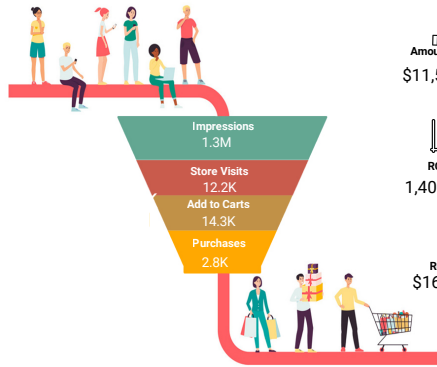
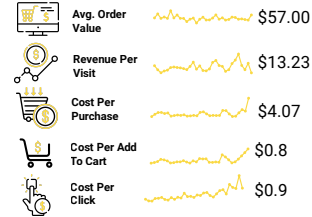


Journey to purchase



Insights

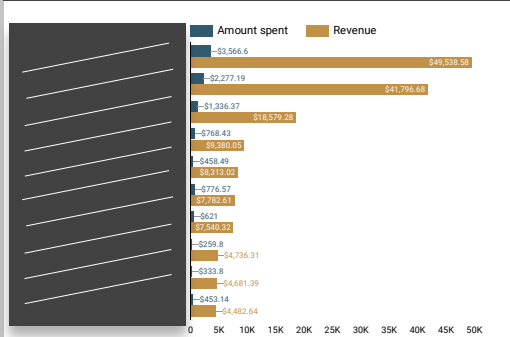
Impressive results! Campaigns are performing really well. We have invested \$11,508.72 in advertisements and received \$161,154.08 in return, that is 1,400.28% return on investment.



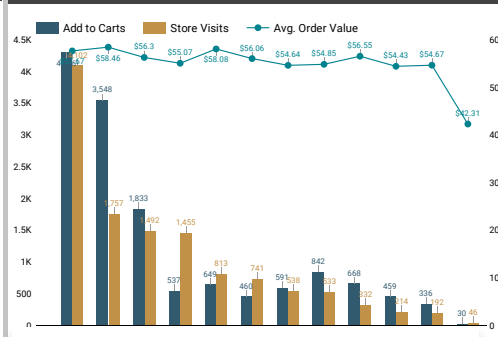
All campaigns at glance

Campaign name	Cost	Store Visits	Add To Carts	Orders	Revenue	ROAS	Avg. Order Value	Revenue Per Visit
	\$3,566.6	4,102	4,306	859	\$49,538.58	1,388.96%	\$57.67	\$12.08
	\$2,277.19	1,757	3,548	715	\$41,796.68	1,835.45%	\$58.46	\$23.79
	\$1,336.37	1,492	1,833	330	\$18,579.28	1,390.28%	\$56.3	\$12.51
	\$768.43	533	842	171	\$9,380.05	1,220.68%	\$54.85	\$17.8
	\$458.49	332	668	147	\$8,313.02	1,813.13%	\$56.55	\$25.04
	\$776.57	813	649	134	\$7,782.61	1,002.18%	\$58.08	\$9.57
	\$621	538	591	138	\$7,540.32	1,214.22%	\$54.64	\$14.04
	\$259.8	1,455	537	86	\$4,736.31	1,823.06%	\$55.07	\$3.26

Spend vs. Revenue



Campaigns that generated most store visits

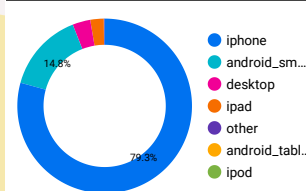


Performance across geographies

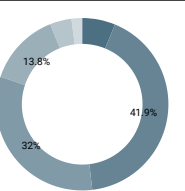
Top Revenue generating regions

Region	Store Visits %	Store Visits	Add to Carts	Add to Carts %	Purchases %	Purchases	Revenue %	Revenue	Avg. Order V.
Pennsylvania	49.51%	6K	58.45%	8,335	57.39%	1.6K	58.98%	95.1K	\$58.58
Ohio	6.75%	825	5.58%	795	5.34%	151	5.1%	8.2K	\$54.47
California	5.11%	624	4.38%	624	4%	113	4.05%	6.5K	\$57.84
	2.94%		2.41%		2.79%		2.92%		\$59.5
	3.52%		3.13%		2.9%		2.64%		\$51.98
	3.38%		2.61%		2.55%		2.44%		\$54.74
	2.02%		1.96%		2.16%		2.08%		\$55.02
	3.32%		2.05%		2.37%		1.93%		\$46.43
	2.36%		2.24%		1.98%		1.68%		\$48.34
	1.47%		1.27%		1.56%		1.49%		\$54.74
	1.78%		1.26%		1.41%		1.38%		\$55.64

