

Amount Spent

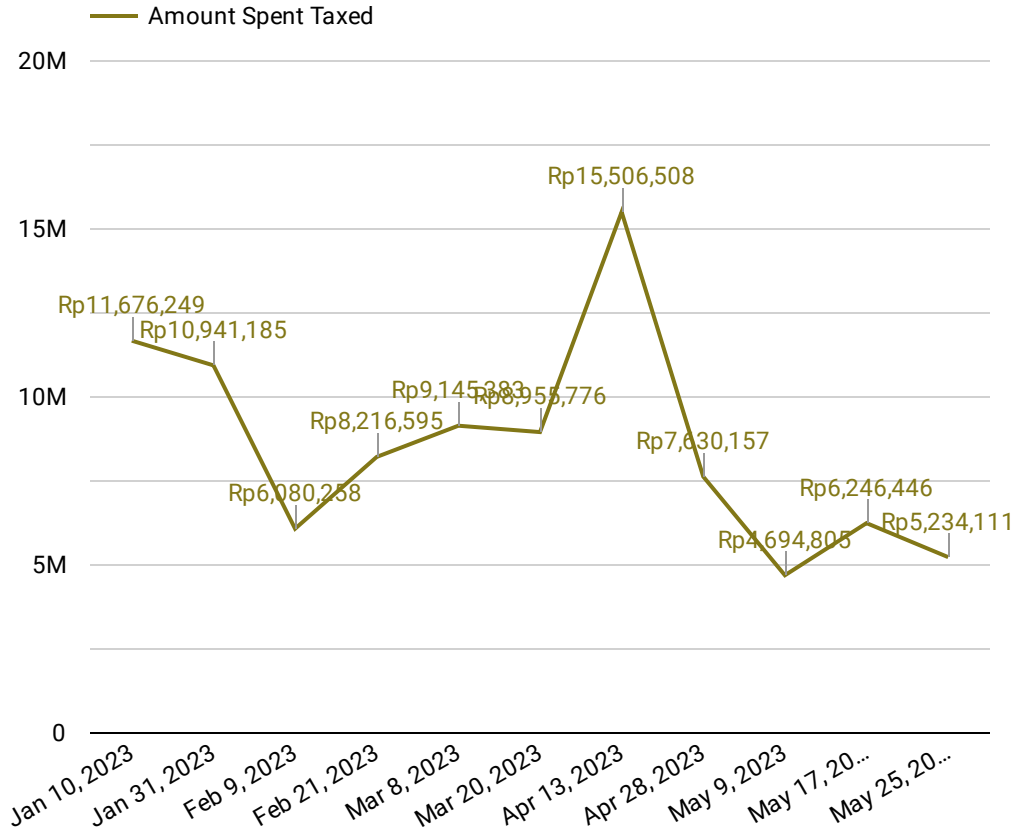
SEMINAR

Total Seminar Spend

Rp94,327,473

Average Seminar Spend

Rp8,575,225



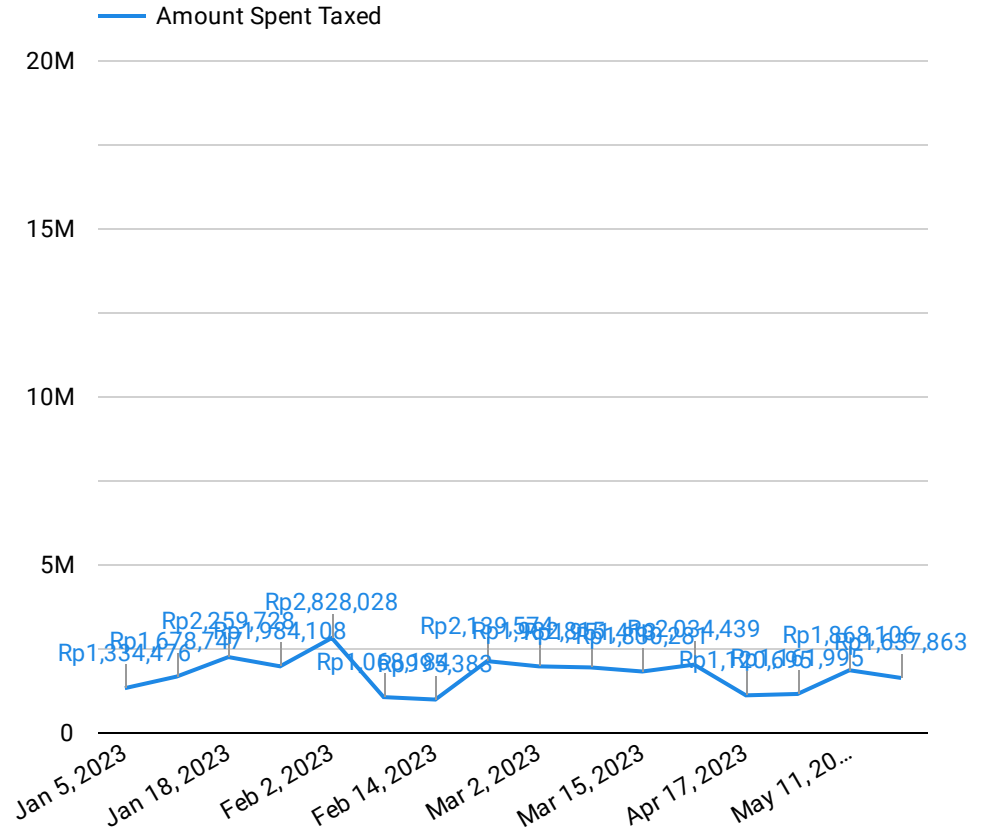
WEBINAR

