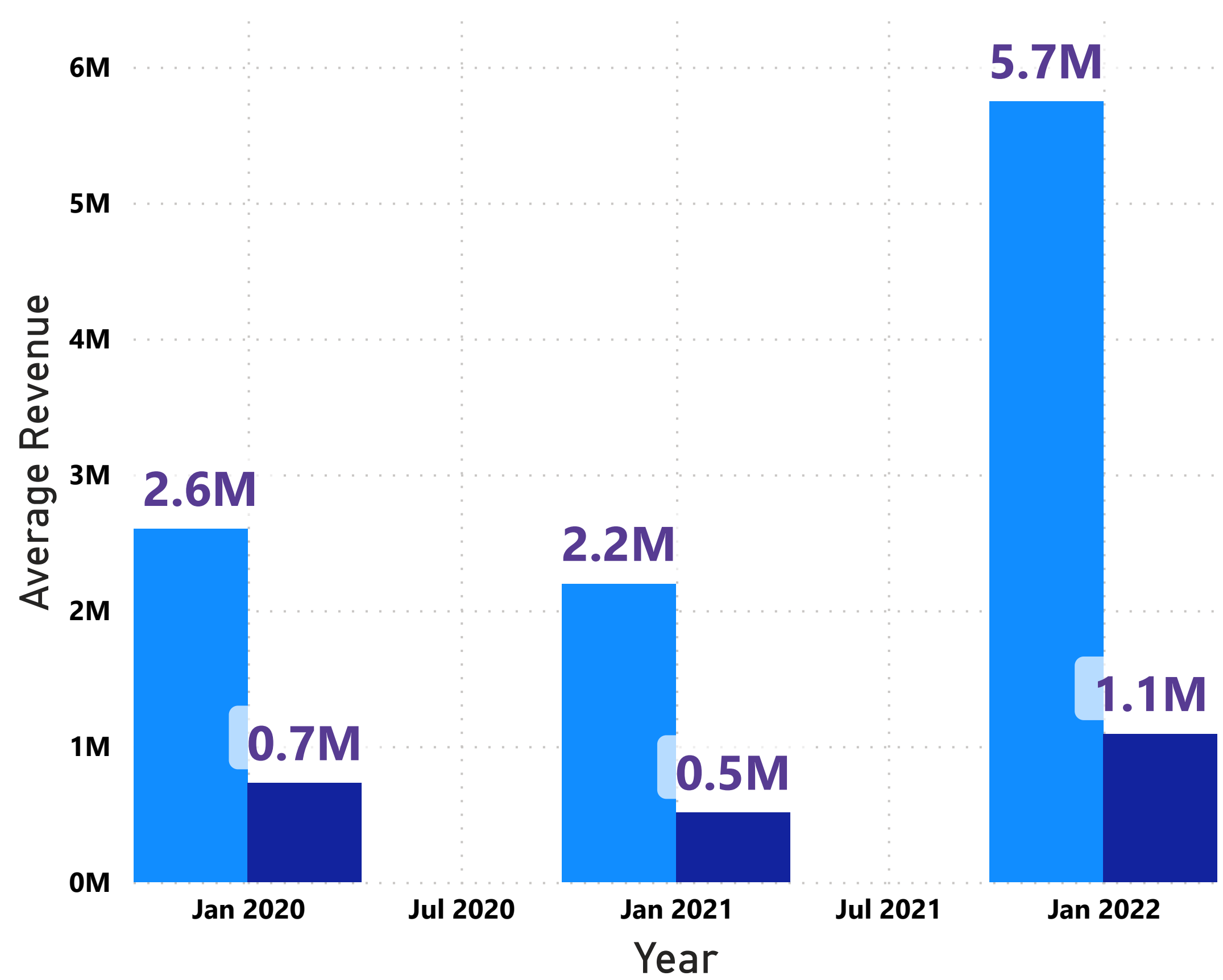


Revenue by Owned and Not Owned Media Follow the Same Trend, but We Are Loosing Control Over Years

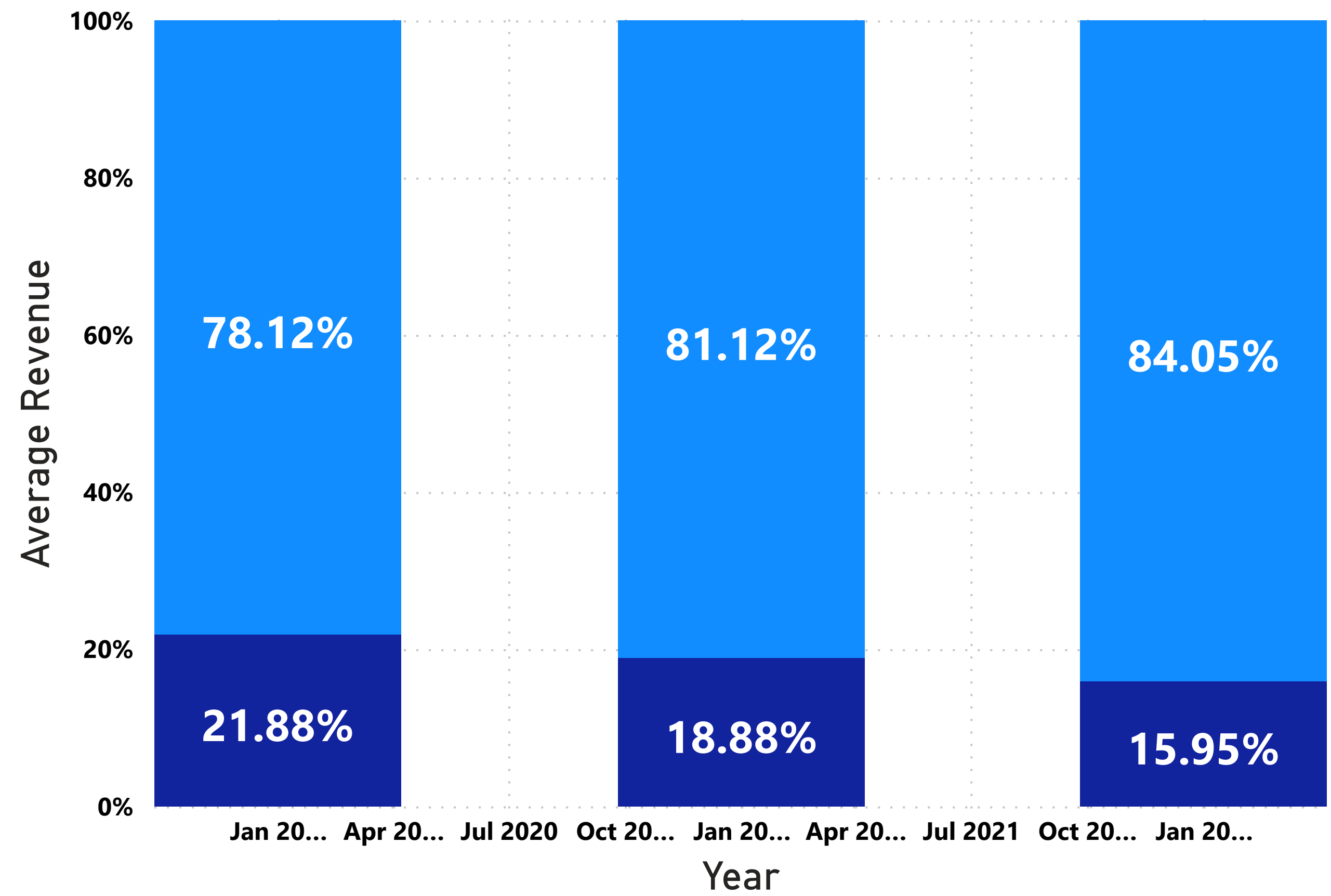
Average revenue by owned and not owned media dropped from 2020 to 2021 and has been increased from 2021 to 2022. However, the percentage of total of owned media has decreased by 5.93%.

