



# Marketing Sales Dashboard

6.59K

Average Order Value

11.62

Average Cost per Click

501.98

Average Cost per Lead

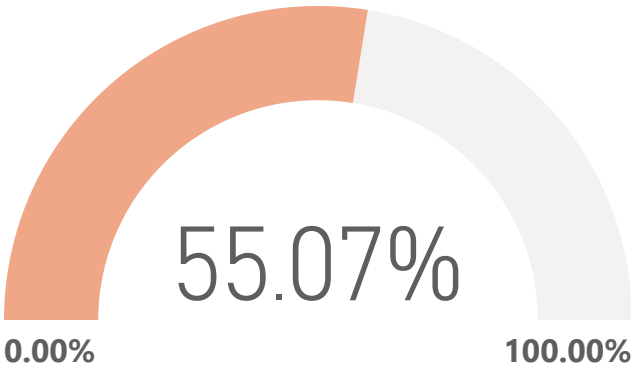
3.00K

Average Customer Acquisition Cost

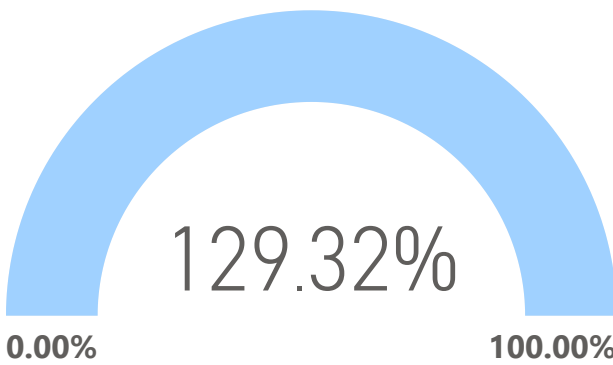
56

Gross Profit

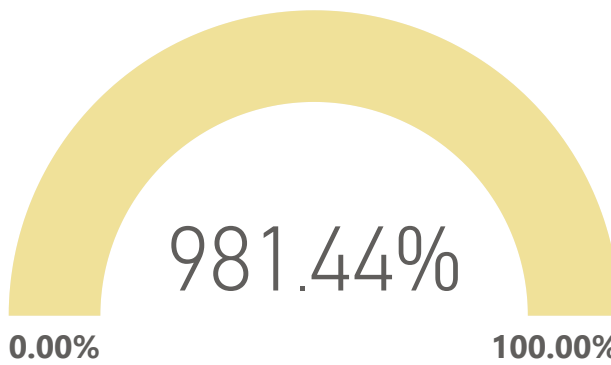
Click through Rate



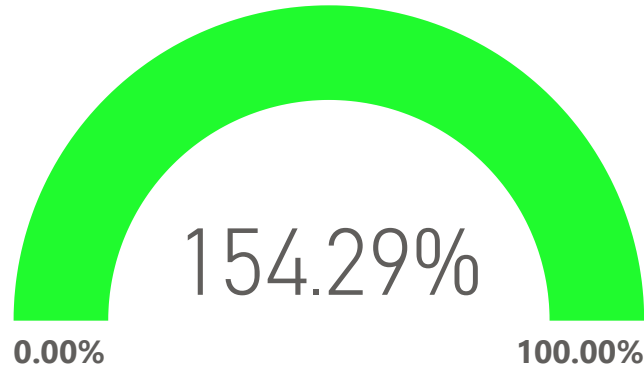
Leads from Clicks



Orders from Leads



ROI\_calculated



category: influencer

social

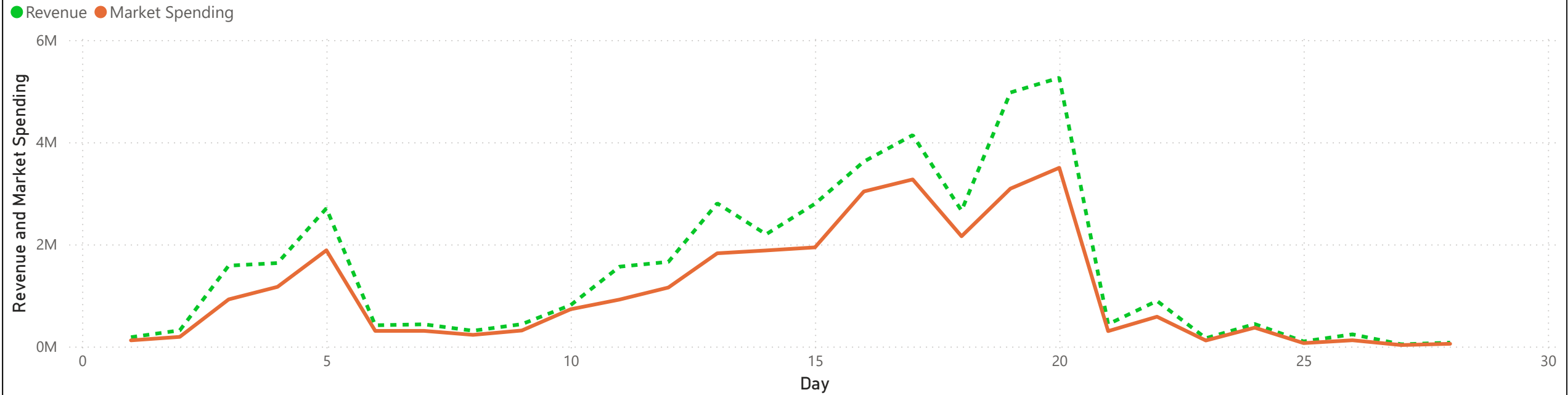
media

search

influencer

Social and Influencers campaigns are resulting in high profits, however the ROI of influencer is high.

