



Marketing Campaign ROI Analysis-Glow Up

Company

All

6.76M

Total Spend

41.08M

Total Revenue(calculated)

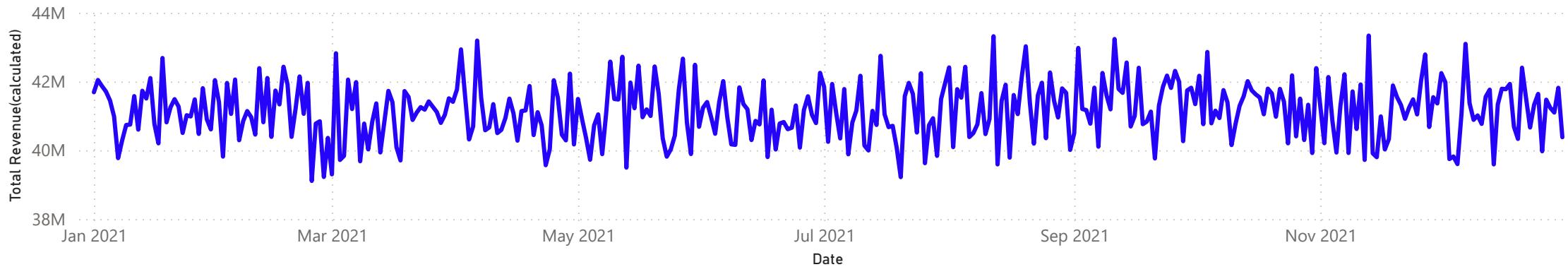
509.30

Average ROI(%)

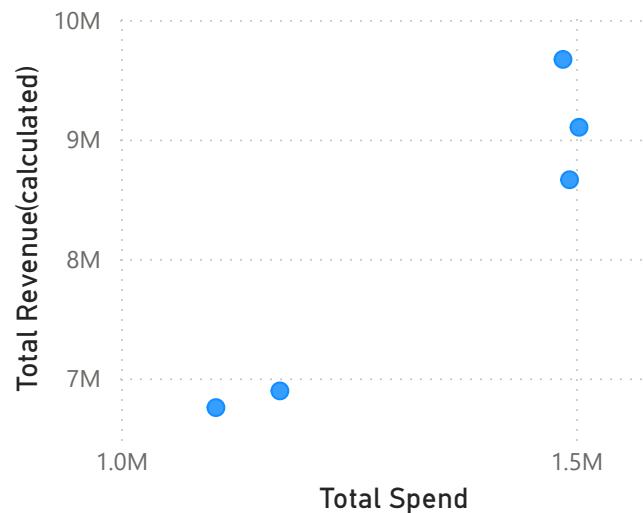
7.89

Average Conversion Rate(%)

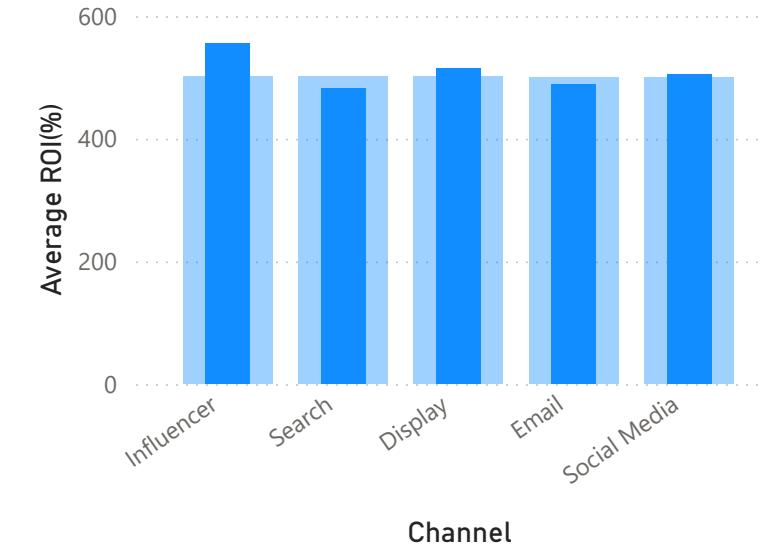
Daily Revenue Trend



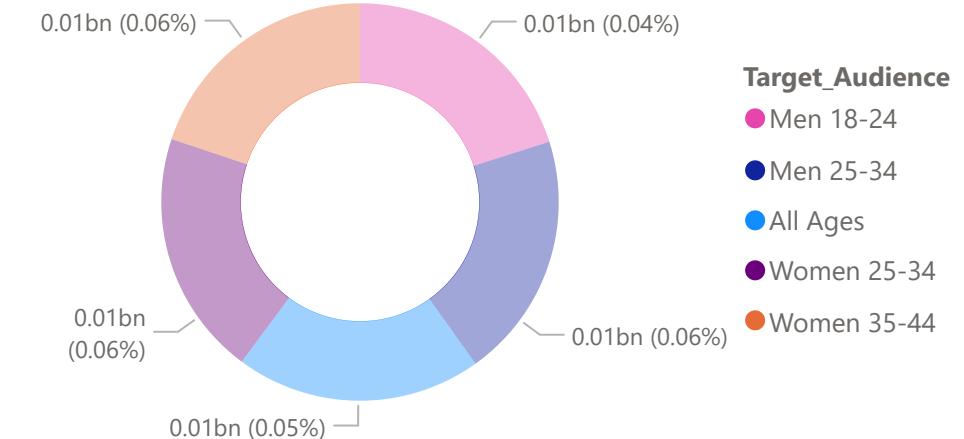
Total Spend and Total Revenue(calculated) by Channel



Average ROI(%) by Channel



Revenue Distribution by Target Audience



- Target_Audience**
- Men 18-24
 - Men 25-34
 - All Ages
 - Women 25-34
 - Women 35-44