

Performance Marketing

Week

All

Promotional Campaign

All

6087

Sum of # of orders

227K

Sum of # of Visitors

5705

Sum of # of buyers

%2,51

Conversion Rate:

%181,36

ROI

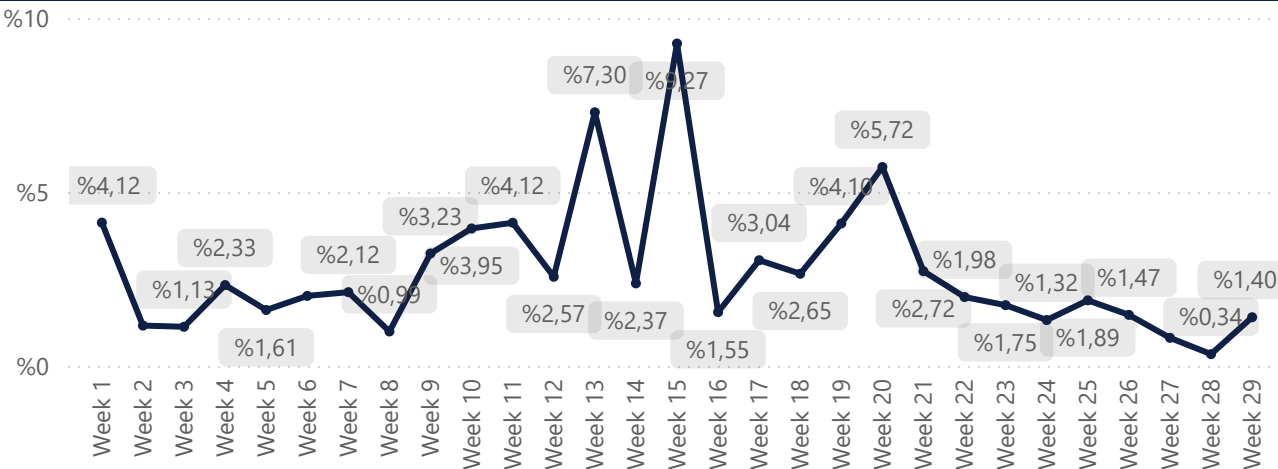
\$17,64

Average Order Value

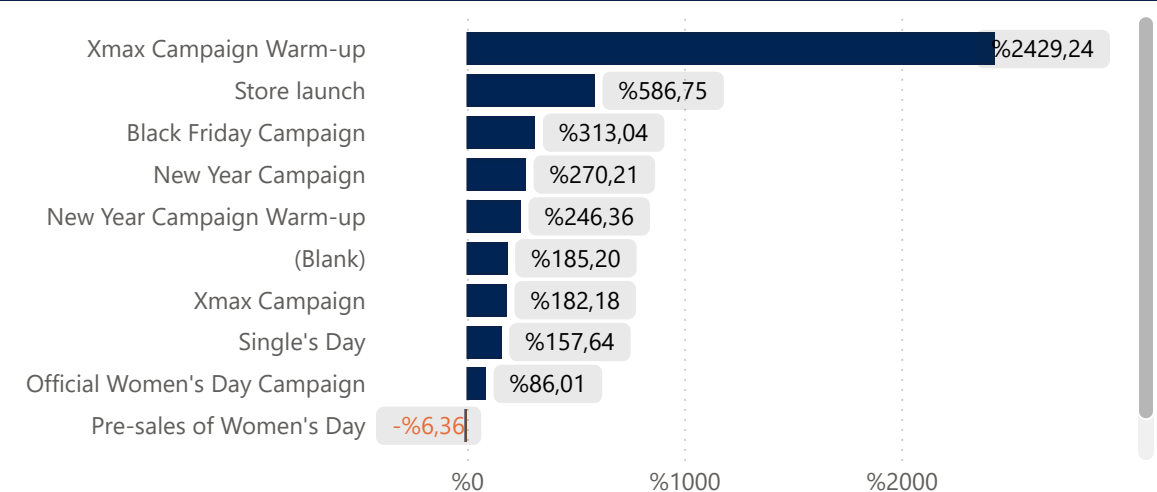
\$107,40K

Net Turnover

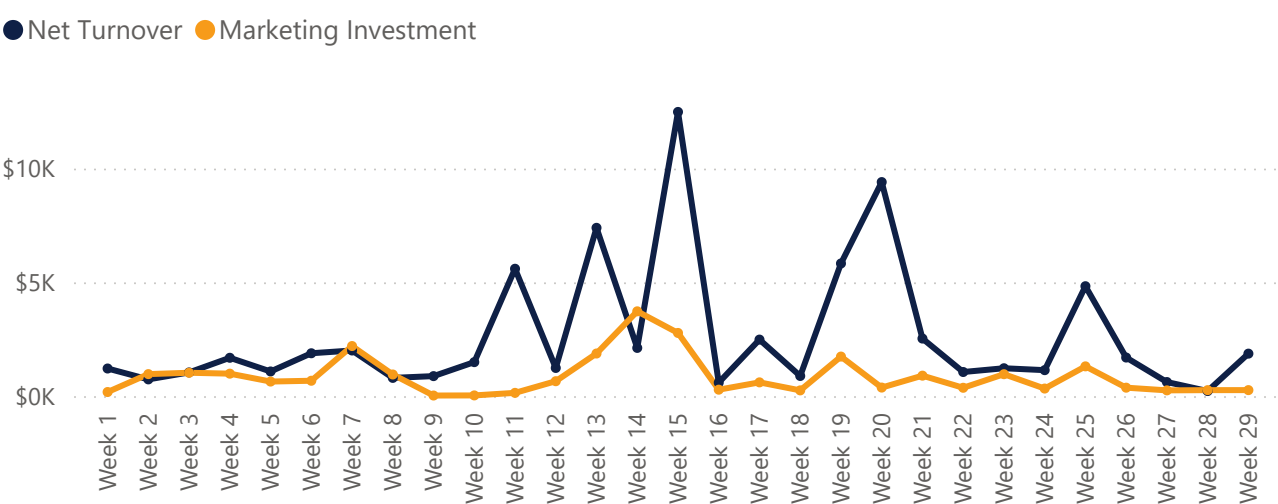
Conversion Rate Over Time



ROI: by Promotional Campaign



Net Turnover vs Marketing Investment by Week



Marketing Spend Breakdown