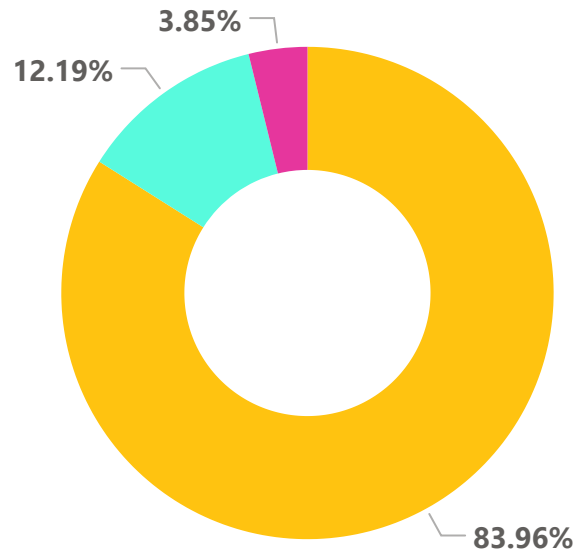
## Revenue and Market Spending by Day



## ROI by Category

**Category**

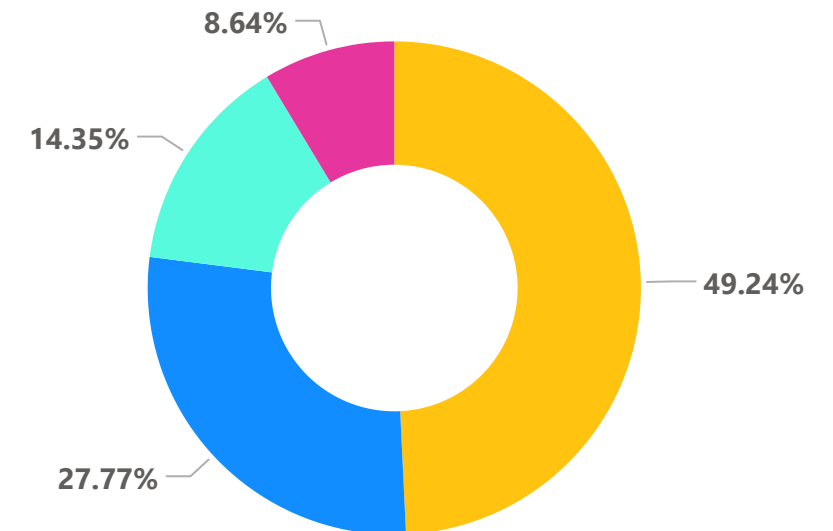
- influencer
- media
- search
- social