Total Webinar Spend

Rp27,875,835

Average Webinar Spend

Rp1,742,240

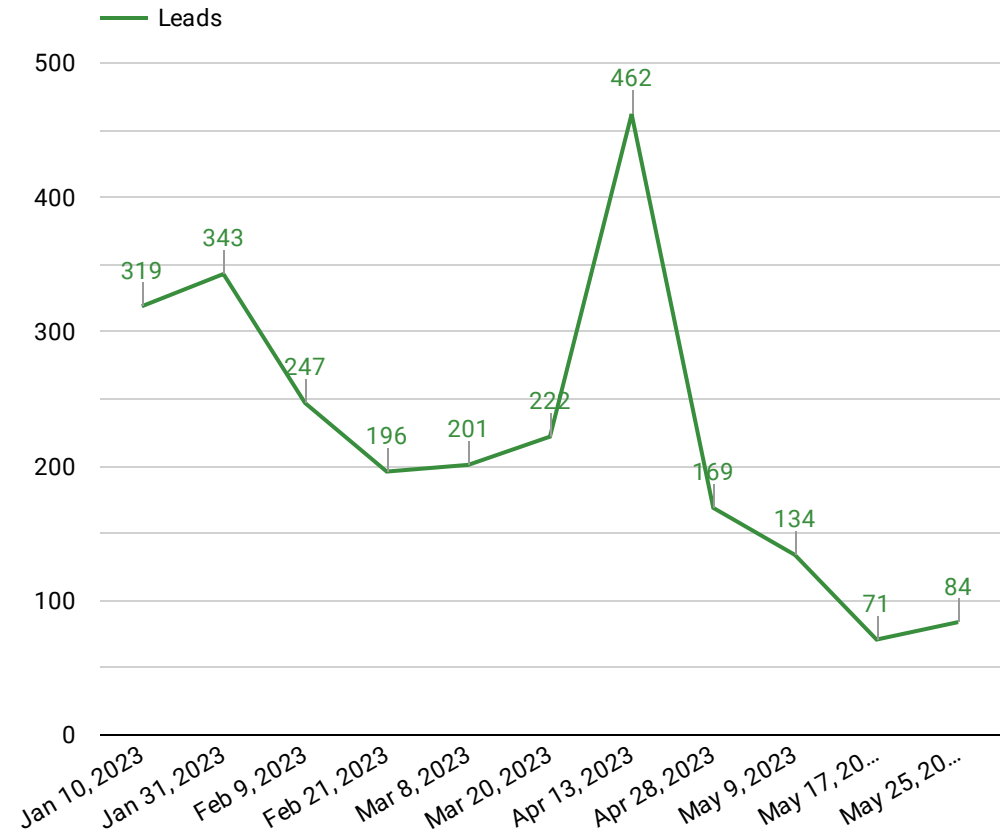


Leads Aquired

SEMINAR

Total Seminar Leads
2,448

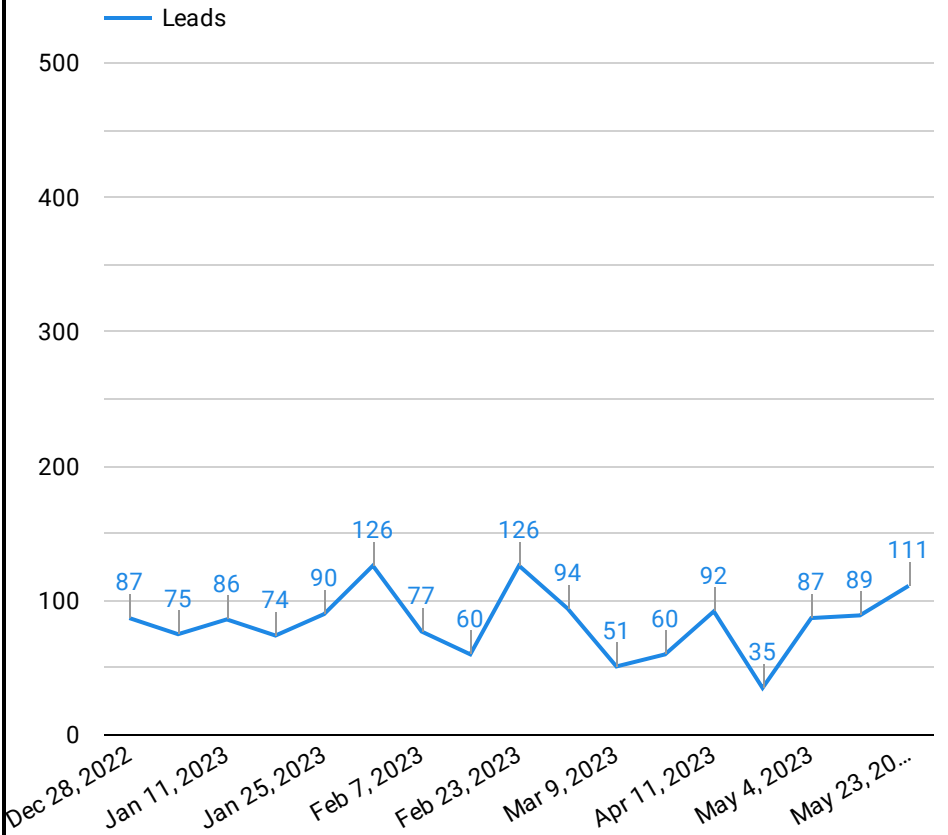
