



Primary channel...Channel Group)		↓	Key events	Purchase revenue	Days to key event	Touchpoints to key event
Total			21,894.00 100% of total	€17,028,922.29 100% of total	4.76 Avg 0%	7.24 Avg 0%
1	Direct 100%		3,430.00	€2,775,280.52	0.00	1.00
2	Paid Search 100%		1,309.00	€1,051,619.73	1.68	1.00
3	Cross-network 100%		1,045.00	€663,634.85	1.88	1.00
4	Paid Search × 2 100%		601.00	€465,691.47	2.24	2.00
5	Referral 100%		344.00	€263,418.43	1.07	1.00
6	Referral × 2 100%		339.00	€263,979.61	0.44	2.00
7	Cross-network × 2 100%		256.00	€151,121.02	4.41	2.00
8	Organic Search × 5 100%		237.00	€195,482.19	1.94	5.00
9	Unassigned × 2 100%		199.00	€196,894.81	0.41	2.00
10	Unassigned × 20 100%		187.00	€159,609.31	4.42	20.00
11	Cross-network 6% ➔ Referral × 2 94%		185.00	€73,920.64	1.42	3.00
12	Paid Search × 4 100%		180.00	€126,271.43	4.08	4.00
13	Organic Search × 6 100%		170.00	€136,520.19	1.45	6.00
14	Referral × 5 100%		169.00	€117,171.51	1.10	5.00
15	Paid Search × 3 100%		160.00	€131,785.59	4.84	3.00



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## Attribution models



1/1 key events



Primary channel...Channel Group	+	↓ Key events	Revenue
Total		21,894 100% of total	€17,028,922.34 100% of total
1 Referral		5,537	€4,085,476.60
2 Paid Search		4,331	€3,502,042.58
3 Direct		3,430	€2,775,280.52
4 Unassigned		3,291	€2,842,622.04
5 Cross-network		2,497	€1,690,871.08
6 Organic Search		2,078	€1,727,388.98
7 Paid Shopping		305	€177,796.08
8 Display		261	€87,386.60
9 Email		61	€29,004.98
10 Paid Social		54	€62,460.00
11 Organic Social		21	€23,765.71
12 Organic Shopping		20	€17,980.47
13 Paid Video		6	€3,540.90
14 Organic Video		2	€3,305.80

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Google Ads campaigns										
Plot rows		Search...		Rows per page: 100						
Google Ads campaign		Device category		Key events	Ads cost	Cost per key event	Ads clicks	Ads cost per click	Total revenue	Return on ad spend
Total				5,041.48 100% of total	€3,389,489.34 100% of total	€672.32 Avg 0%	2,465,334 100% of total	€1.37 Avg 0%	€3,753,797.19 100% of total	1.11 Avg 0%
1	Kleines Kraftwerk (Marke)	desktop		778.84	€42,370.94	€54.40	54,594	€0.78	€645,649.13	15.24
2	Kleines Kraftwerk (Marke)	tablet		68.85	€7,355.39	€106.84	10,077	€0.73	€49,534.34	6.73
3	Kleines Kraftwerk (Marke)	mobile		366.58	€48,859.30	€133.28	83,065	€0.59	€254,565.55	5.21
4	PMax Merchant Center	desktop		685.44	€293,266.49	€427.85	161,059	€1.82	€417,967.28	1.43
5	Balkonkraftwerk	desktop		865.89	€588,623.45	€679.79	246,957	€2.38	€743,225.95	1.26
6	Balkonkraftwerk Search	desktop		633.96	€409,916.93	€646.60	171,176	€2.39	€483,594.20	1.18
7	Shopping Feed	tablet		1.94	€576.33	€297.36	424	€1.36	€621.36	1.08