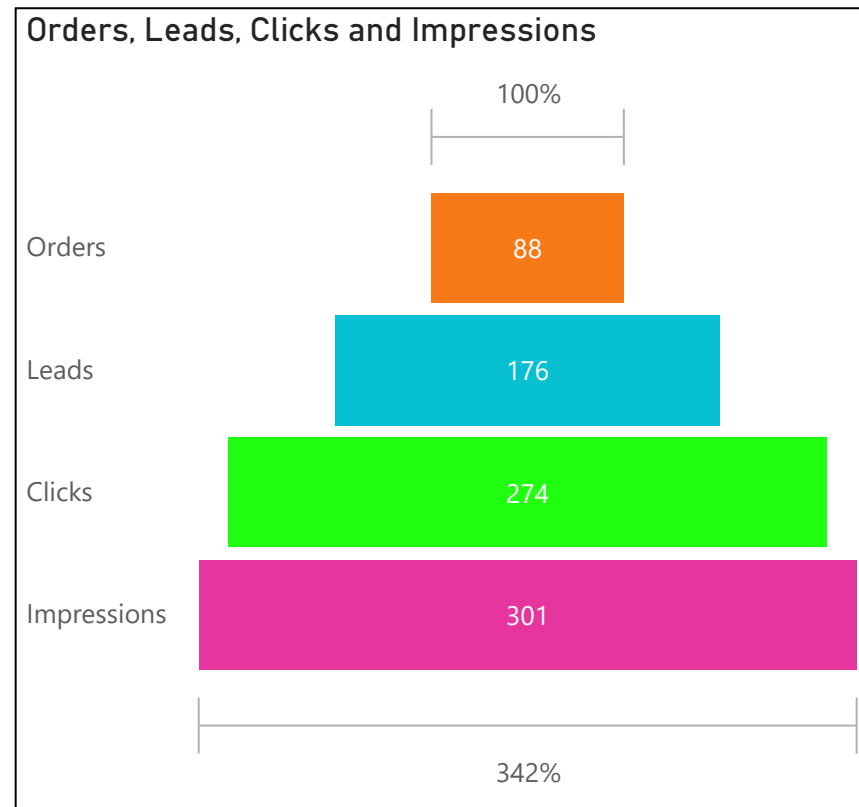
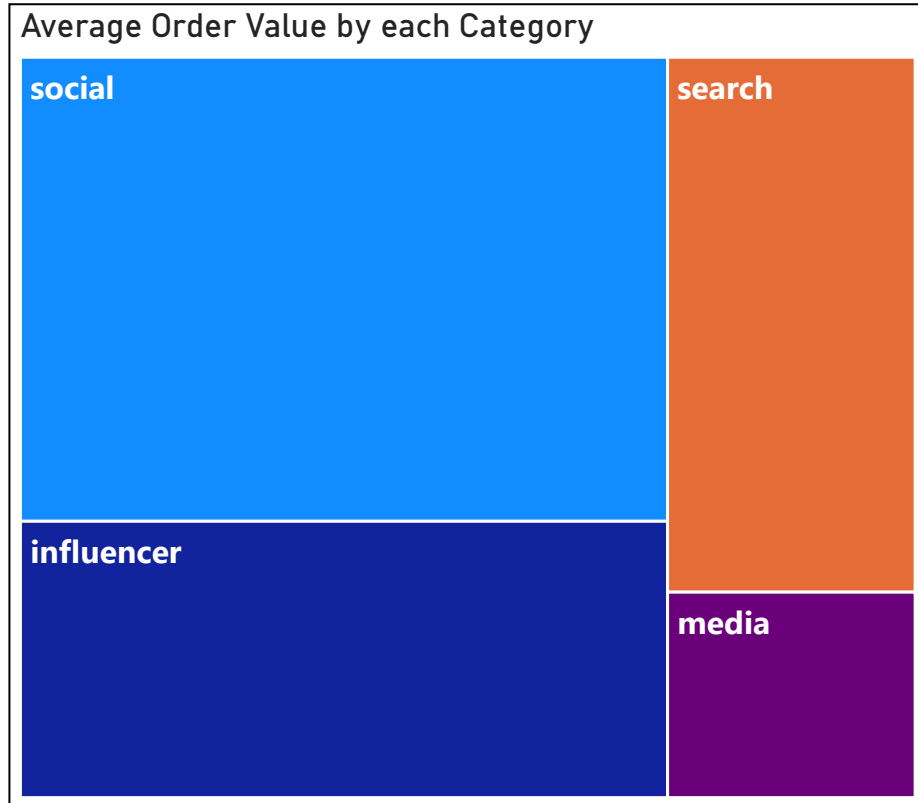


## Revenue by category

**category**

- influencer
- social
- media
- search





category ×  
search

campaign\_name ×

