Listing Site Weekly Report

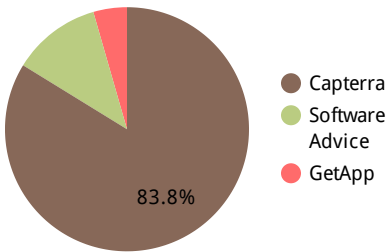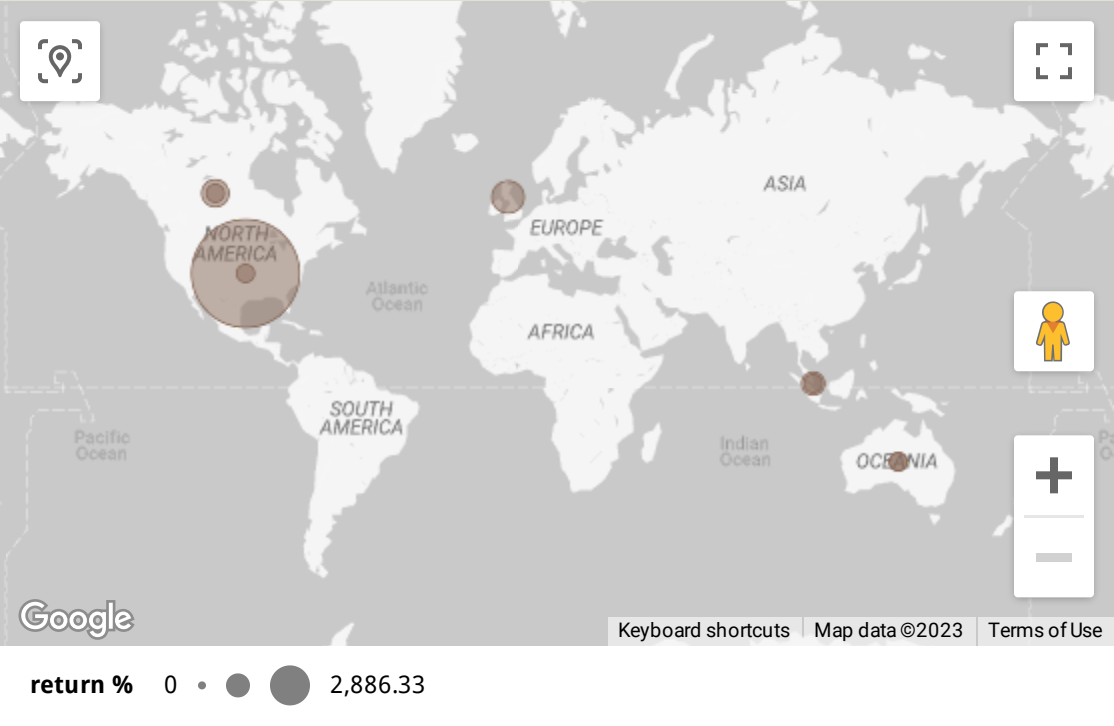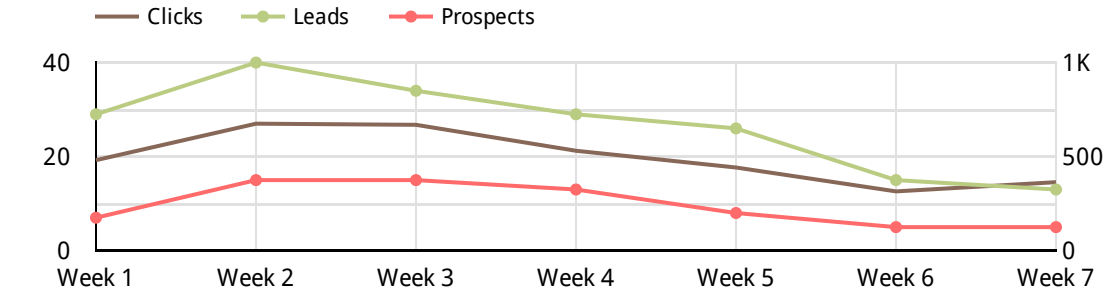| Clicks	Leads	Prospects	Average Position	Money Spent ($)	Paid	Reruns %
3.5K	186	68	22.4K	25.2K	23.5K	93.0%

Total Revenue by Channel

- Capterra — 83.8%
- Software Advice
- GetApp

Most Profitable Category

- Parks and Recreation — 52.6%
- Class Registration — 16.7%
- Scheduling — 16.4%
- Reservations
- Membership Management
- Fitness
- Coaching
- Dance Studio
- Personal Trainer
- others

