







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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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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Plot rows

Q Search...

Rows per page: 100

1-51 of 51

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 ?

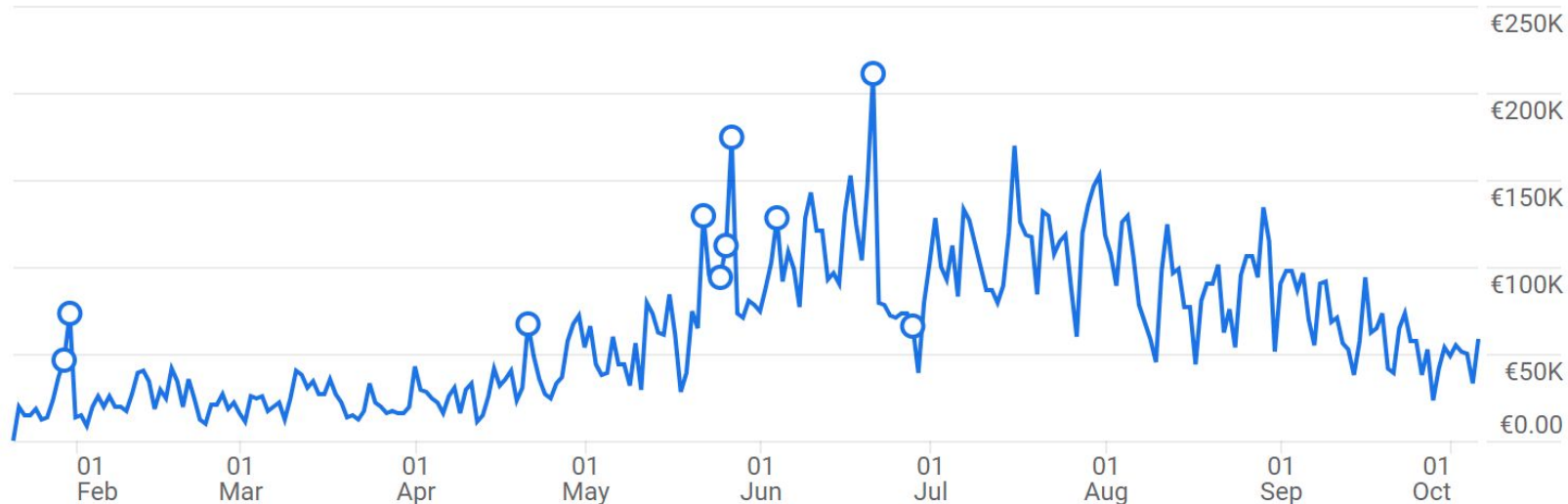
€16M

Purchase revenue ?

€16M

Total ad revenue ?

€0.00





Total Sales Report • 07.17.2024–10.07.2024 • Id: c80de5



Save

Total	€858.737,11	€6.268.016,59	9964	8210
Solkabel 10 Meter (Paar) 4mm² mit MC4 Solarstecker beidseitig montiert	€29,90	€47.184,76	776	776
Solkabel 5 Meter (Paar) 4mm² mit MC4 Solarstecker beidseitig montiert	€24,90	€24.509,91	587	587
Kleines Kraftwerk Duo Flachdach Komplettpaket (900Wp+) Bifazial	€576,00	€203.658,57	362	362
Solkabel 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 Komplettpaket (900Wp+) Bifazial	€576,00	€145.842,00	249	249
Kleines Kraftwerk Duo Gitterbalkon Komplettpaket (900Wp+) Bifazial	€576,00	€134.006,40	237	237
Solkabel 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 Komplettpaket (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 Komplettpaket (1800Wp+) Bifazial	€946,00	€151.376,18	163	163
Kleines Kraftwerk Duo Flachdach Komplettpaket (900Wp+) Bifazial	€595,00	€92.106,00	156	156
Solarmodul SunPro 440Wp bifazial	€179,00	€33.196,94	136	136





LTV for Sources Report • 365 days • Id: 143192



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: advertise 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...



Kleines Kraftwerk Werbeko...

gerade eben aktualisiert 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 Spalten: Performance Aufschlüsselung Berichte Exportieren Diagramme

Aus/Eir	Kampagne	sstrategie	Budget	Attributionsein	Ergebnisse	Reichweite	Impressionen	Kosten pro Ergebnis	Ausgegebener Betrag	Ende
	2024-05-20: advertise Anker New Kampagne	strategie f...	Verwendet Anzei...	7 Tag(e) (Klick)...	1,432 [P]	2.092.346	7.376.470	47,00.€ [P]	67.299,34 €	Fortlaufend
	2024-04-15: advertise Prospecting CBO	es Volumen	400.00 € Täglich	7 Tag(e) (Klick)...	1,942 [P]	2.661.243	9.310.467	42,64.€ [P]	82.814,78 €	Fortlaufend
	2024-04-05: advertise a+ test black	strategie f...	Verwendet Anzei...	7 Tag(e) (Klick)...	1,727 [P]	2.498.979	8.590.116	44,01.€ [P]	76.007,85 €	Fortlaufend
	2024-04-05: advertise retargeting pageview	strategie f...	Verwendet Anzei...	7 Tag(e) (Klick)...	320 [P]	195.237	1.056.402	30,70.€ [P]	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