Average Seminar Leads
212



WEBINAR

Total Webinar Leads
1,333

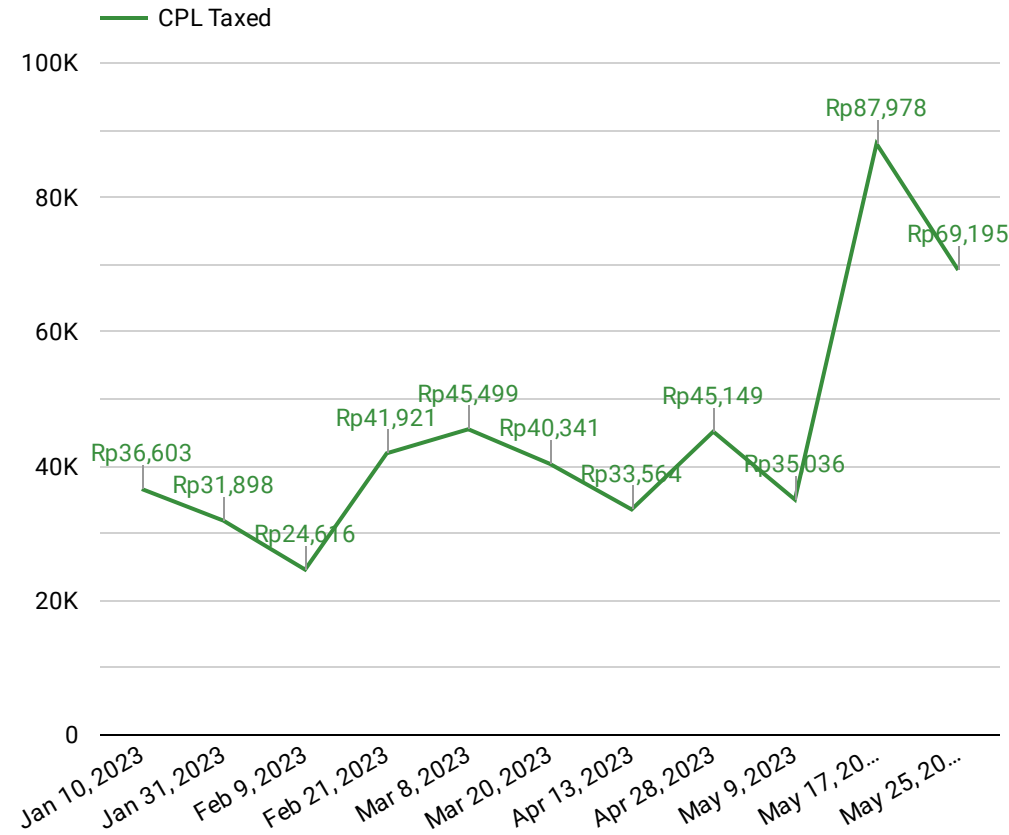
Average Webinar Leads
83



Cost Per Lead