Recommendation: Reallocation of marketing budget towards owned media. For long term, invest in owned media

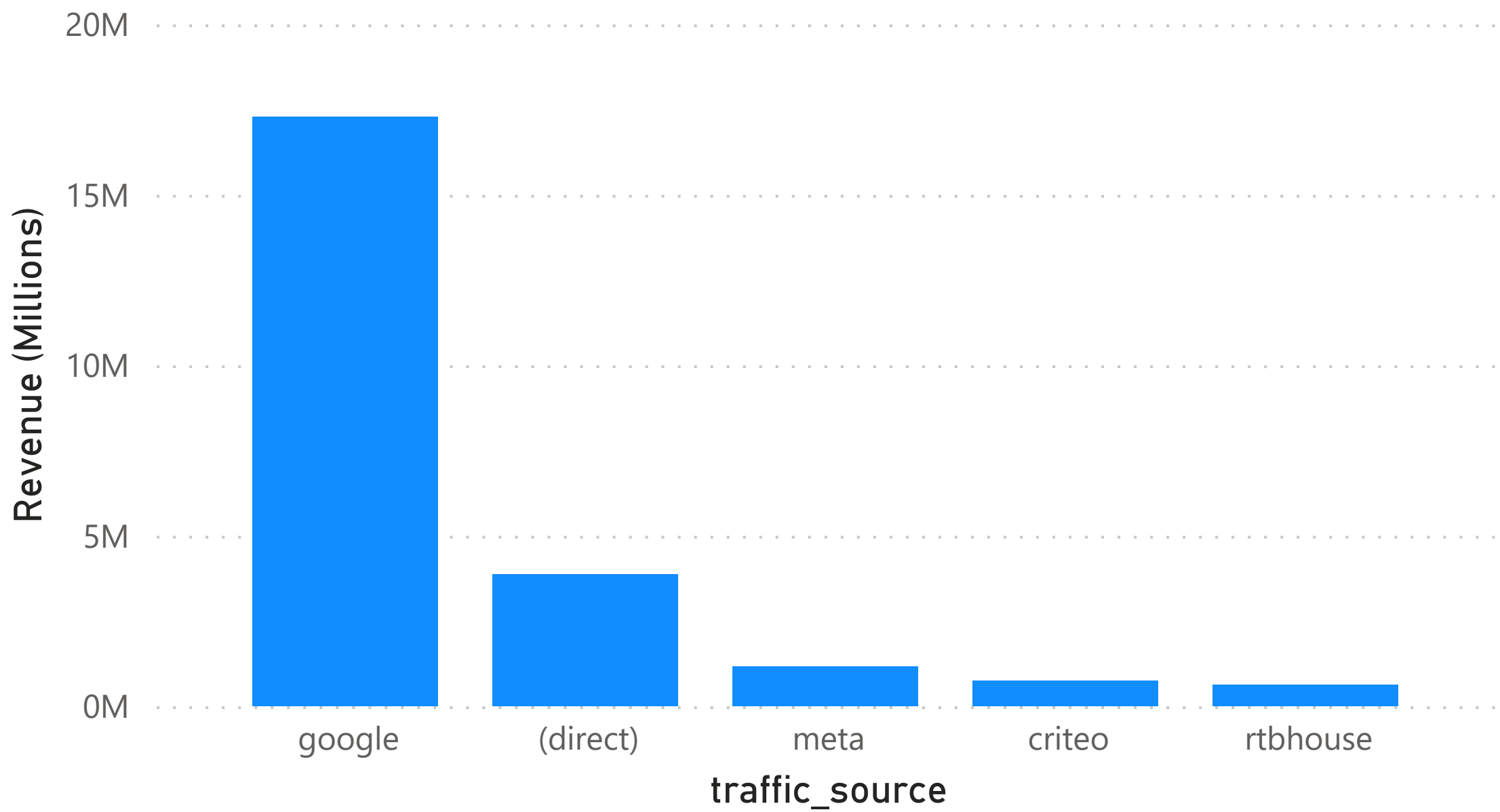
Average Revenue by Owned and Not Owned Media by Year



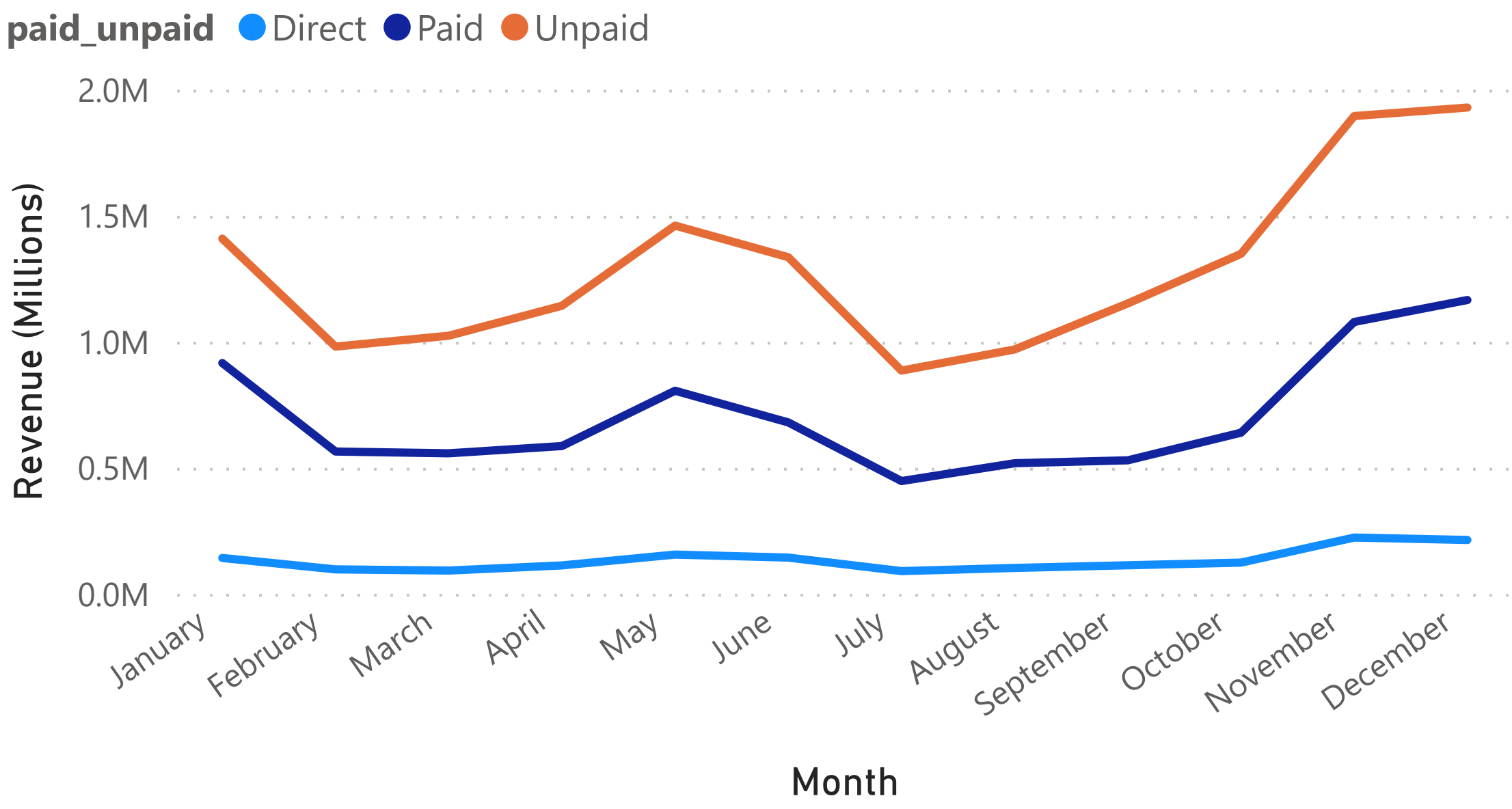
% of Total of Average Revenue by Owned and Not Owned Media by Year