Chart legend: return %, Money Spent ($), Paid, Average Position

Weeks: Week 1, Week 2, Week 3, Week 4, Week 5, Week 6, Week 7

Map — Google, Keyboard shortcuts, Map data ©2023, Terms of Use

return %   0 • ●   2,886.33

Chart legend: Clicks, Leads, Prospects

Weeks: Week 1, Week 2, Week 3, Week 4, Week 5, Week 6, Week 7
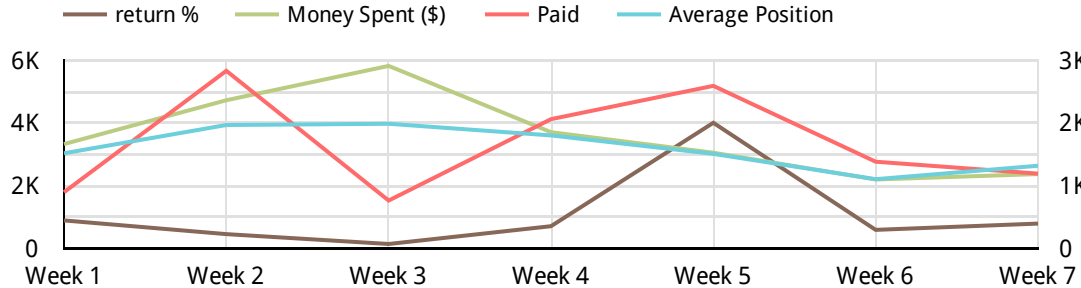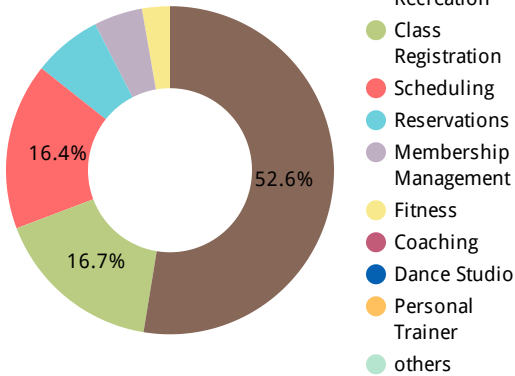
Weekday	Average ...	C...	Le...	Pro...	Mon...	Paid	return %
1... Week 3	3,978.2	669	34	15	5,824....	1,529	71.47
2... Week 2	3,938.74	675	40	15	4,729....	5,668	228.75
3... Week 4	3,606.52	531	29	13	3,709....	4,125	355.37
4... Week 1	3,037.28	481	29	7	3,330	1,794	447.5
5... Week 5	3,018.54	442	26	8	3,055.4	5,188	2,004.82
6... Week 7	2,639.32	364	13	5	2,373.4	2,388	397
7... Week 6	2,210.16	315	15	5	2,201.3	2,768	296.67

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Listing Site Monthly Report

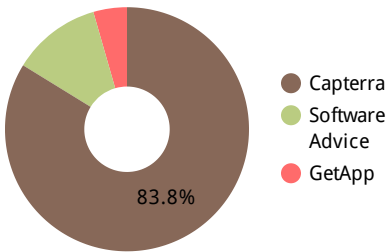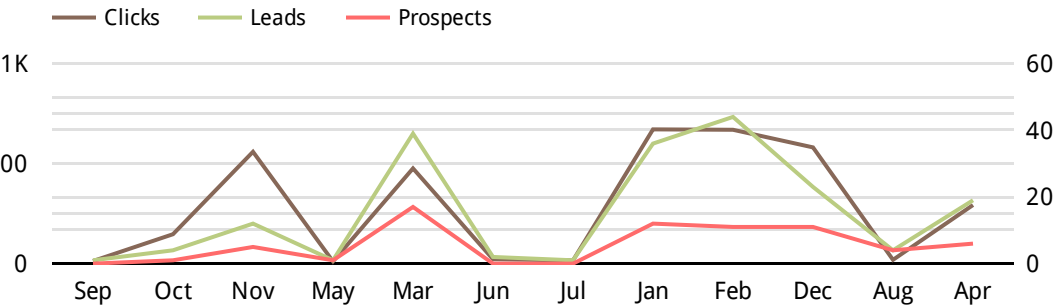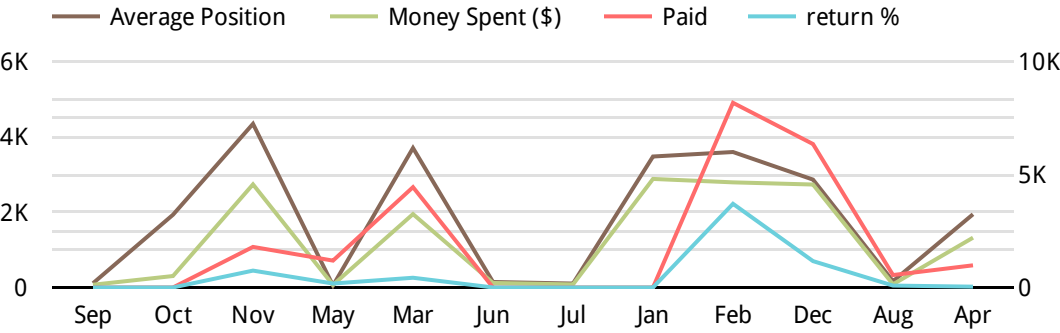| Clicks	Leads	Prospects	Average Position	Money Spent ($)	Paid	Reruns %
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return %   0 · ● ● 2,886.33