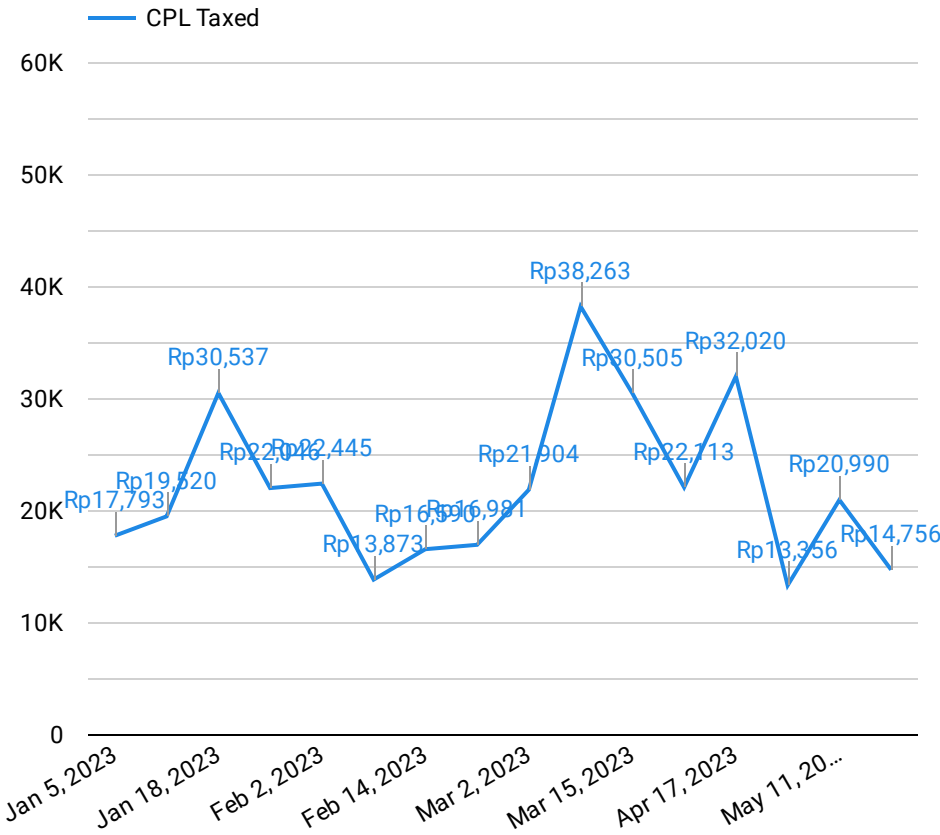
SEMINAR

Average Seminar CPL
Rp44,709



WEBINAR

Average Webinar CPL
Rp21,723

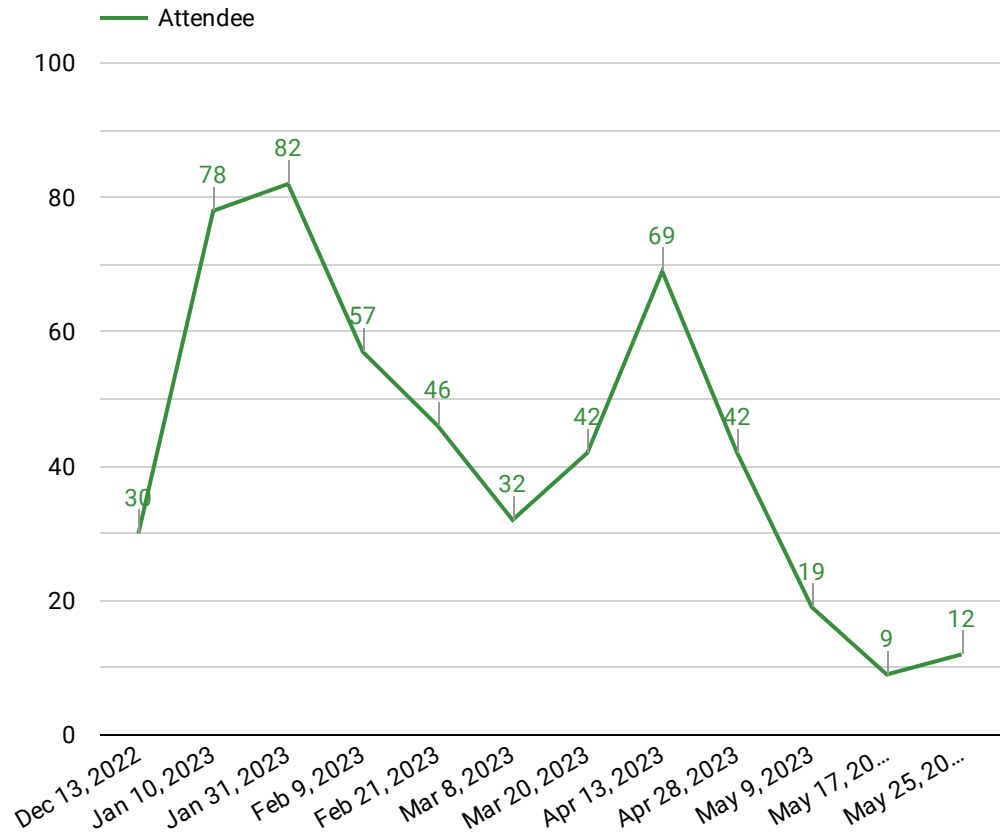


Attendee

SEMINAR

Total Seminar Attendee
