

MARKETING EFFICIENCY OVERVIEW

Select Month

2024-6

Select Date

6/1/2024

6/30/2024

X €

Customer Acquisition Cost (CAC)

y

Marketing Efficiency Ratio (MER)

Z

Acquisition Marketing Efficiency...

25%

%MoM

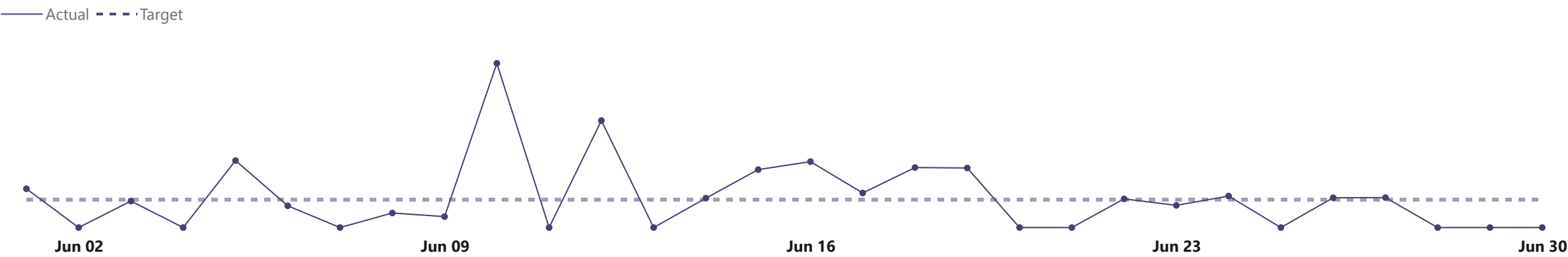
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%MoM

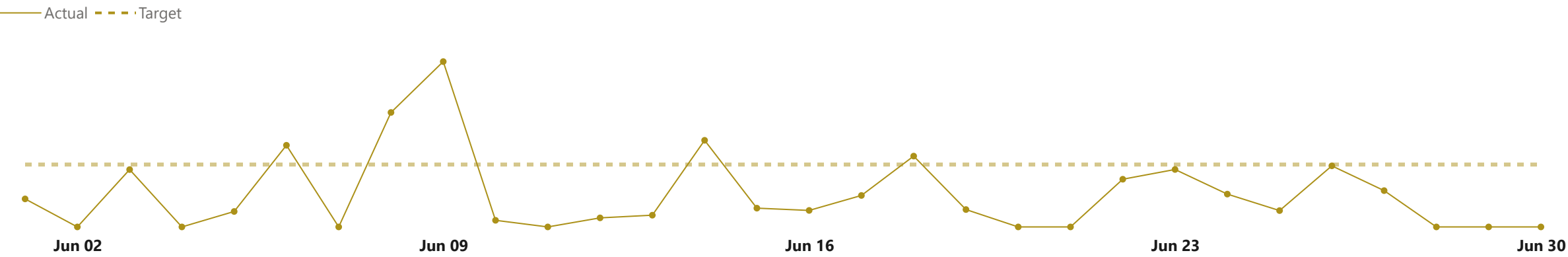
-18%

%MoM

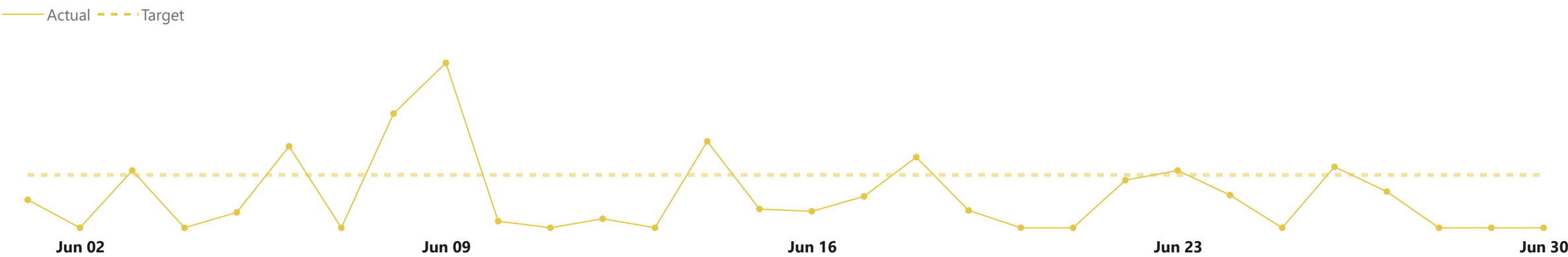
Customer Acquisition Cost (CAC)



Marketing Efficiency Ratio (MER)



Acquisition Marketing Efficiency Ratio (aMER)



Date	Ad Spend	CAC	New Customers	MER	Net Revenue	aMER	New Customer Revenue
30/06/2024							
29/06/2024							