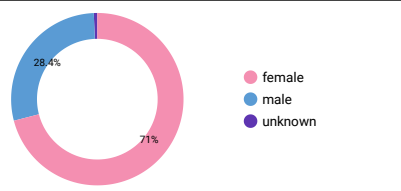
Revenue and Orders by Devices



Revenue by Age Group



Revenue by Gender



Age	Gender	Revenue	Purchases	Add To Carts
		\$50.69K	868	4,506
		\$16.55K	289	1,497
		\$309.91	7	40
		\$35.31K	598	3,302
		\$15.99K	265	1,366
		\$346.18	7	47
		\$13.76K	231	1,063
		\$8.24K	164	776
		\$220.92	2	15
		\$6.96K	137	647
		\$3.03K	57	294
		\$27	1	1
		\$5.21K	107	387
		\$1.29K	32	107
		\$29.99	1	5
		\$2.47K	48	144
		\$633.75	12	48

Video Ads Performance

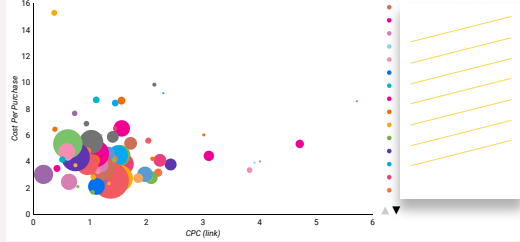
Ad name	Total Views	25% Viewed	50% Viewed	75% Viewed	100% Viewed
	52,907	18.6K	6,983	3,894	2,601
	45,674	17.6K	7,929	4,452	2,668
	10,237	5.5K	2,932	1,736	1,082
	2,301	102	46	28	17

Campaign Performance This Period vs. Previous Period

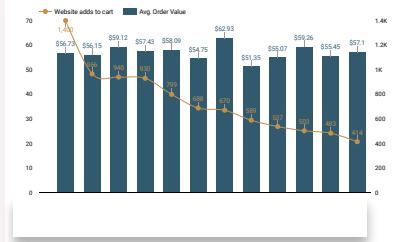
Campaign name	Amount spent	% Δ	Revenue	% Δ
	\$1,336.37	-	\$18.58K	-
	\$535.02	129.2% ↑	\$5.3K	29.6% ↓
	\$621	-	\$7.54K	-
	\$453.14	-	\$4.48K	-
	\$831.89	39.6% ↓	\$13.21K	21.0% ↓
	\$1,197.55	24.8% ↓	\$13.89K	11.6% ↓
	\$318.27	127.0% ↓	\$4.87K	41.3% ↓
	\$333.8	-	\$4.6K	-

Impressions: 1.3M	Amount spent: \$11.51K	Link clicks: 12.2K	Purchases: 2.8K	Revenue: \$161.15K	Avg. Order Value: \$57.00	Website adds to cart: 14.3K	Cost Per Purchase: \$4.07	Revenue Per Visit: \$13.23
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Ad Performance by Cost Per Visit and Cost per Purchase



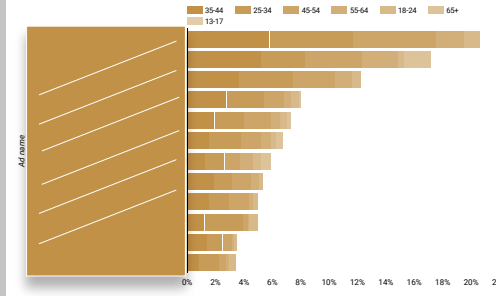
Best Performing Ads by Adds to Cart and Avg. Order Value