518

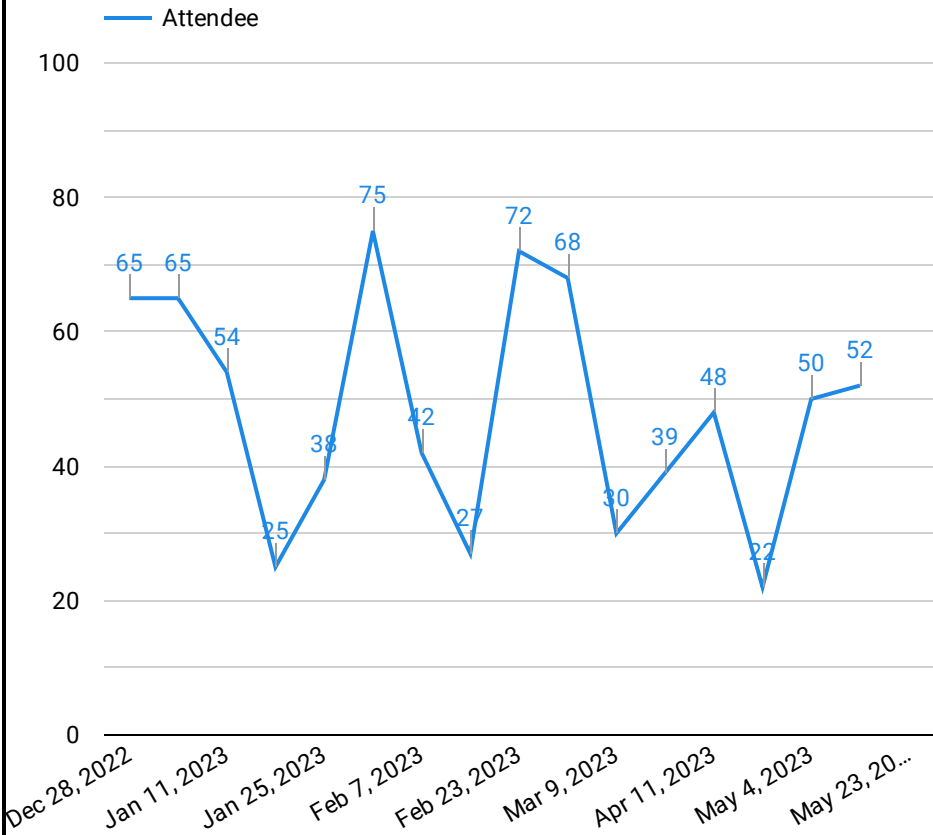
Average Seminar Attendee
43



WEBINAR

Total Webinar Attendee
772

Average Webinar Attendee
48

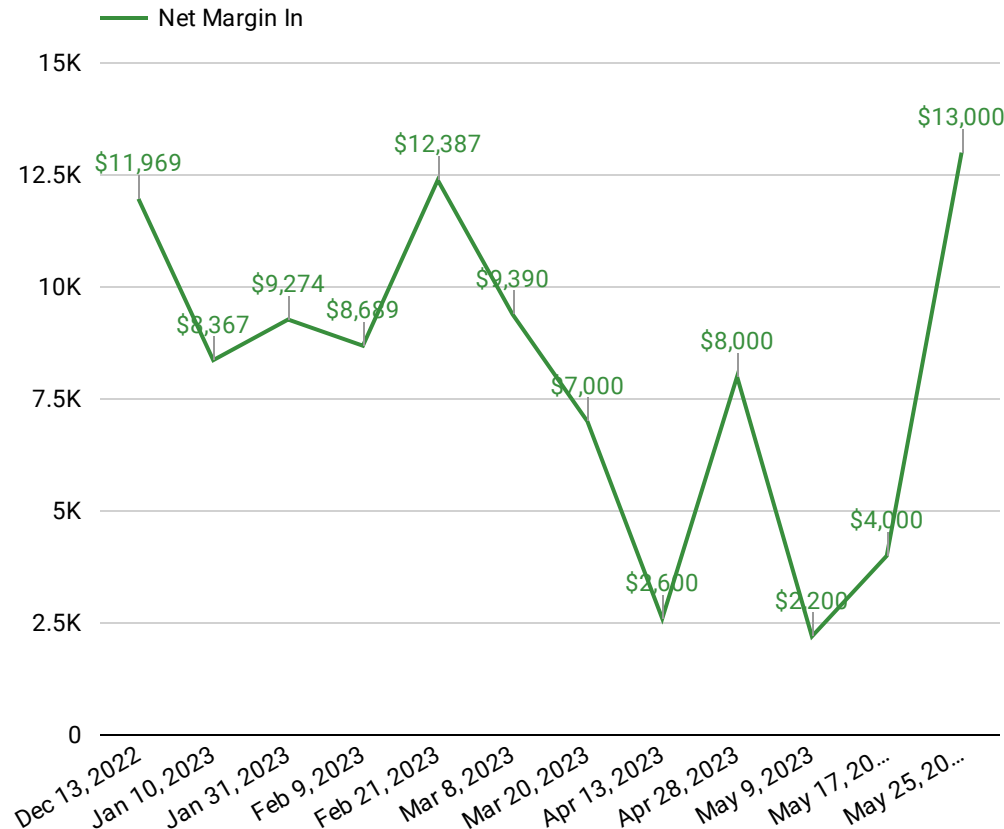


