

# Performance Report - Umair Imran

November 01, 2025 - November 30, 2025

## Executive Summary

Metric	Value
Total Impressions	541,210
Total Clicks	565
Total Conversions	199
Total Revenue	\$24,963.38
Total Spend	\$5,412.10
Overall CTR	0.001044%
Overall CPC	\$9.58
Overall CPA	\$27.20
Overall ROAS	4.61
Active Campaigns	0
Data Sources	surfside

## Performance by Source

Source	Impressions	Clicks	Conversions	CTR
SURFSIDE	541,210	565	199	0.001044%

## Top Strategy Performance

Strategy	Impressions	Clicks	Conversions	Revenue	ROAS
Prospecting	348,116.00	372.00	81.00	\$10,009.42	2.88
Retention	193,094.00	193.00	118.00	\$14,953.96	7.74

## Top Placement Performance

Placement	Impressions	Clicks	Conversions	Revenue	ROAS
Location   Geo-Conquest Custom	110,653.00	137.00	22.00	\$2,691.74	2.43
Audience   Cannabis Consumers	109,271.00	106.00	13.00	\$1,477.25	1.35
Audience   CRM/POS-based Looka	64,469.00	64.00	33.00	\$3,610.93	5.60
Audience   Near-Market Cannabi	63,723.00	65.00	13.00	\$2,229.50	3.50
Retargeting   Cart Abandoners	62,446.00	60.00	19.00	\$2,364.33	3.79
Retargeting   Website Visitors	58,762.00	52.00	41.00	\$4,680.30	7.96
Audience   Recent Purchasers (	35,962.00	53.00	54.00	\$7,512.33	20.89
Audience   Lapsed Purchasers (	35,924.00	28.00	4.00	\$397.00	1.11

## Top Creative Performance

Creative	Impressions	Clicks	Conversions	Revenue	ROAS
Creative 6	143,534.00	125.00	46.00	\$5,832.66	4.06
Creative 8	142,445.00	160.00	55.00	\$6,345.97	4.46
Creative 7	130,799.00	132.00	44.00	\$5,739.50	4.39
Creative 5	76,127.00	85.00	21.00	\$1,577.46	2.07
Creative 2	48,242.00	61.00	24.00	\$3,668.79	7.60
Creative 3	24.00	1.00	3.00	\$320.00	1,333.33
Creative 1	22.00	0.00	1.00	\$46.00	209.09
Creative 4	17.00	1.00	5.00	\$1,433.00	8,429.41