

Performance Report - bilal

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	\$9,200.60
Overall CTR	0.001044%
Overall CPC	\$16.28
Overall CPA	\$46.23
Overall ROAS	2.71
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	1.69
Retention	193,094.00	193.00	118.00	\$14,953.96	4.56

Top Placement Performance

Placement	Impressions	Clicks	Conversions	Revenue	ROAS
Location Geo-Conquest Custom	110,653.00	137.00	22.00	\$2,691.74	1.43
Audience Cannabis Consumers	109,271.00	106.00	13.00	\$1,477.25	0.80
Audience CRM/POS-based Looka	64,469.00	64.00	33.00	\$3,610.93	3.29
Audience Near-Market Cannabi	63,723.00	65.00	13.00	\$2,229.50	2.06
Retargeting Cart Abandoners	62,446.00	60.00	19.00	\$2,364.33	2.23
Retargeting Website Visitors	58,762.00	52.00	41.00	\$4,680.30	4.69
Audience Recent Purchasers (35,962.00	53.00	54.00	\$7,512.33	12.29
Audience Lapsed Purchasers (35,924.00	28.00	4.00	\$397.00	0.65

Top Creative Performance

Creative	Impressions	Clicks	Conversions	Revenue	ROAS
Creative 6	143,534.00	125.00	46.00	\$5,832.66	2.39
Creative 8	142,445.00	160.00	55.00	\$6,345.97	2.62
Creative 7	130,799.00	132.00	44.00	\$5,739.50	2.58
Creative 5	76,127.00	85.00	21.00	\$1,577.46	1.22
Creative 2	48,242.00	61.00	24.00	\$3,668.79	4.47
Creative 3	24.00	1.00	3.00	\$320.00	780.49
Creative 1	22.00	0.00	1.00	\$46.00	117.95
Creative 4	17.00	1.00	5.00	\$1,433.00	4,776.67