First Click: Revenue By Traffic Source



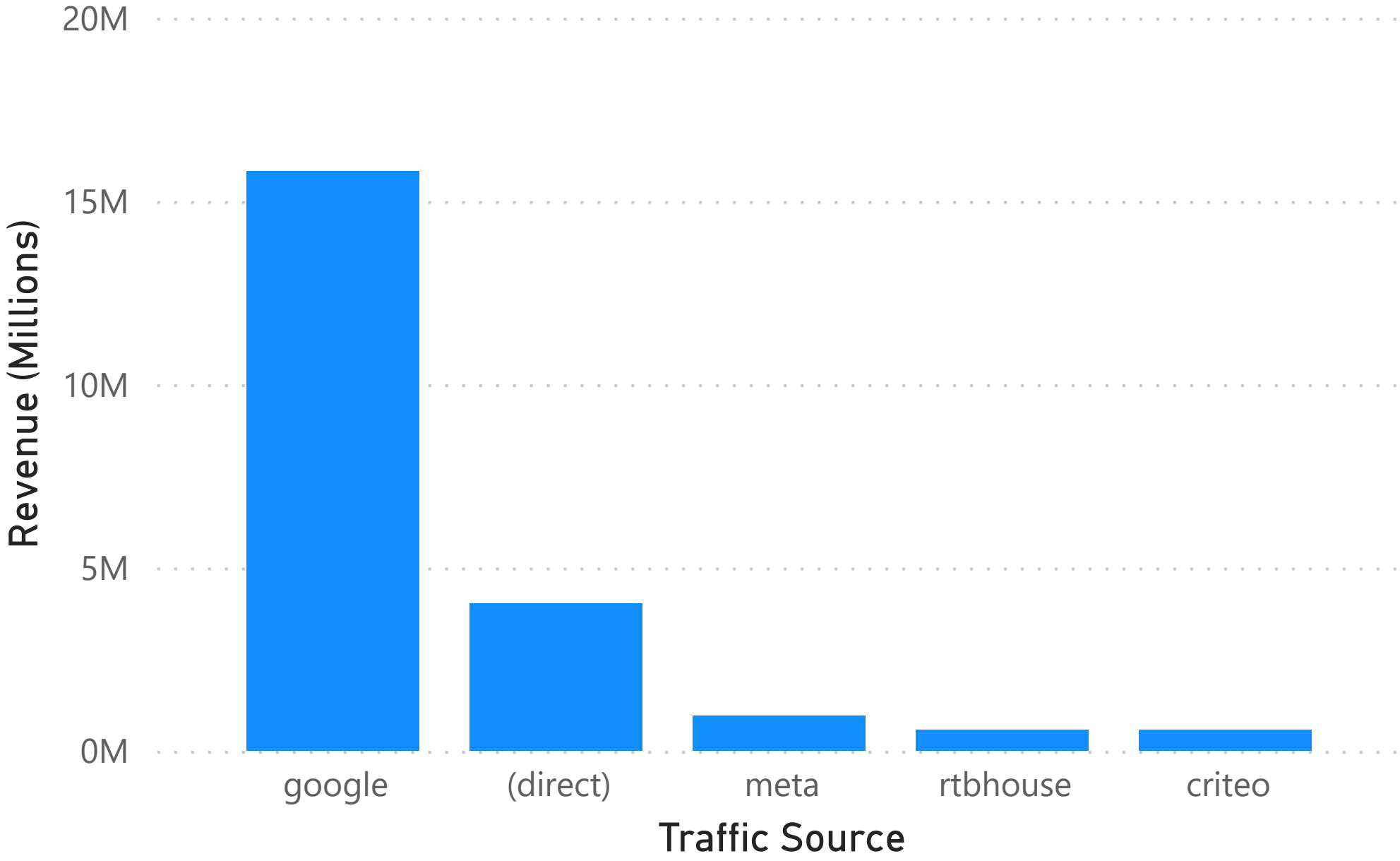
first Click: Revenue By Month, Paid, Unpaid & Direct



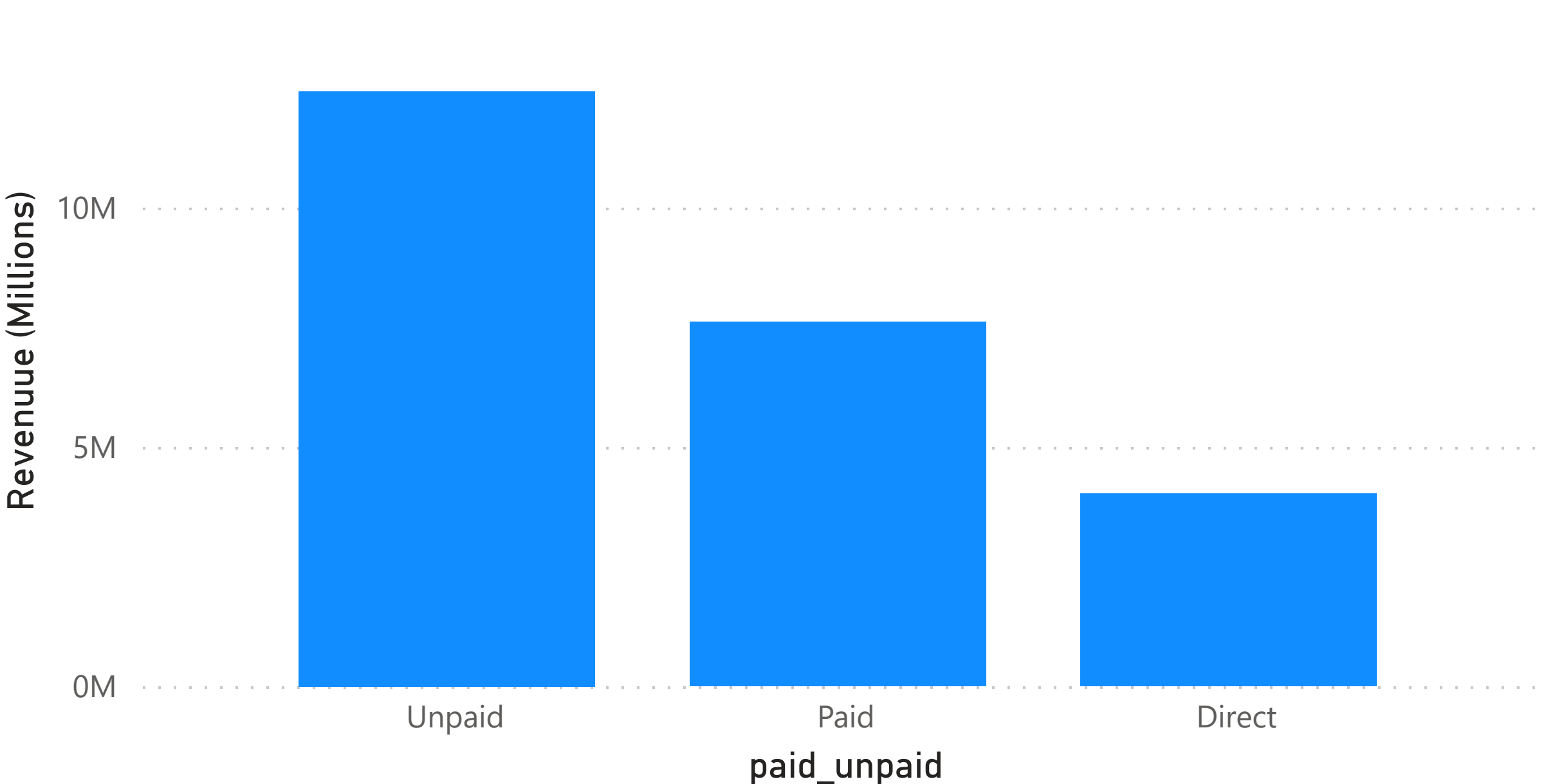
Year

2020	2022
2021	

Last Click: Revenue By Traffic Source (Top 5)