Net Margin In

SEMINAR

Total Seminar NMI
\$84,907

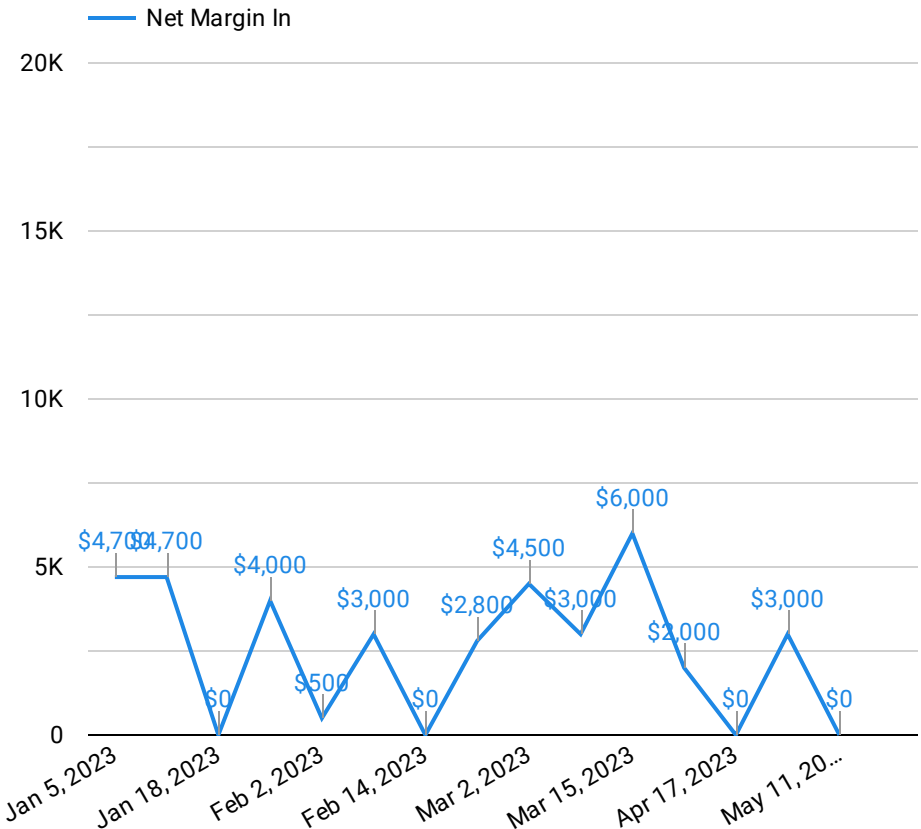
Average Seminar NMI
\$7,719



WEBINAR

Total Webinar NMI
\$38,200

Average Webinar NMI
\$2,547