## Monetization overview

Total revenue ⓘ

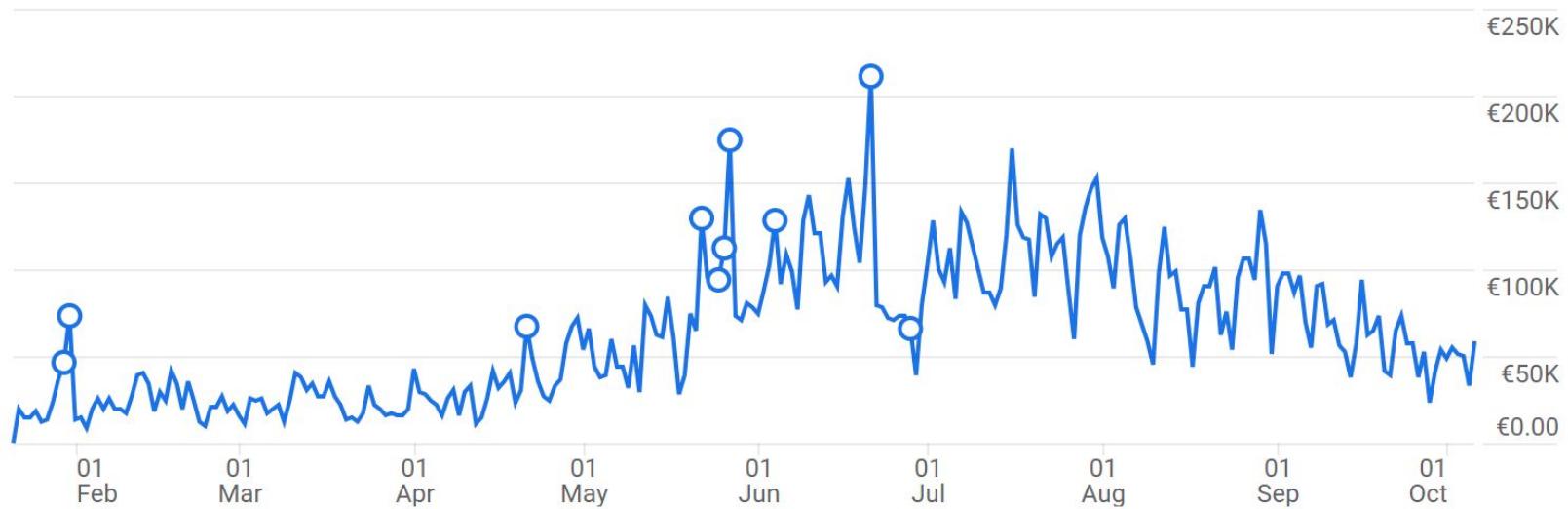
€16M

Purchase revenue ⓘ

€16M

Total ad revenue ⓘ

€0.00





## Total Sales Report • 07.17.2024–10.07.2024 • Id: c80de5



Total	€858.737,11	€6.268.016,59	9964	8210
Solarkabel 10 Meter (Paar) 4mm² mit MC4 Solarstecker beidseitig montiert	€29,90	€47.184,76	776	776
Solarkabel 5 Meter (Paar) 4mm² mit MC4 Solarstecker beidseitig montiert	€24,90	€24.509,91	587	587
Kleines Kraftwerk Duo Flachdach Kompletpaket (900Wp+) Bifazial	€576,00	€203.658,57	362	362
Solarkabel 1,5 Meter (Paar) 4mm² mit MC4 Solarstecker beidseitig montiert	€19,90	€19.975,68	311	311
Zendure Satellite Plug	€19,90	€5.537,15	260	260
Kleines Kraftwerk Duo Ziegeldach Kompletpaket (900Wp+) Bifazial	€576,00	€145.842,00	249	249
Kleines Kraftwerk Duo Gitterbalkon Kompletpaket (900Wp+) Bifazial	€576,00	€134.006,40	237	237
Solarkabel 3 Meter (Paar) 4mm² mit MC4 Solarstecker beidseitig montiert	€22,90	€7.170,43	226	226
Zendure SolarFlow AB2000 Erweiterungsbatterie 1920Wh LiFePO4	€649,00	€141.795,70	205	205
Kleines Kraftwerk Quattro Ziegeldach Kompletpaket (1800Wp+) Bifazial	€946,00	€184.787,21	192	192
Anker Solarbank 2 E1600 Pro und Kleines Kraftwerk 1800Wp Quattro mit optionaler ...	€1.479,00	€263.090,86	182	182
Kleines Kraftwerk Quattro Flachdach Kompletpaket (1800Wp+) Bifazial	€946,00	€151.376,18	163	163
Kleines Kraftwerk Duo Flachdach Kompletpaket (900Wp+) Bifazial	€595,00	€92.106,00	156	156
Solarmodul SunPro 440Wp bifazial	€179,00	€33.196,94	136	136