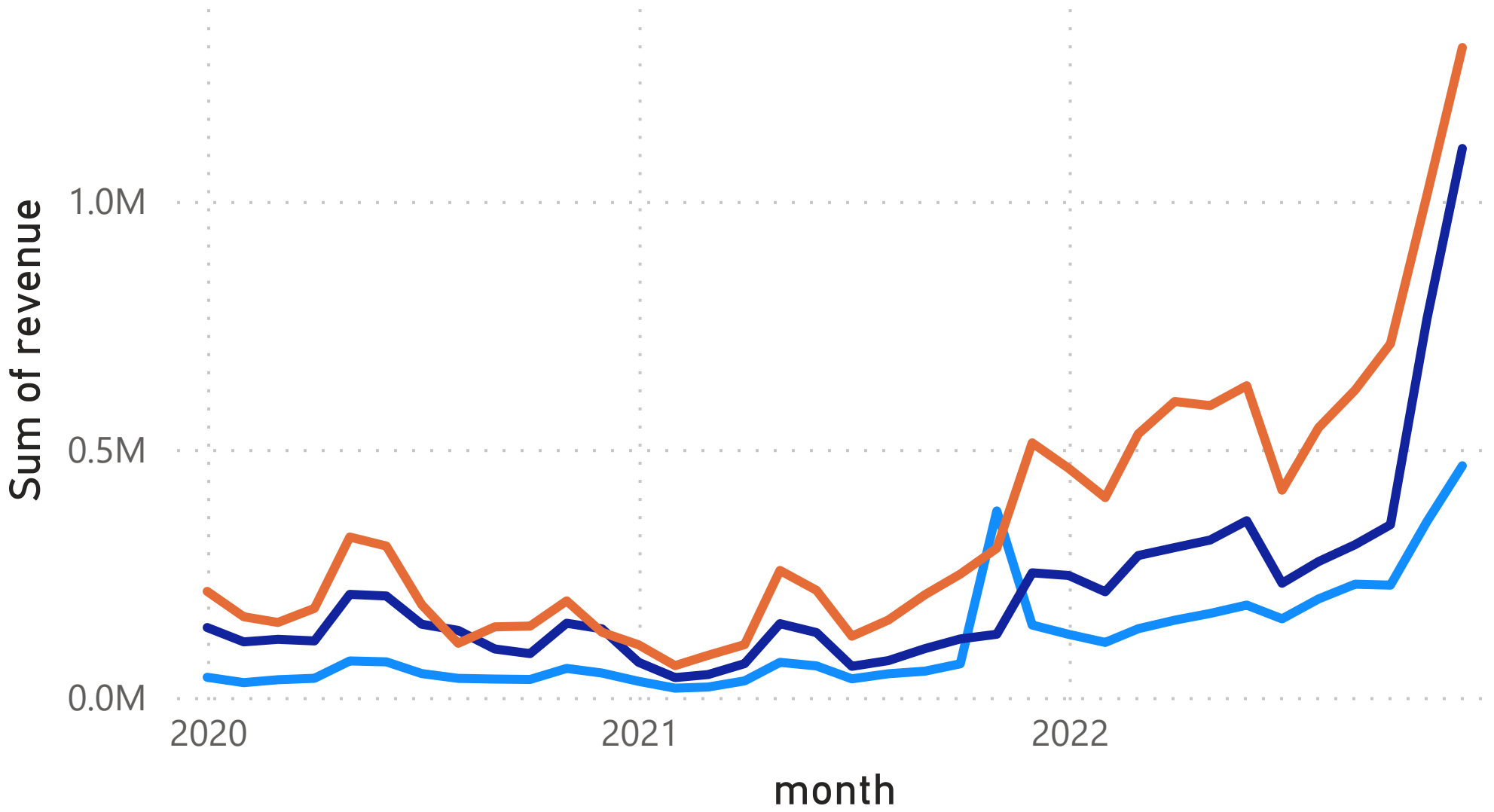


Last Click: Revenue By Month

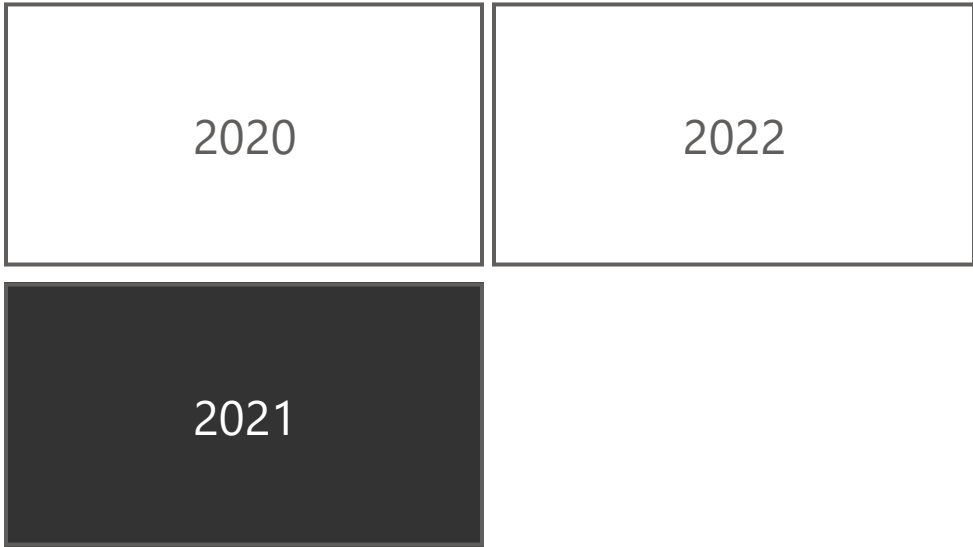


Last Click: Revenue by Month , Paid, Unpaid & Direct

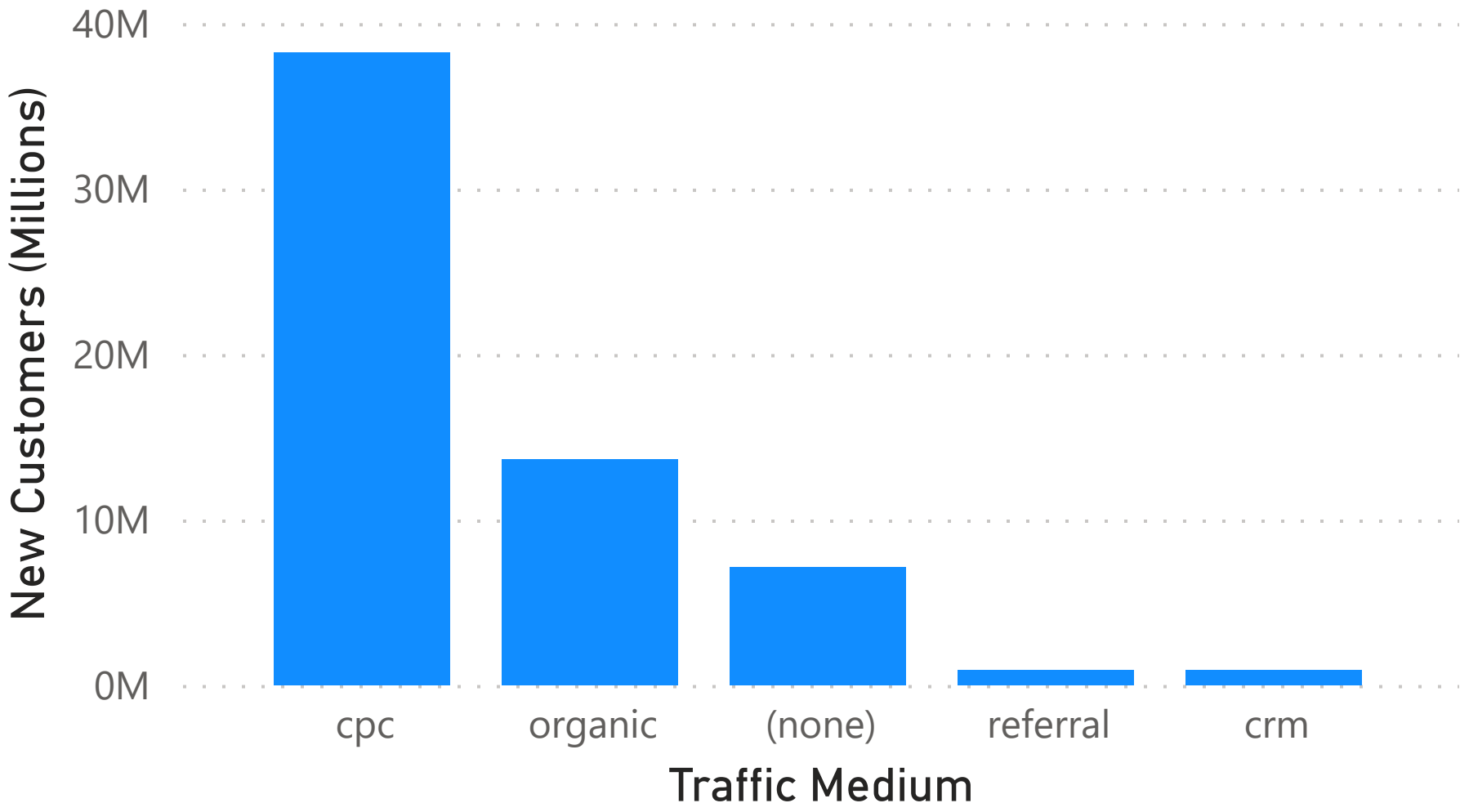
paid_unpaid ● Direct ● Paid ● Unpaid



Year



New Customers By Traffic Medium (Top 5)