Ad name	Cost	Link clicks	Add To Carts	Orders	Revenue	ROAS	CPC	Cost Per Purchase	Revenue Per Visit	Avg. Order Value
	\$776.23	569	1,400	303	\$17,190.1	2,214.56%	\$1.36	\$2.56	\$30.21	\$6.73
	\$1,060.83	1,744	966	199	\$11,172.9	1,053.22%	\$0.61	\$5.33	\$6.41	\$6.15
	\$772.77	1,037	940	178	\$10,523.88	1,361.84%	\$0.75	\$4.34	\$10.15	\$9.12
	\$744.83	677	930	162	\$9,303.51	1,249.08%	\$1.1	\$4.6	\$13.89	\$7.43
	\$433.4	285	799	159	\$9,236.65	2,131.21%	\$1.52	\$2.73	\$32.41	\$8.09
	\$544.3	450	688	155	\$8,485.54	1,558.98%	\$1.21	\$3.51	\$18.86	\$4.75
	\$637.08	622	670	116	\$7,299.82	1,145.82%	\$1.02	\$5.49	\$11.74	\$2.93
	\$399.44	419	503	105	\$6,222.58	1,557.83%	\$0.95	\$3.8	\$14.85	\$9.26
	\$453.64	287	589	119	\$6,111.08	1,347.12%	\$1.58	\$3.81	\$21.29	\$1.35
	\$451.22	295	483	101	\$5,600.71	1,241.24%	\$1.53	\$4.47	\$18.99	\$5.45

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Ad Performance by Age



Ad name	35-44	25-34	45-54	55-64	18-24	65+
	\$1,203.21	\$7,625.03	\$4,806.5	\$1,733.92	\$1,127.39	\$694.05
	\$404.71	\$4,305.95	\$3,426.59	\$2,385.49	\$650.16	-
	\$631.6	\$4,774.88	\$3,714.05	\$1,315.01	\$88.34	-
	\$774.33	\$3,390.32	\$2,850.61	\$1,458.46	\$775.4	\$54.39
	\$229.91	\$3,971.88	\$3,084.03	\$1,291.02	\$511.86	\$147.95
	\$293.88	\$3,295	\$3,330.92	\$1,303.85	\$261.89	-
	\$393.41	\$3,096.21	\$2,098.9	\$1,171.46	\$116.97	\$422.87
	\$597.6	\$2,367.56	\$2,276.54	\$914.91	\$65.97	-
	\$498.32	\$2,486.61	\$2,056.61	\$837.79	\$231.75	-
	\$427.63	\$2,321.14	\$1,825.74	\$853.82	\$172.38	-
	\$521.49	\$2,201.84	\$1,911.21	\$502.64	\$115.93	-
	\$498.85	\$1,464.66	\$1,253.99	\$733.03	\$158.96	\$626.82
	\$187.34	\$2,226.61	\$1,050.67	\$75.57	\$119.93	-
	\$404.65	\$1,956.35	\$825.85	\$282.5	\$134.96	-
	\$259.89	\$1,339.29	\$1,187.2	\$490.85	\$99.94	\$109.98
	\$172.79	\$1,538.79	\$776.16	\$639.4	\$223.31	\$39.99
	-	\$1,595.46	\$700.08	\$408.38	\$219.9	\$137.95

Ad Clicks by Location

Ad name	Region / Store Visits															
	Pennsylv	Ohio	California													
	701	127	84	78	65	66	54	62	40	54	18	26	24	21	26	
	674	102	76	61	39	38	38	53	37	13	27	41	28	20	11	
	432	86	31	55	52	39	56	30	14	18	15	13	24	14	12	
	495	32	24	4	9	16	9	6	8	7	10	4	3	5	3	
	325	48	56	27	37	25	24	22	12	14	7	4	3	9	8	
	221	54	35	33	17	25	18	13	18	11	13	9	12	5	3	
	85	55	41	14	21	38	17	10	16	14	12	12	7	8	16	
	149	31	26	20	18	17	25	13	16	16	8	8	9	6	7	
	70	26	83	20	31	27	18	10	14	10	6	7	9	5	6	
	405	11	-	-	-	-	-	-	-	-	3	-	-	-	-	
	193	16	6	15	8	7	5	4	6	5	5	3	3	-	2	
	209	16	10	2	4	5	2	8	1	5	5	1	4	-	2	
	130	20	14	8	12	11	6	9	9	6	10	6	7	2	3	
	263	6	-	-	-	-	-	-	-	-	6	-	-	-	-	
	98	25	16	13	7	12	7	8	7	7	3	4	7	2	-	