Open Account

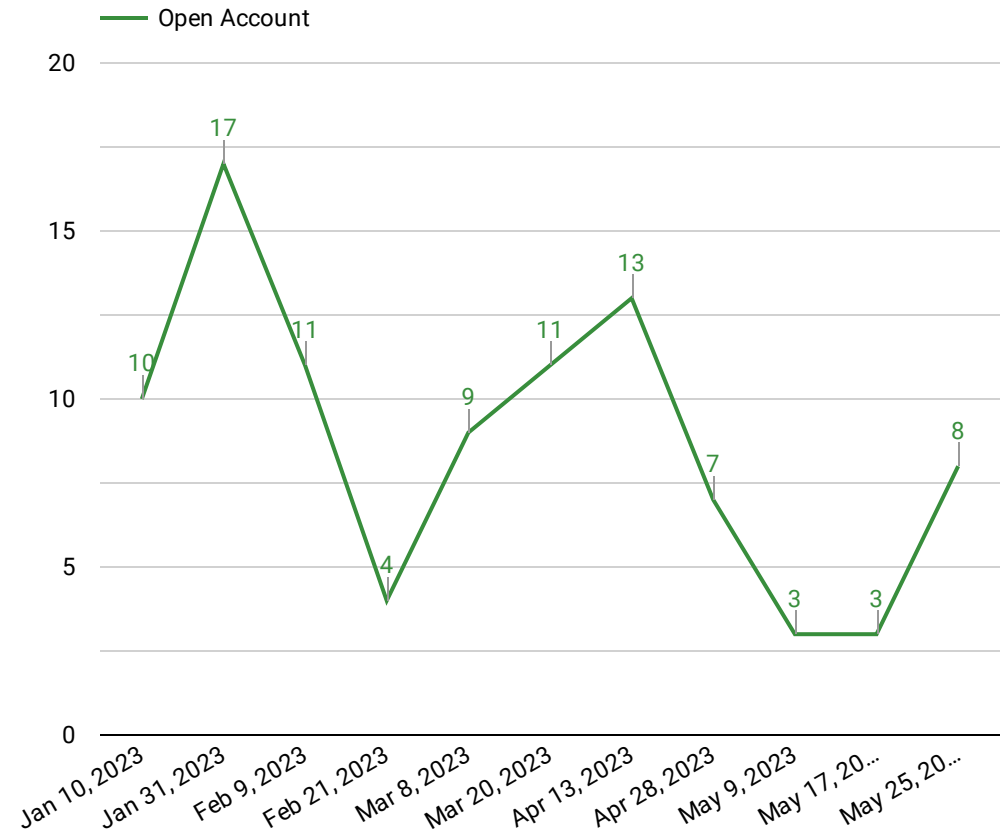
SEMINAR

Total Seminar Open Account

96

Average Seminar Open Account

9



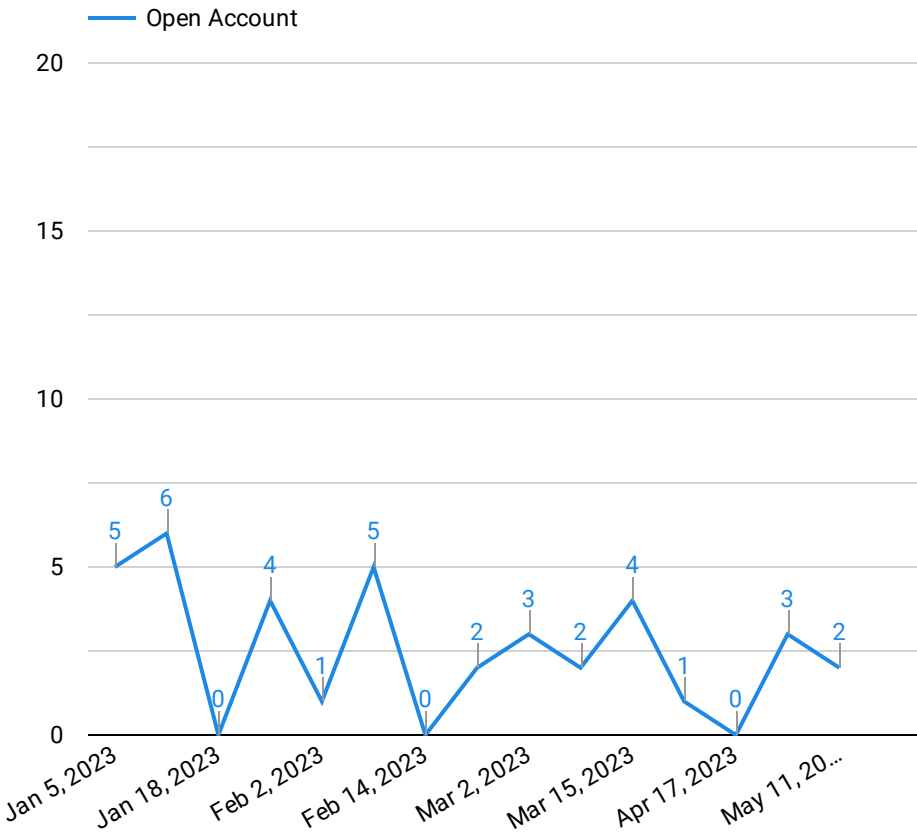
WEBINAR