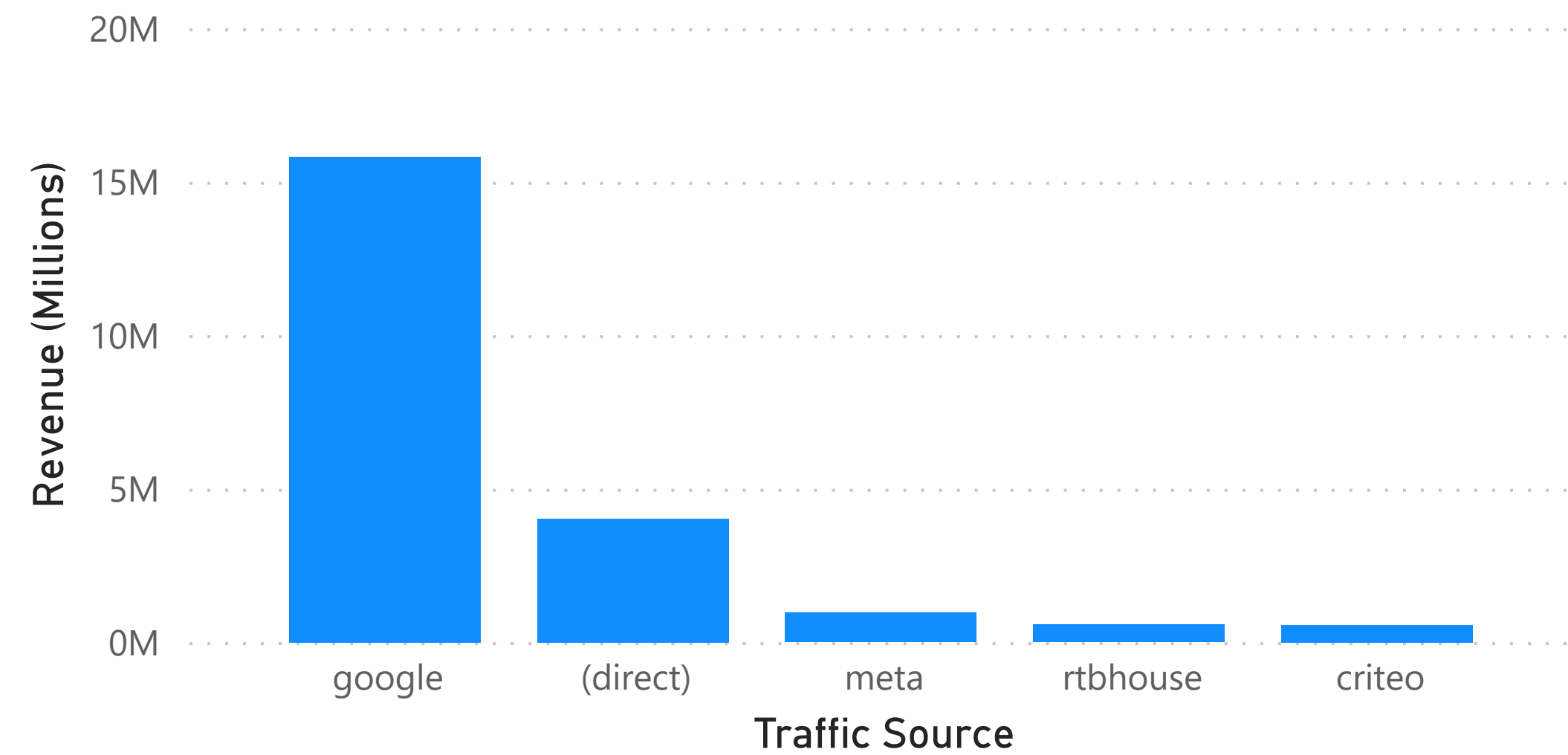


First & Last Click Attribution Analysis



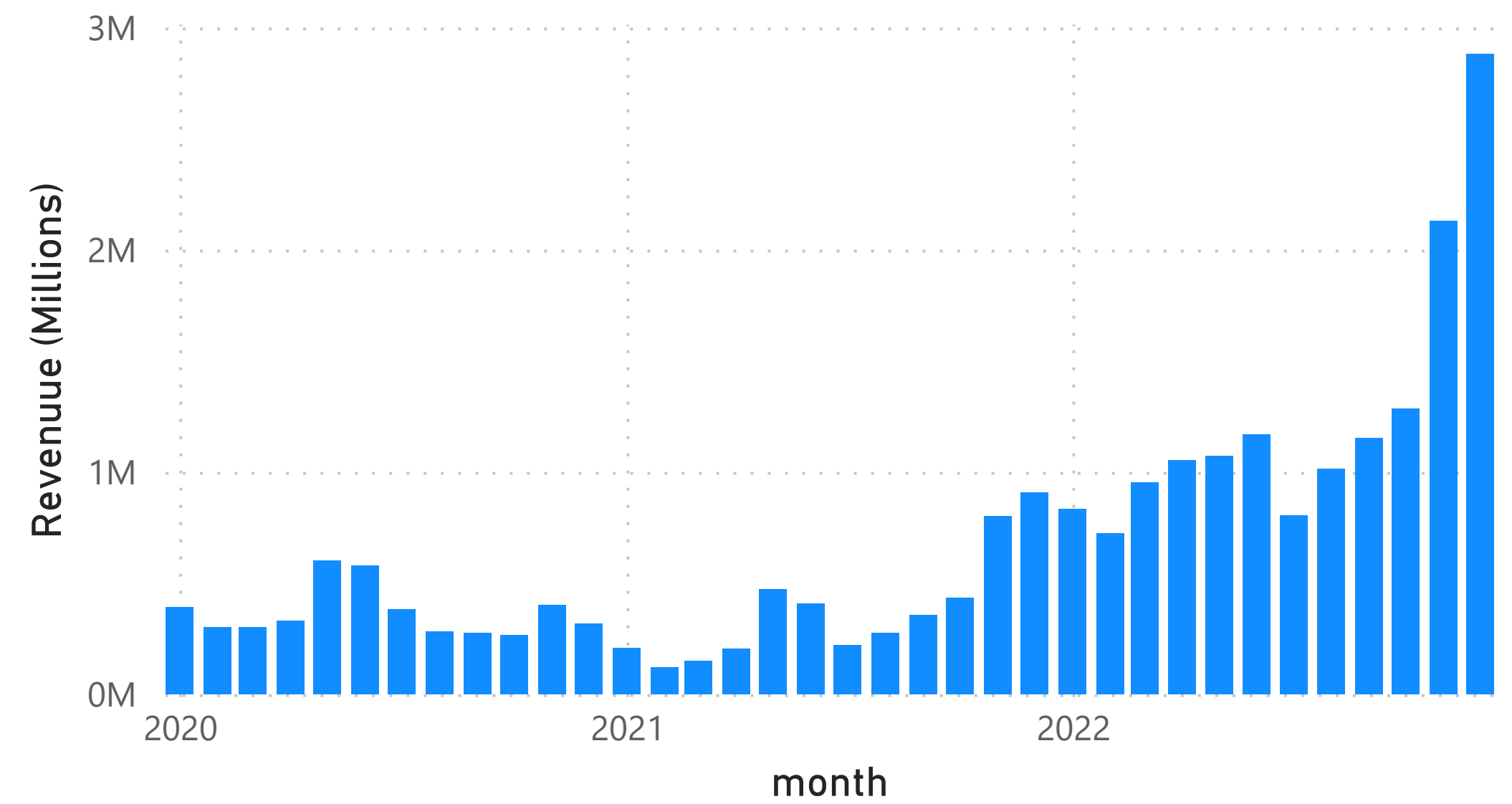
Something's wrong with one or more fields. [See details](#)

Last Click: Revenue By Traffic Source (Top 5)