Ad/Post with Most Reactions and Shares

Post message	Post shares	Post reactions	Post comments	Photo views	Video Views	Post saves	Revenue
	25	748	10	0	0	22	\$17,280.05
	19	676	15	0	0	32	\$21,821.04
	7	324	3	0	6,383	22	\$7,120.76
	16	262	5	0	8,773	9	\$12,317.46
	16	242	6	0	16,216	8	\$26,542.71
	9	229	5	0	0	8	\$7,299.82
	11	214	3	0	0	1	\$8,456.77

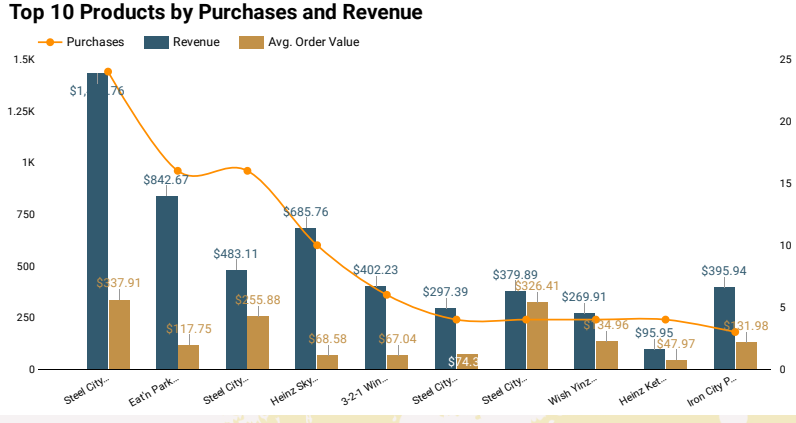
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Ad Creative Performers

Ad Creative Image	Ad name	Cost	Link clicks	Add To Carts	Orders	Revenue	ROAS	CPC	Cost Per Purchase	Revenue Per Visit	Avg. Order Value
Ad #1 (Image)		\$776.23	569	1,400	303	\$17,190.1	2,214.56%	\$1.36	\$2.56	\$30.21	\$6.73
Ad #2 (Image)		\$681.72	934	860	160	\$9,482.93	1,391.03%	\$0.73	\$4.26	\$10.15	\$9.27
Ad #3 (Image)		\$544.3	450	688	155	\$8,485.54	1,558.98%	\$1.21	\$3.51	\$18.86	\$4.75
Ad #4 (Image)		\$769.8	1,304	698	155	\$8,438.57	1,096.2%	\$0.59	\$4.97	\$6.47	\$4.44

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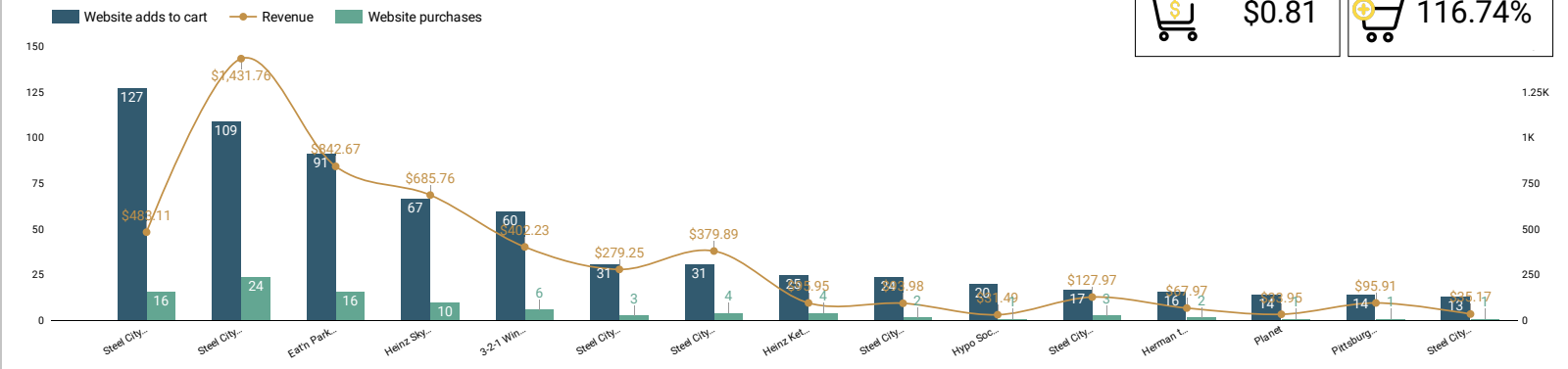
Impressions 1.3M	Amount spent \$11.51K	Link clicks 12.2K
Purchases 2.8K ↑ 188.3%	Revenue \$161.15K ↑ 209.7%	Avg. Order Value \$57.00
Website adds to cart 14.3K	Cost Per Purchase \$4.07	Revenue Per Visit \$13.23 ↑ 34.9%



