

157.76M

IMPRESSIONS ⓘ

\$1.18M

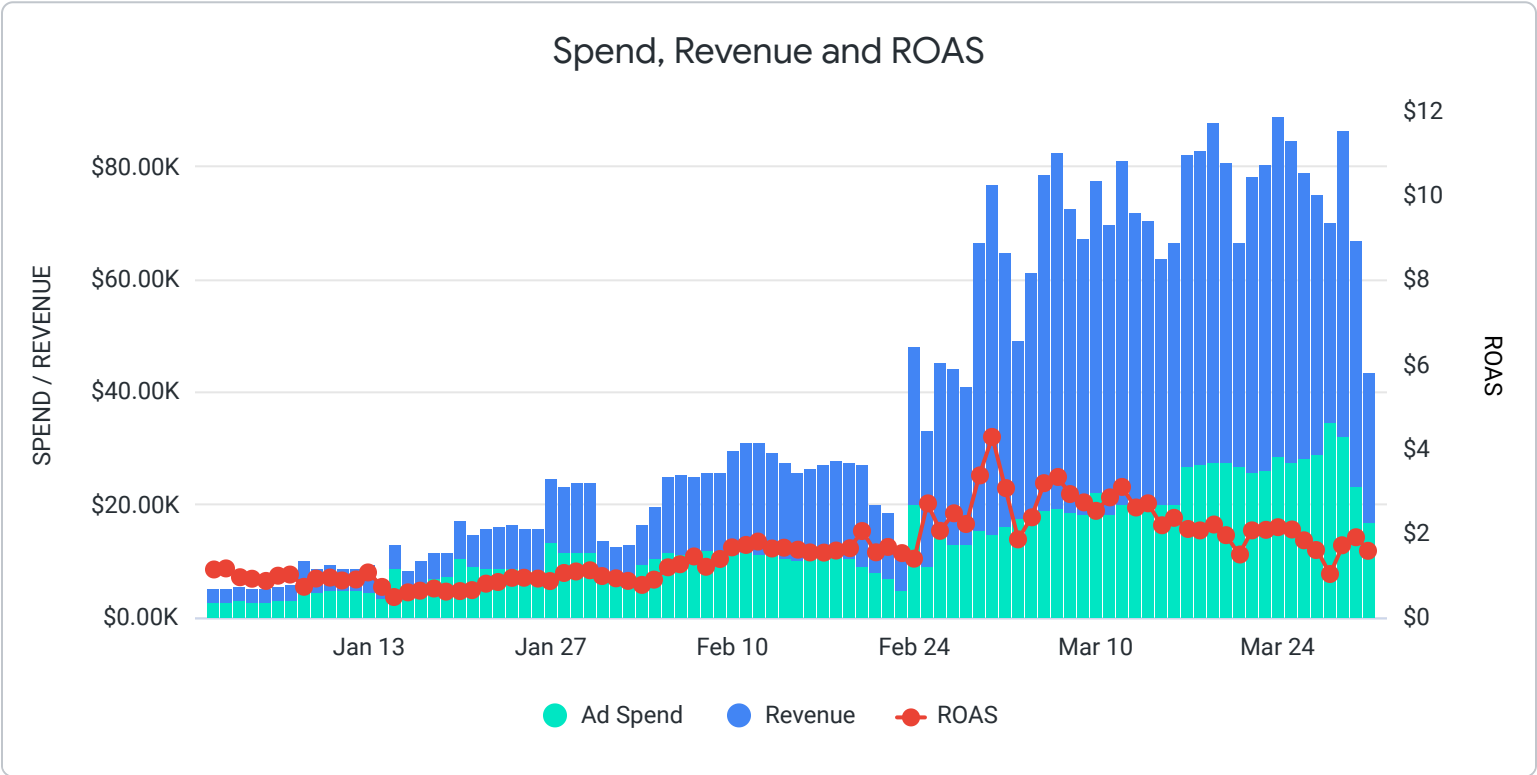
AD SPEND ⓘ

\$2.2M

REVENUE ⓘ

\$1.86

ROAS ⓘ



Performance by Channel									
	Channel	Tactics	Impressio ns	Clicks	CTR(%)	Units Sold	Spend (\$) ▼	Revenue(\$)	ROAS(\$)
1	Kiosk	BannerX	106,582,4...	0	0.00	125,265	577,332.32	370,139.56	0.64
2	Offsite	Banner	30,483,266	19,829	0.07	419,104	371,355.15	1,229,000...	3.31
3	Onsite-App	BannerX	16,296,662	116,567	0.72	194,139	197,876.76	561,137.27	2.84
4	Onsite-App	Sponsore...	2,731,115	41,907	1.53	17,223	21,050.69	45,571.20	2.16
5	Onsite-Web	BannerX	1,368,382	3,948	0.29	0	16,596.16	0.00	0.00
6	Onsite-Web	Sponsore...	306,793	9,318	3.04	0	4,709.65	0.00	0.00
Totals			157,768,64 9.5592	191,568.99 304	0.12	755,730.16 992	1,188,920.7 235	2,205,848.6 2678	\$1.86