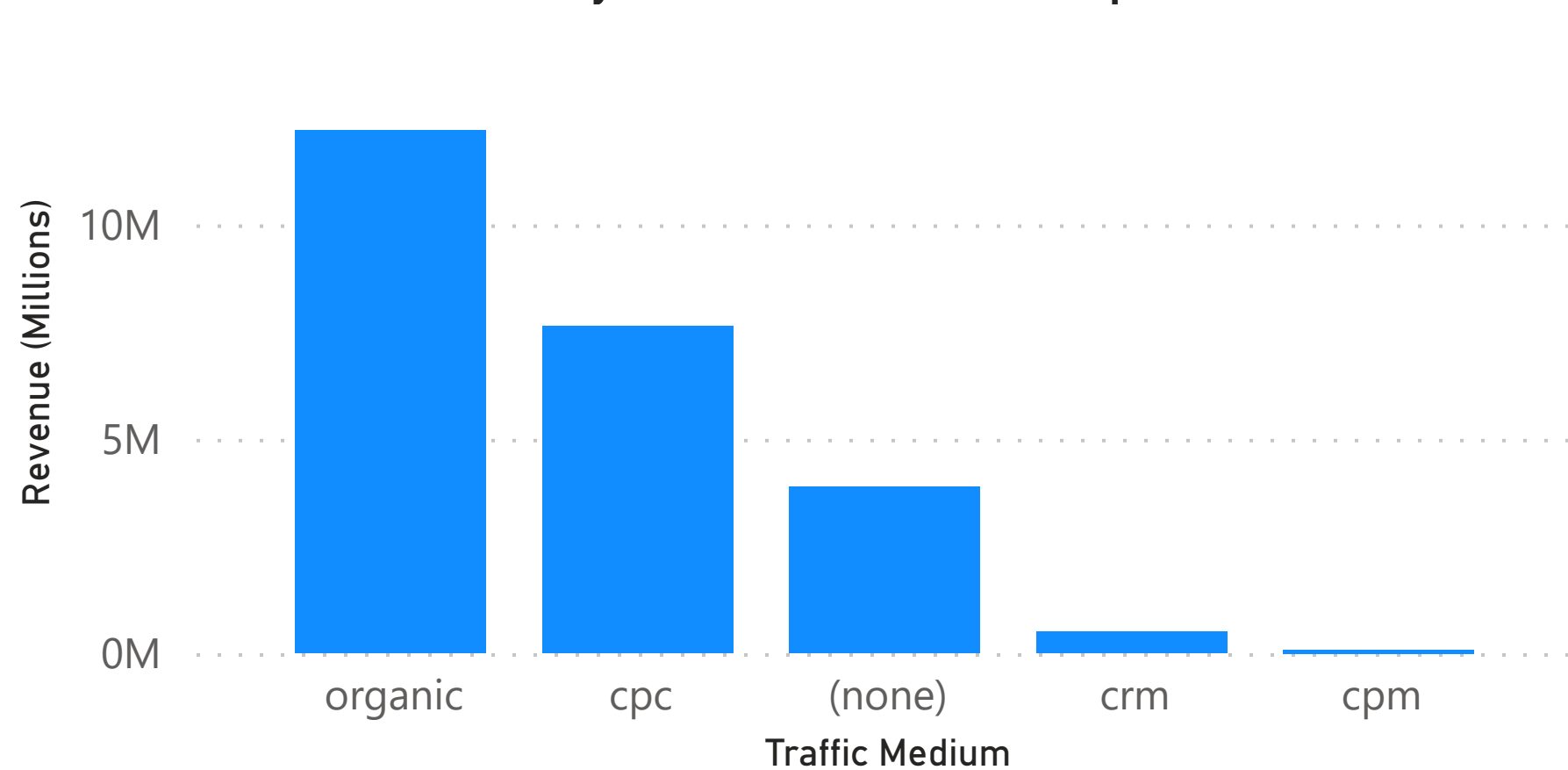
Something's wrong with one or more fields. [See details](#)

Last Click: Revenue By Month

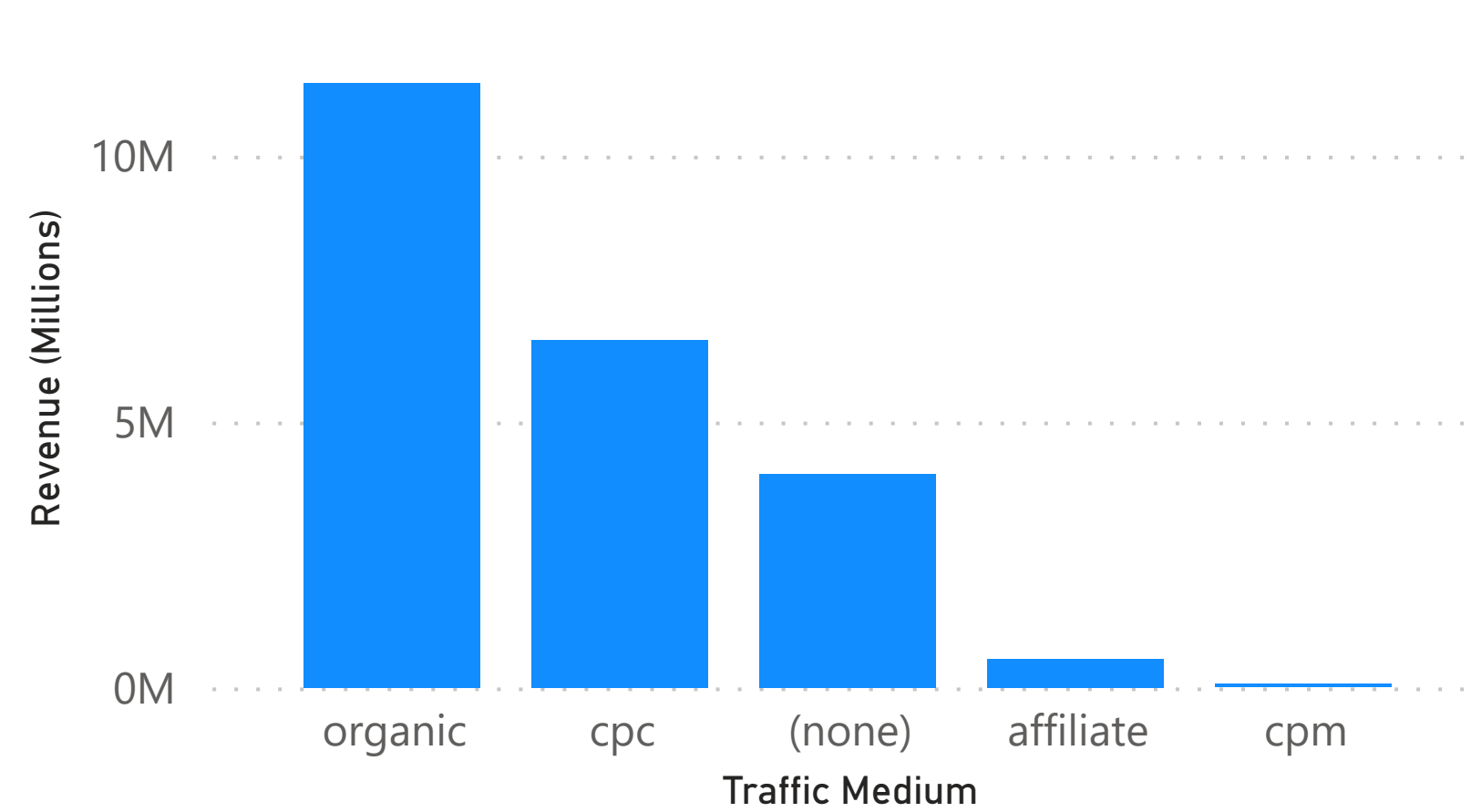


First & Last Click Attribution Analysis

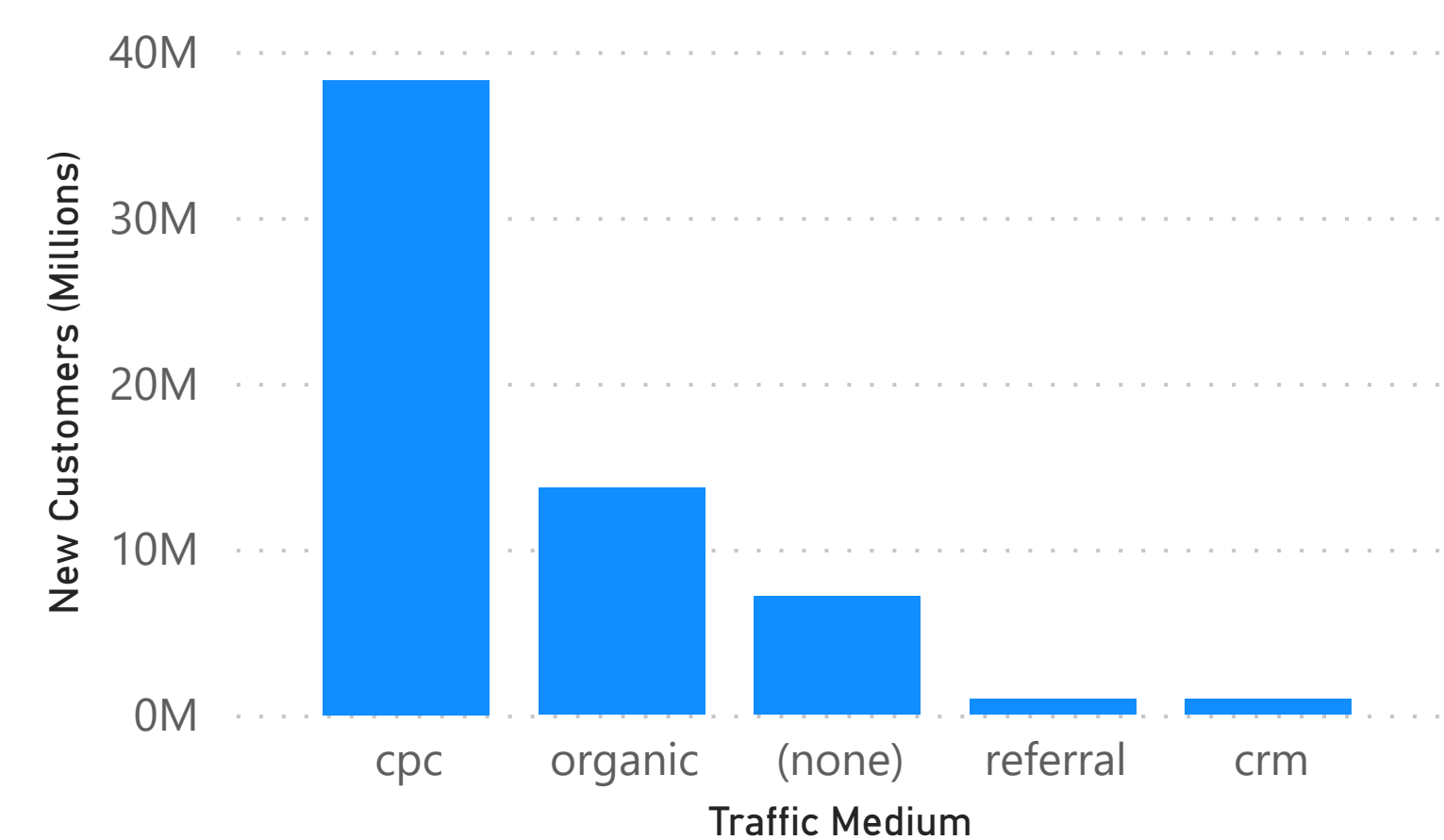
First Click: Revenue By Traffic Medium (Top 5)