Total Webinar Open Account

38

Average Webinar Open Account

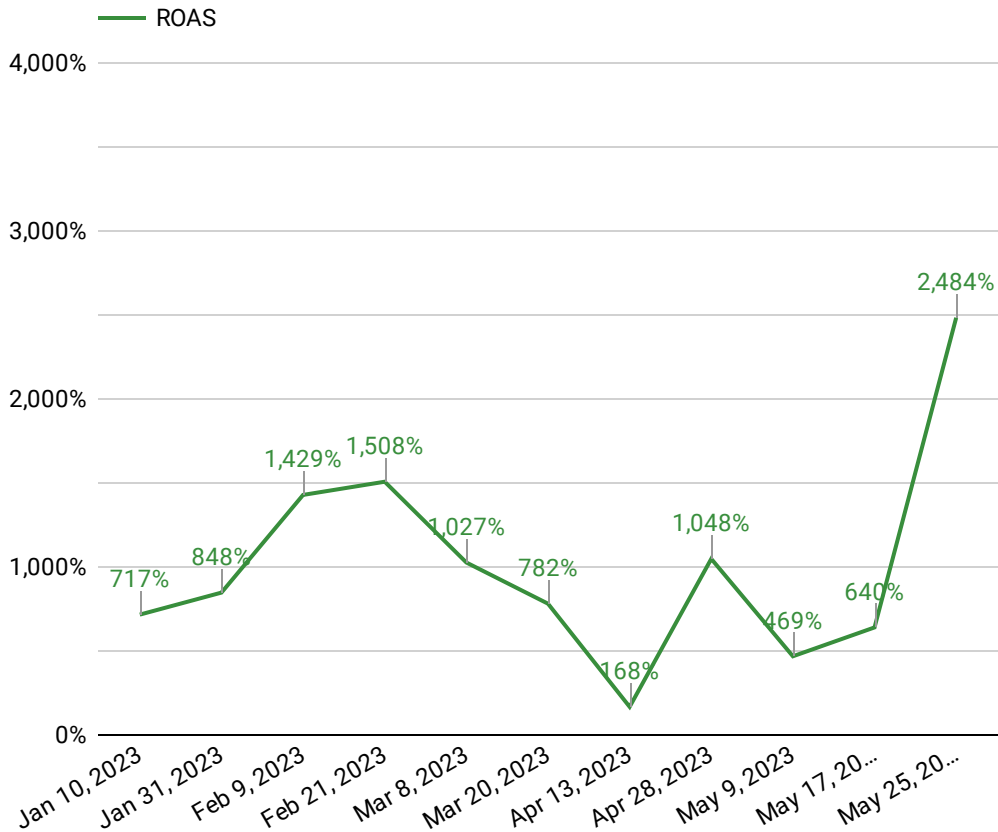
3



ROAS

SEMINAR

Average Seminar ROAS
1,011%



WEBINAR

Average Webinar ROAS
1,552%

