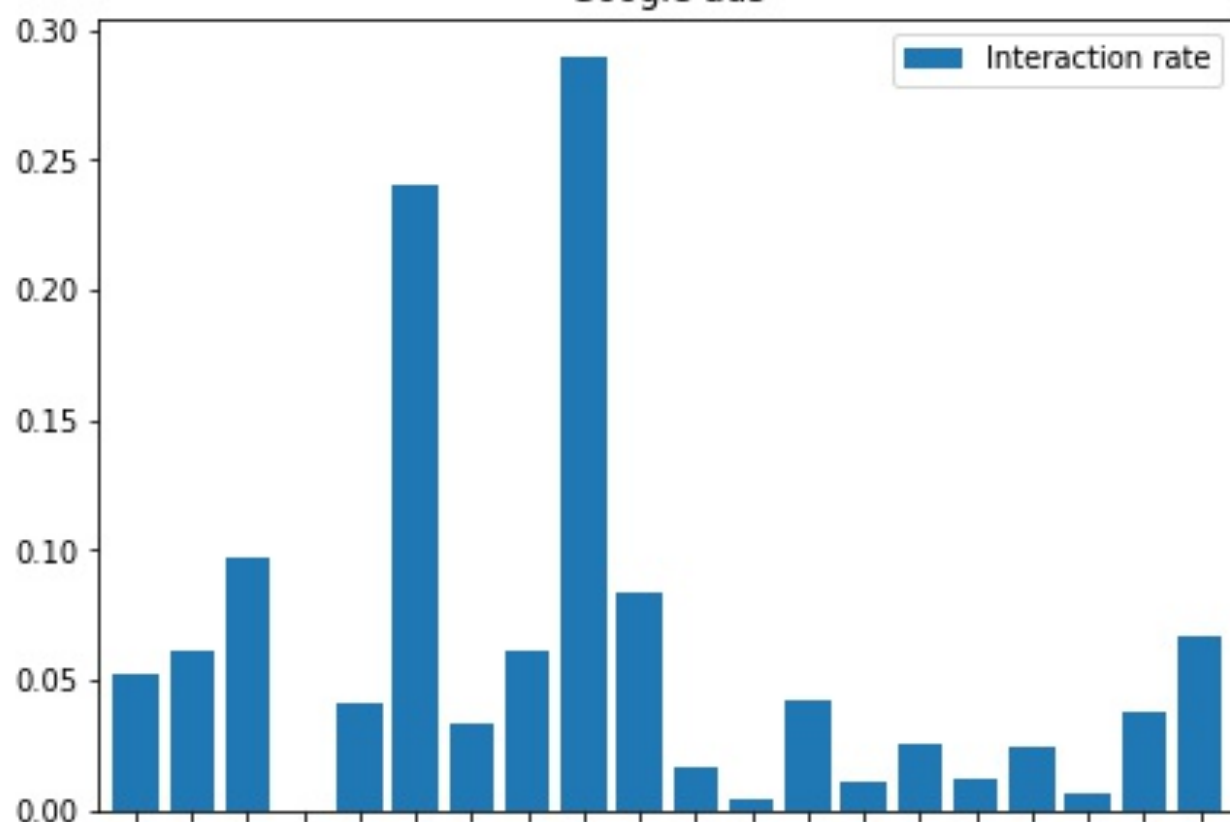
FB ads



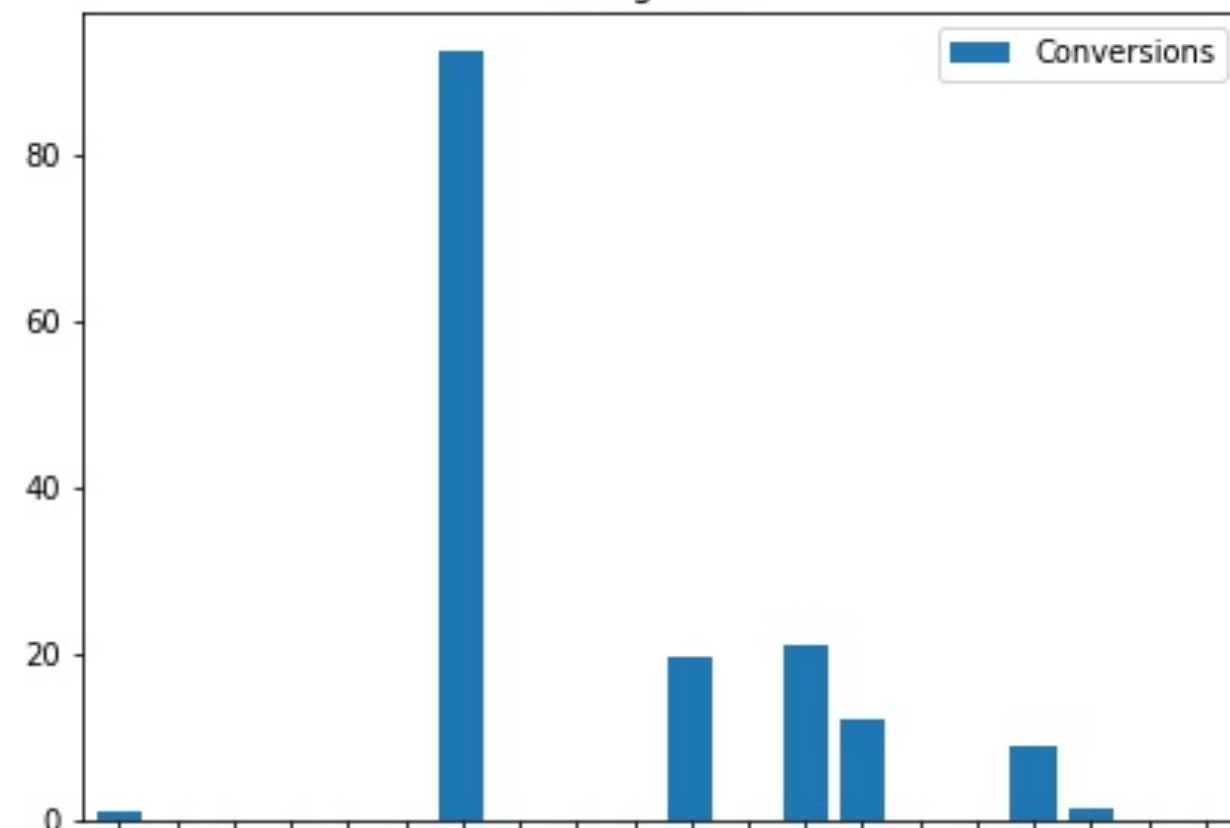
FB ads