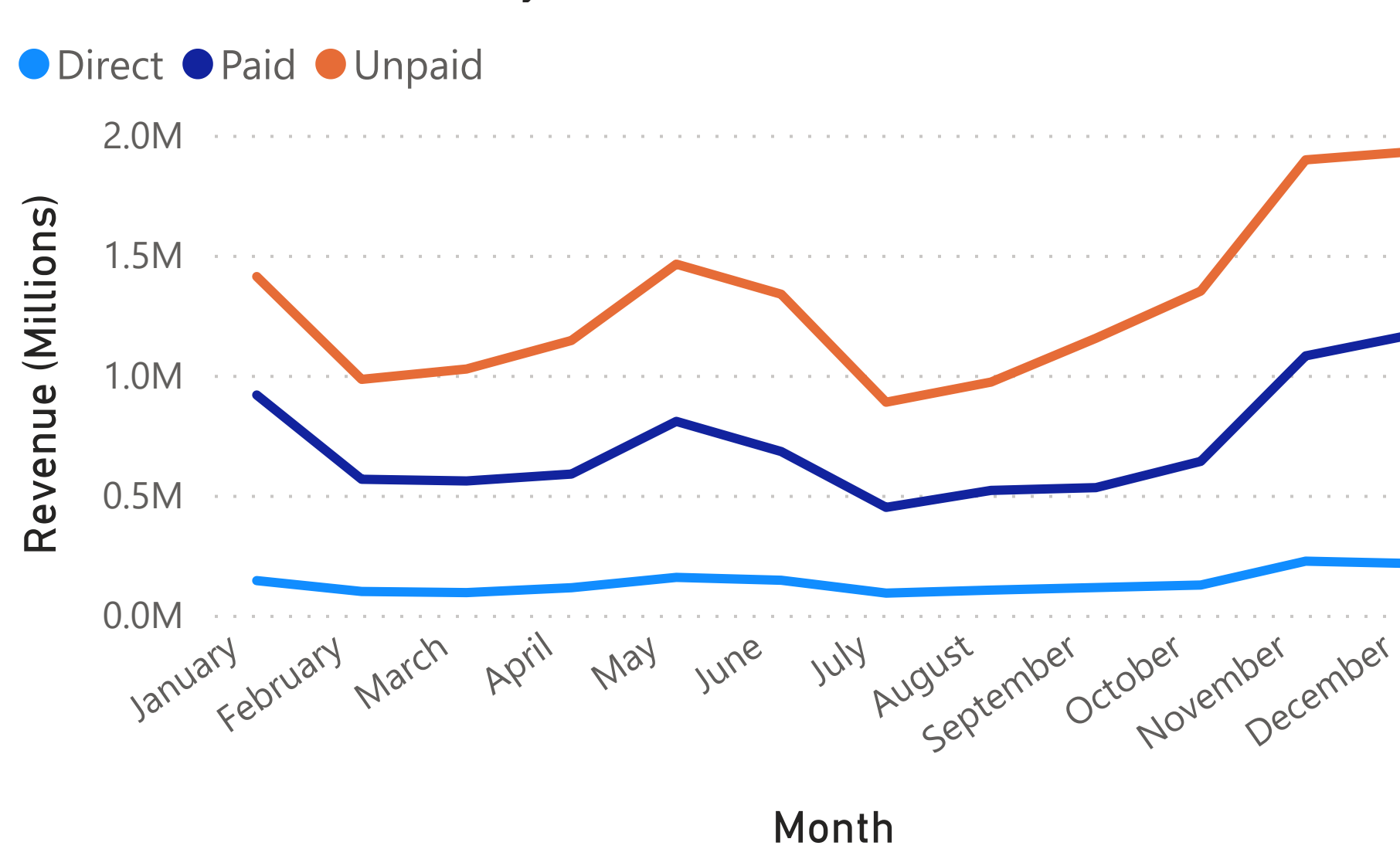
Last Click: Revenue By Traffic Medium (Top 5)



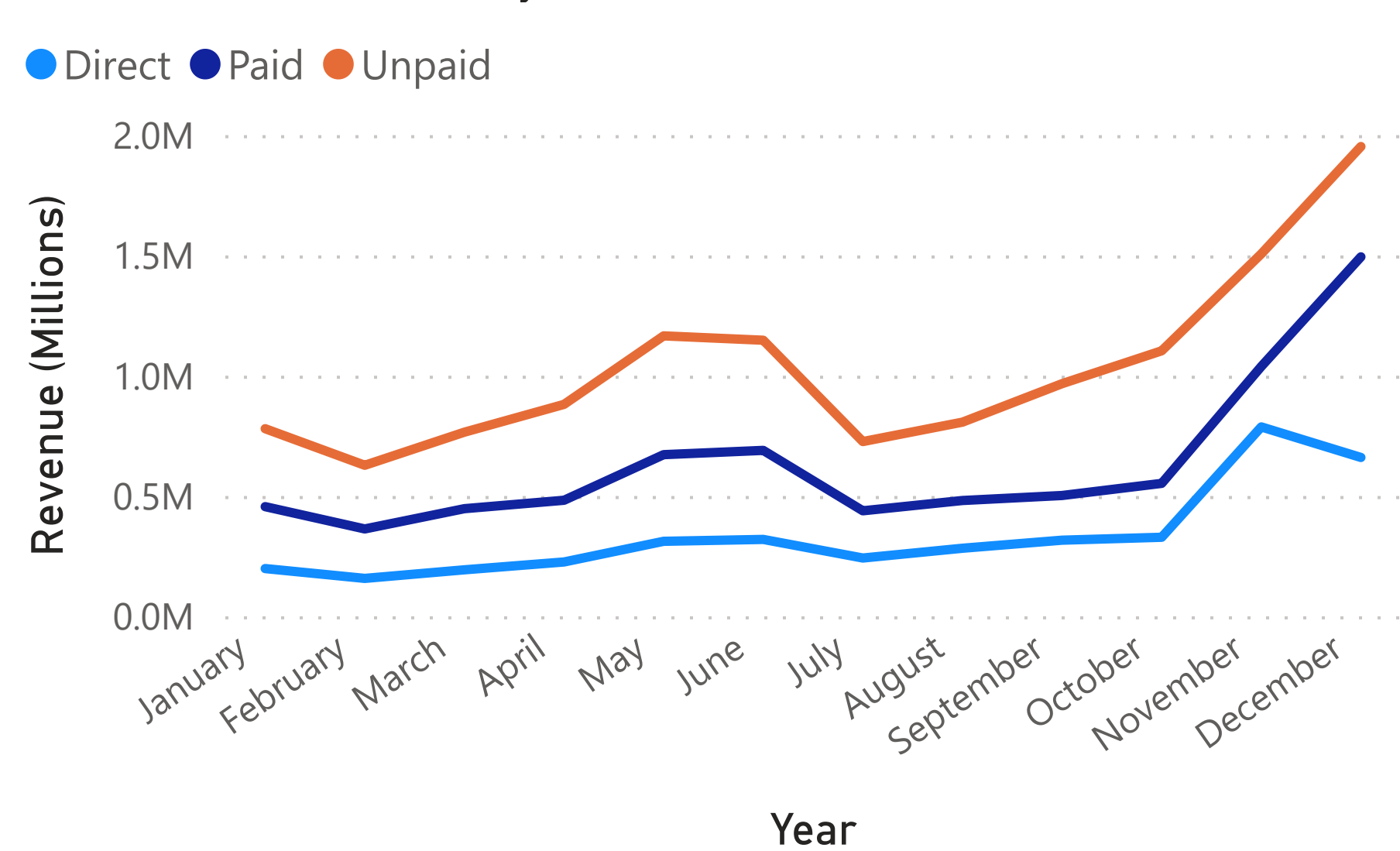
New Customers By Traffic Medium (Top 5)



