

Performance Report -

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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 |