SOURCE	COLOR	LTV	UNIQUE SALES	TOTAL LEADS	TOTAL SALES	TIME TO ACQUIRE CUSTOMER
Total		€966,93	310	178	373	4d 21h
? ADVERTISEME   1   DCT		€2.798,60	1	1	2	2d 4h
Anker SOLIX Solarbank 2		€2.042,41	23	10	29	8d 9h
? ADVERTISEME   2   DCT		€1.613,40	2	1	4	8d 18h
2024-05-20: advertiseme   Anker New Anzeigen		€1.530,90	6	4	12	10d 1h
2024-04-05: a+ test Anzeigengruppe		€1.498,77	5	3	5	3d 6h
Balkonkraftwerk		€1.461,73	41	18	62	7d 13h
Kleines Kraftwerk		€1.458,78	71	30	90	9d 11h
Balkonkraftwerk		€1.226,66	44	23	49	7d 6h
PMax Merchant Center		€436,02	117	88	120	1d 19h

## Total Ad Revenue

⋮ ⌂ ⋮ ...

**€1.397.761**

TOTAL REVENUE

**€530.706**

COST

..|

ROI: 163,38%



## Total Ad Stats

⋮ ⌂ ⋮ ...

**€867.055**

PROFIT

..|

**€530.706**

COST

**2.63**

ROAS

**353892**

CLICKS

**€0**

COST PER UNIQUE SALE

**€0**

COST PER UNIQUE CUS...

Überprüfen und veröffentlichen

Bericht zur Preisgestaltung im Audience Network

Im Bereich Anzeigenberichte kannst du jetzt Berichte zur Preisgestaltung im Audience Network exportieren. Darüber hinaus kannst du in den Werbekonto-Einstellungen au...

Mehr dazu

Zu den Einstellungen

Suchen und filtern

Maximum: 07.09.2021 bis 07.10.2024

Kampagnen

Anzeigengruppen

Werbeanzeigen

+ Erstellen

Duplizieren

Bearbeiten

A/B-Test

Mehr

Aus/Ein

Kampagne

strategie f...

Budget

Attributionsein...

Ergebnisse

Reichweite

Impressionen

Kosten pro Ergebnis

Ausgegebener Betrag

Ende

Aus/Ein	Kampagne	strategie f...	Budget	Attributionsein...	Ergebnisse	Reichweite	Impressionen	Kosten pro Ergebnis	Ausgegebener Betrag	Ende
2024-05-20: advertiseme   Anker New Kampagne	strategie f...	Verwendet Anzei...	7 Tag(e) (Klick...)	1.432	2.092.346	7.376.470	47,00 €	67.299,34 €	Fortlaufend	
2024-04-15: advertiseme   Prospecting   CBO	es Volumen	400,00 €	7 Tag(e) (Klick...)	1.942	2.661.243	9.310.467	42,64 €	82.814,78 €	Fortlaufend	
2024-04-05: advertiseme   a+ test black	strategie f...	Verwendet Anzei...	7 Tag(e) (Klick...)	1.727	2.498.979	8.590.116	44,91 €	76.007,85 €	Fortlaufend	
2024-04-05: advertiseme   retargeting pageview	strategie f...	Verwendet Anzei...	7 Tag(e) (Klick...)	320	195.237	1.056.402	30,70 €	9.824,90 €	Fortlaufend	

# Kanäle

Ads:

Facebook

Instagram

Tiktok

Google Suche

Youtube

Taboola

Organisch:

Facebook

Instagram

Suchmaschinenoptimierung

Gastartikel Marketing

Budget ca. 600k im Monat -> 1,5-1,8

Mio ROAS