First Click: Revenue By Month



Last Click: Revenue by Month

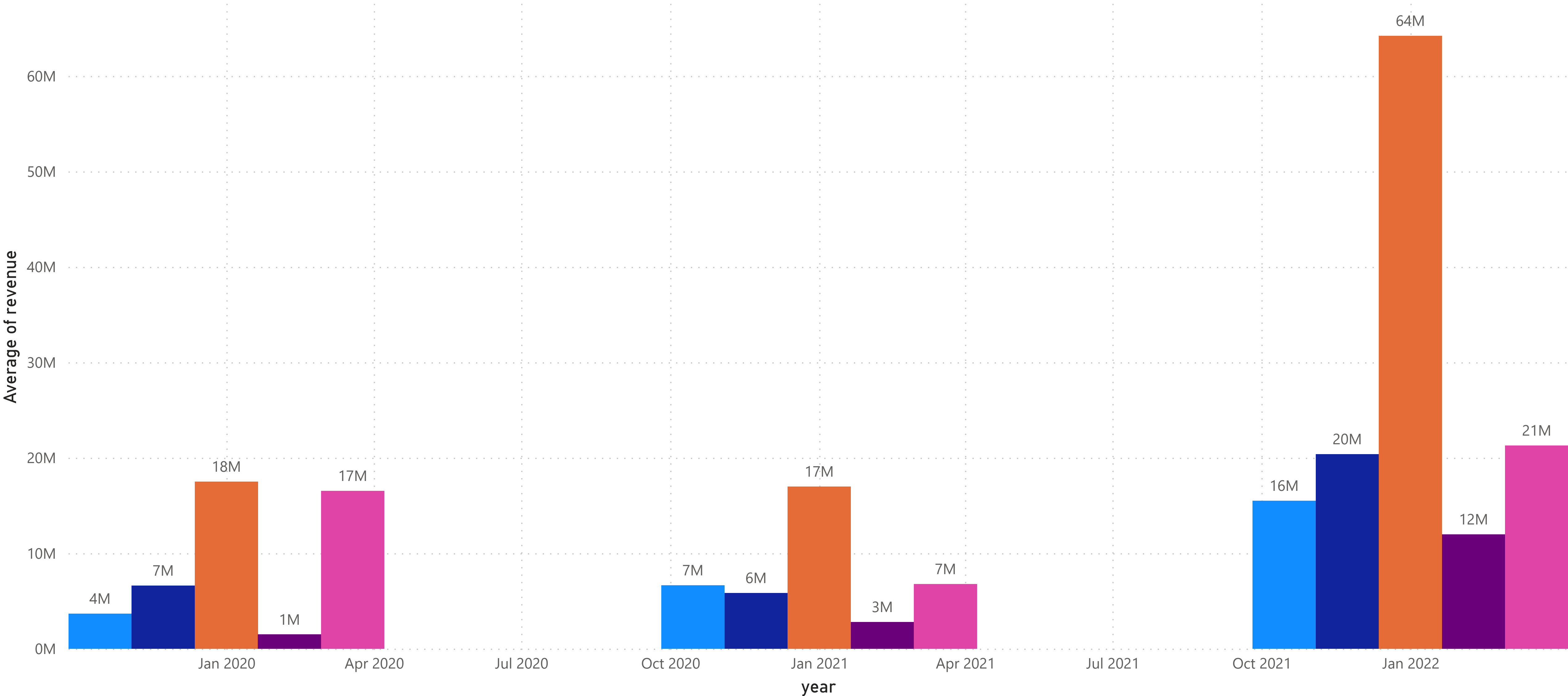


Year

2020	2022
2021	

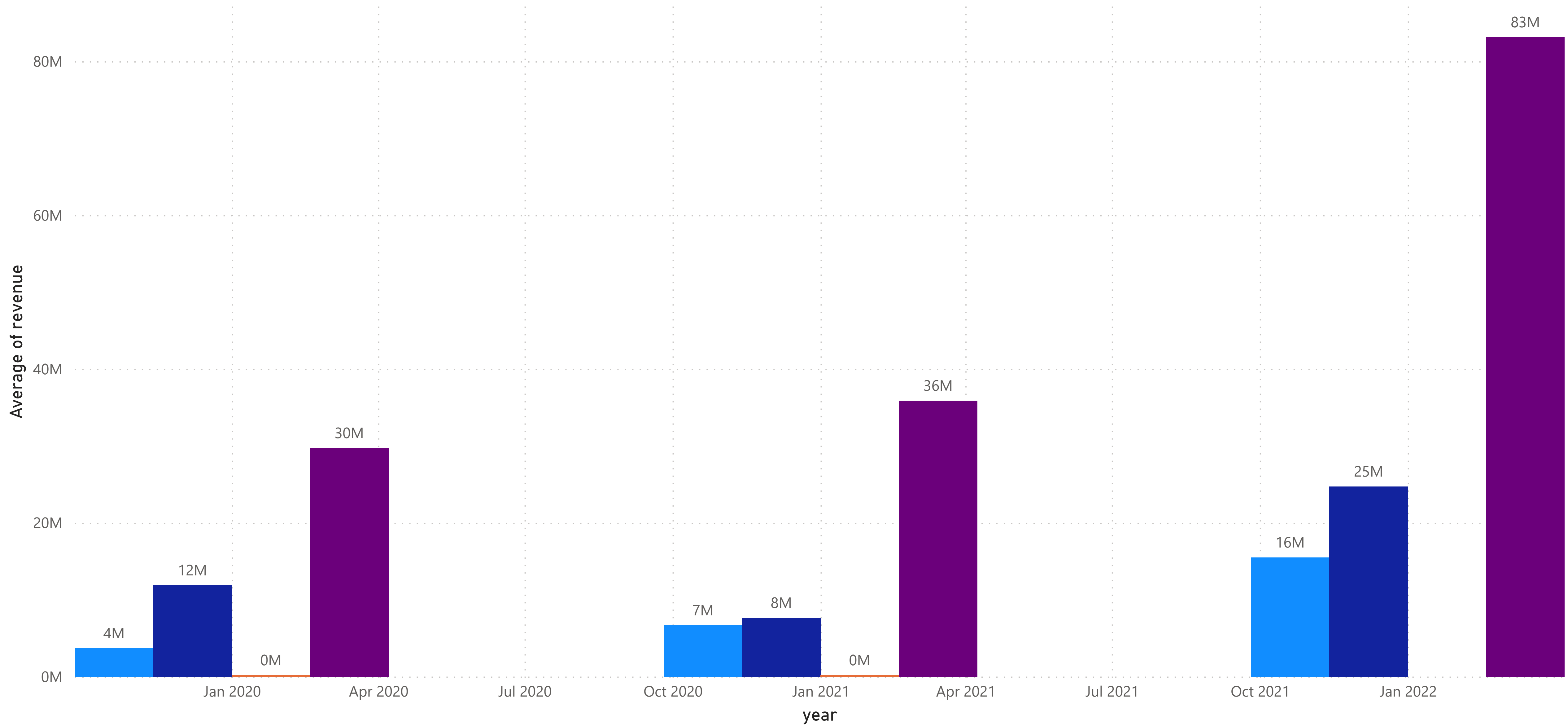
Average of revenue by year and traffic_source

traffic_source (direct) criteo google meta rtbhouse



Average of revenue by year and traffic_medium

traffic_medium (none) cpc cpm organic



Changing Attribution Models Leads to a 20.6% Decrease in Paid Media Revenue

Moving from our last-click attribution to first-click has shown a 20.6% decrease in revenue for paid medium

Recommendation: Further analysis must be done on changing the attribution model affects customer segments

