

Insights DashBoard

Campaign

All

Traffic Source

All

Customer Type

All

Date

1/1/2023

4/30/2023

Granularity

Campaign

Traffic_Source

Customer_Type

Total Revenue

2.44M

AOV

34.21

Total Purchases

71K

ROI

1.13

Cart Abandonment Rate

29.53

70.00

Conversion Rate

5.64

3.00

Conversion Funnel

Active Visitors

493K

100%

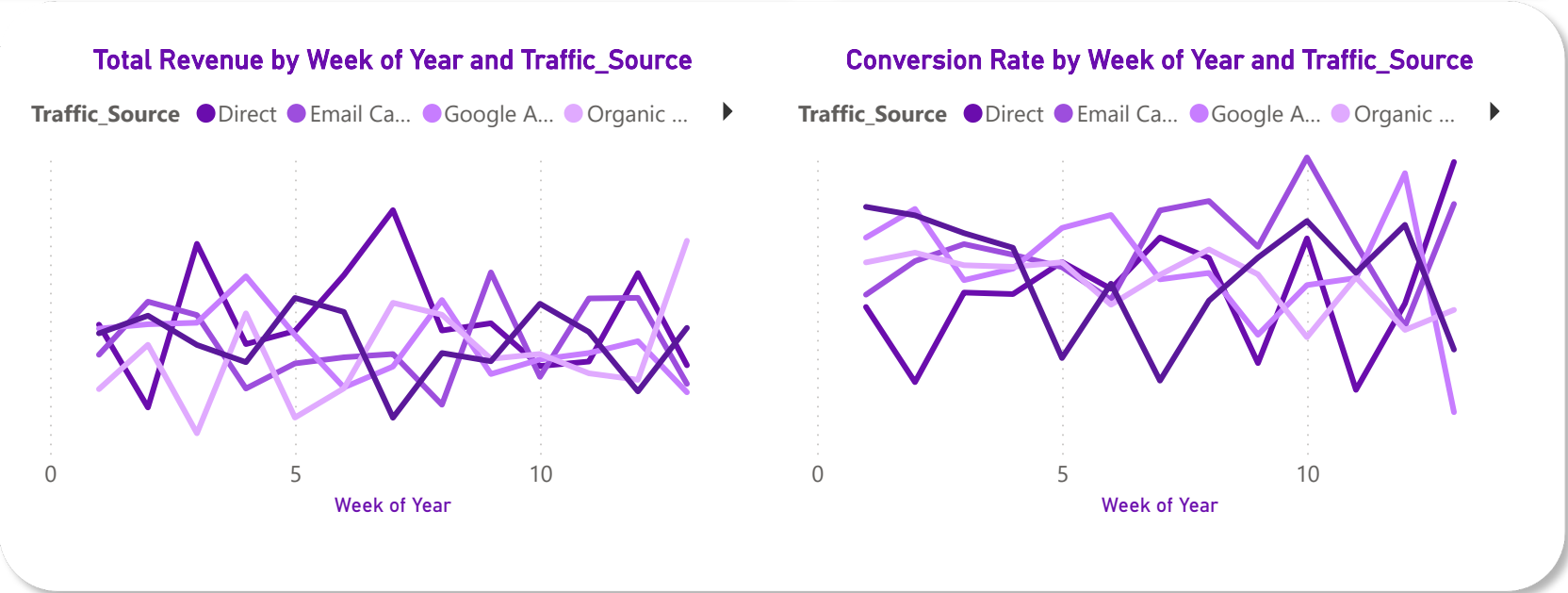
Total Add To Ca...

124K

Total Purchases

71K

14.5%



Traffic_Source	Total Revenue	AOV	Total Purchases	Conversion Rate	Cost Per Purchase	Conversion Rate	ROI
Direct	580,113.79	36.24	16008	5.31	15.21	5.31	1.38
Social Media	479,923.67	36.80	13041	5.66	16.29	5.66	1.26
Organic Search	426,692.13	35.31	12085	5.43	16.63	5.43	1.12
Email Campaign	474,540.72	32.94	14406	5.99	16.04	5.99	1.05
Google Ads	477,224.01	30.31	15743	5.84	16.23	5.84	0.87
Total	2,438,494.32	34.21	71283	5.64	16.04	5.64	1.13