Legend: Average Position — Money Spent ($) — Paid — return %

X-axis: Sep, Oct, Nov, May, Mar, Jun, Jul, Jan, Feb, Dec, Aug, Apr

Legend: Clicks — Leads — Prospects

X-axis: Sep, Oct, Nov, May, Mar, Jun, Jul, Jan, Feb, Dec, Aug, Apr
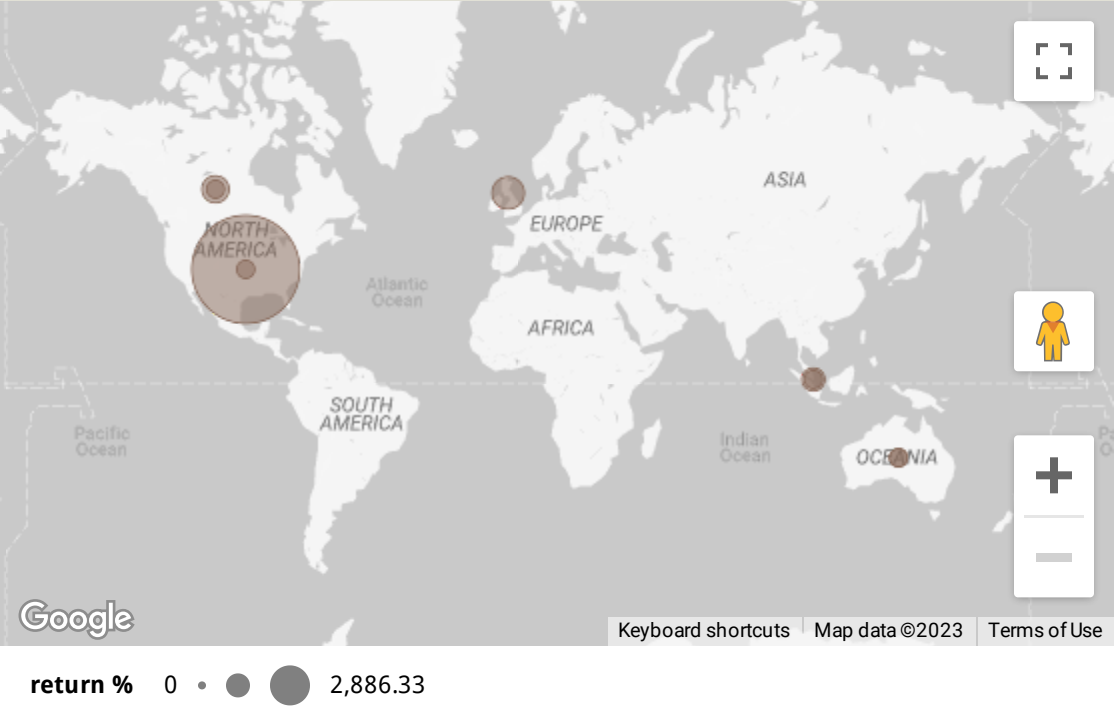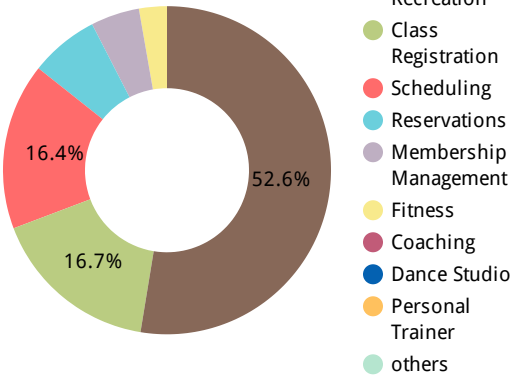
Month	Average ...	C...	Le...	Pro...	Mon...	Paid	return %
1... Sep	112	13	1	0	120.5	0	0
2... Oct	1,930.17	147	4	1	506.25	0	0
3... Nov	4,343.13	559	12	5	4,559....	1,794	447.5
4... May	51.5	11	1	1	113	1,188	104.6
5... Mar	3,701.47	476	39	17	3,245....	4,437	257.94
6... Jun	145.67	22	2	0	199.75	0	0
7... Jul	104	16	1	0	133.25	0	0

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Observation insights:

1. **Total Spends:** The total spends for the month are $25223.25, with spends
occurring only in Weeks Weeks 3,2, and 4.
2. **Returns %:** There were 2 leads generated during the month, resulting in a 93%
returns rate.
3. **Most Profitable Channel:** Based on the provided data, it appears that
"Cantera" (Week 5,6) is the most profitable channel,
with a total spend of $19461.00 and generating one lead that resulted in a payment of
$3184.00.
4 .**Most Profitable Category:** The Category "Parks and Recreation" (Week 5) seems to be the most profitable as it
generated a lead that
resulted in a payment of $4000.
5. **Insights from Time Series Data:** From the provided time series data, we can observe the weekly performance of
the campaigns. Weeks 2,4 and 5
had spends and lead generation, while Weeks 3,7 had no activity.