

## Total Products Sold

2M

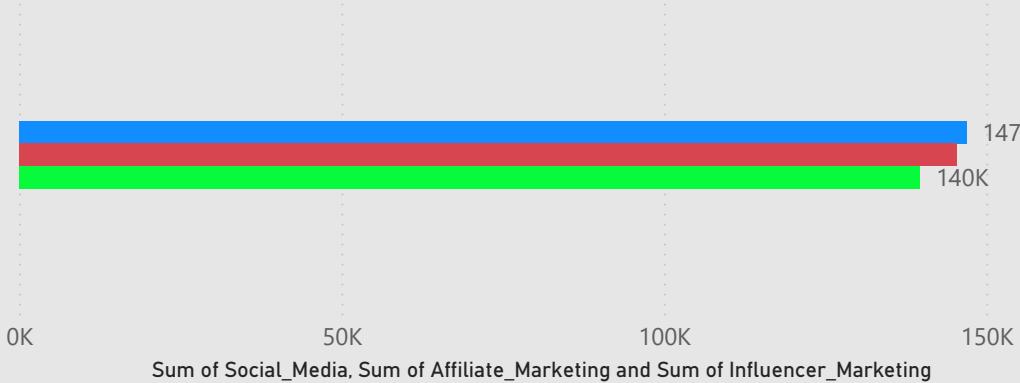
Sum of Product\_Sold

1.37

ROI

## Sum of Social\_Media, Sum of Affiliate\_Marketing and Sum of Influencer\_Marketing

● Sum of Social\_Media ● Sum of Affiliate\_Marketing ● Sum of Influencer\_Marketing



## Cost Per Product

Cost Per Product



## Total Marketing Spend

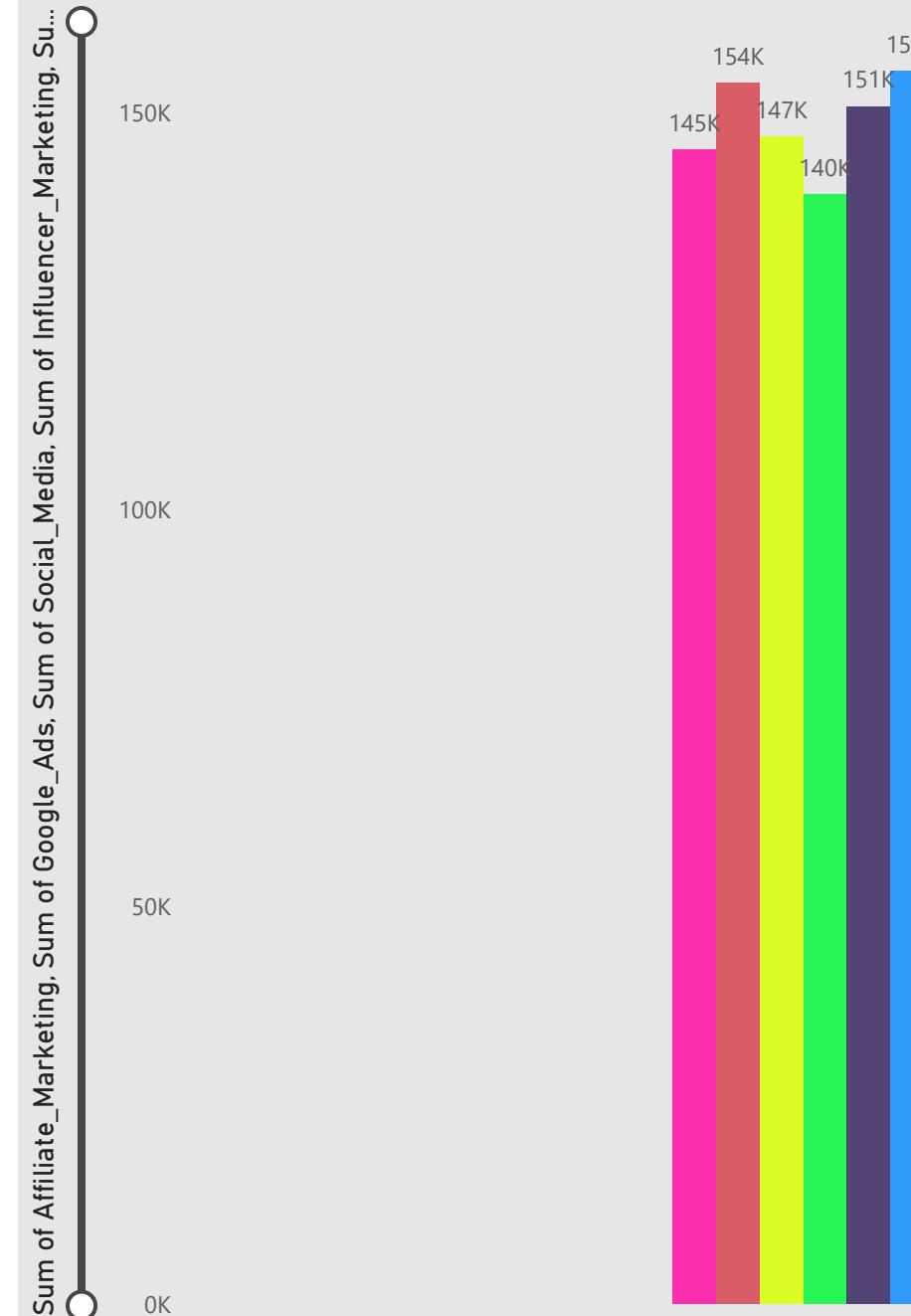
1.0M

Total Marketing Spend



## Marketing Spend by Channel

● Sum of Affiliate\_Marketing ● Sum of Google\_Ads ● Sum of Social\_Media ● Sum of Influencer\_Marketing ● Sum of Billboard\_Marketing ● Sum of TV



### Key Insights:

- Google Ads and TV consume the highest marketing spend.
- Overall ROI > 1 indicates profitable marketing strategy.
- Cost per product remains controlled despite high ad spend.
- Opportunity exists to optimize influencer & affiliate channels.