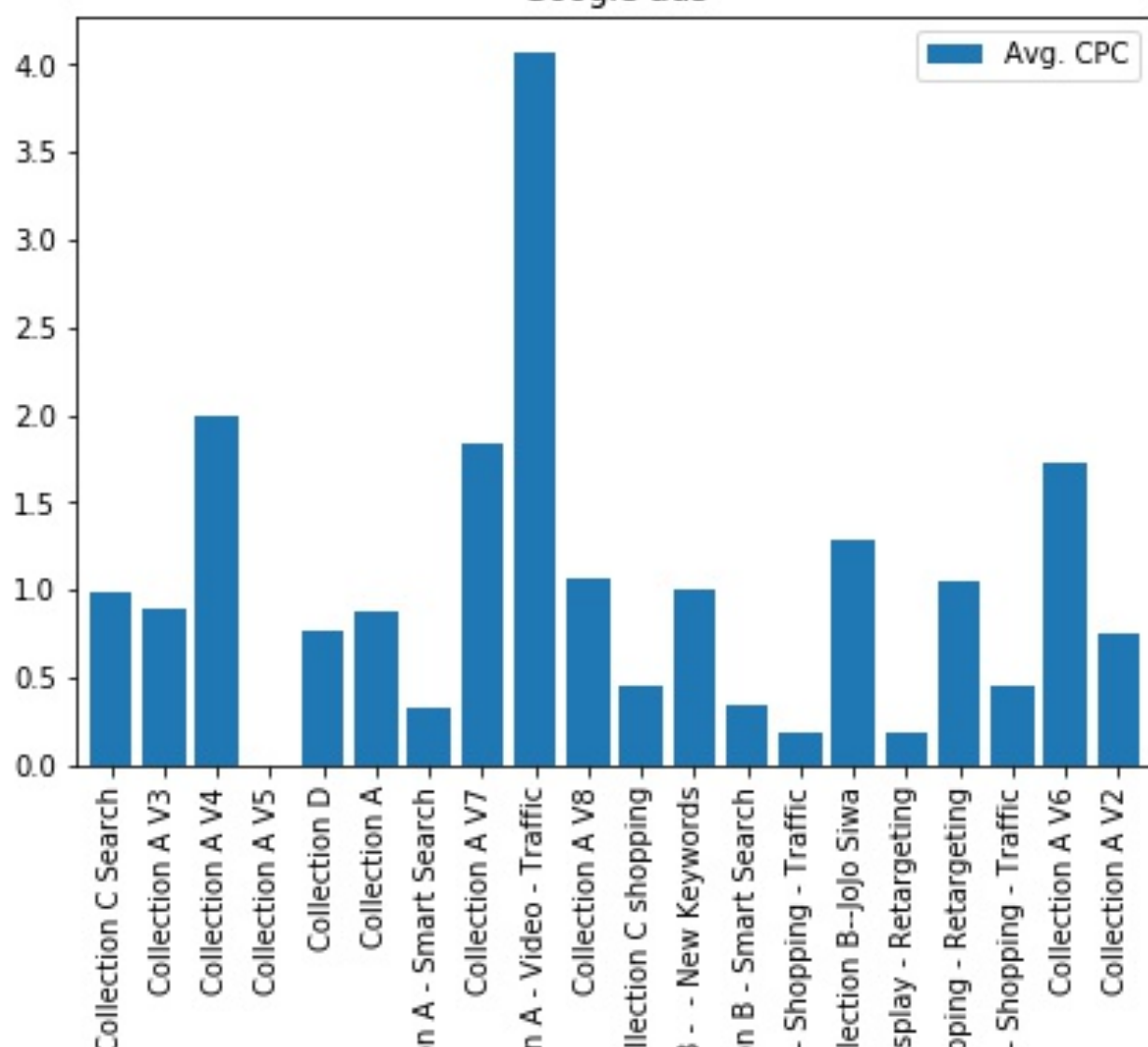
Google ads



Google ads



Google ads



Google ads