Performance by Products

Product Name	Store Visits%	Store Visits	Add To Carts %	Add To Carts	Purchases %	Purchases	Revenue %	Revenue
	1.36%	166	0.76%	109	0.85%	24	0.89%	\$1.43K
	1.39%	170	0.64%	91	0.57%	16	0.52%	\$842.67
	0.69%	84	0.47%	67	0.35%	10	0.43%	\$685.76
	1.14%	139	0.89%	127	0.57%	16	0.3%	\$483.11
	0.7%	86	0.42%	60	0.21%	6	0.25%	\$402.23
	0.02%	2	0.05%	7	0.11%	3	0.25%	\$395.94
	0.55%	67	0.22%	31	0.14%	4	0.24%	\$379.89
	0.18%	22	0.09%	13	0.14%	4	0.18%	\$297.39
	0.33%	40	0.22%	31	0.11%	3	0.17%	\$279.25
	0.2%	24	0.09%	13	0.14%	4	0.17%	\$269.91
Grand total	100%	12,215	100%	14,260	100%	2.8K	100%	\$161.21K

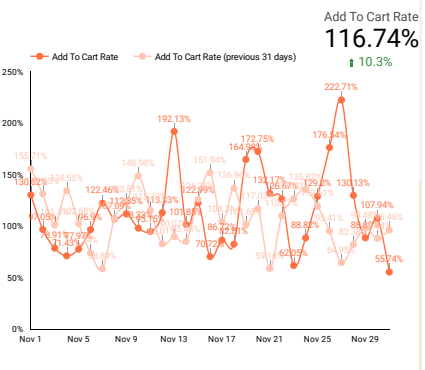
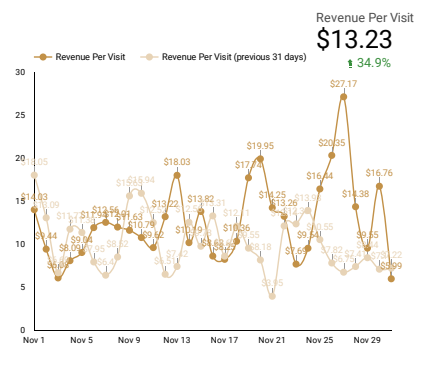
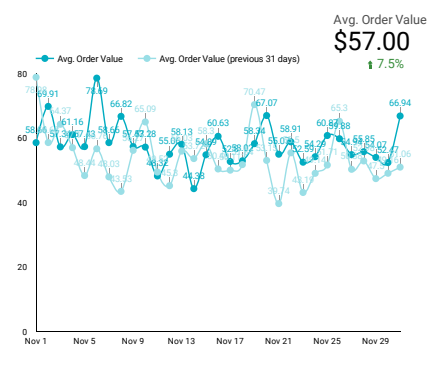
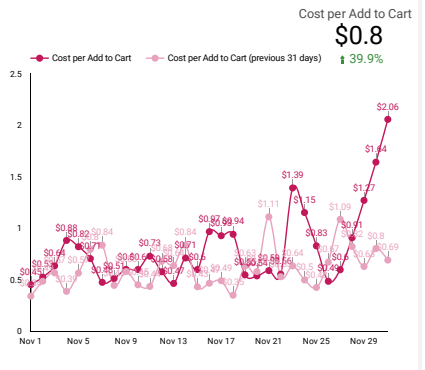
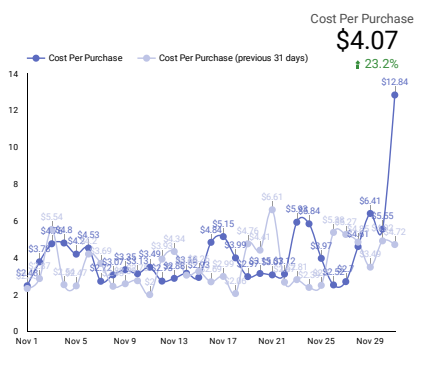
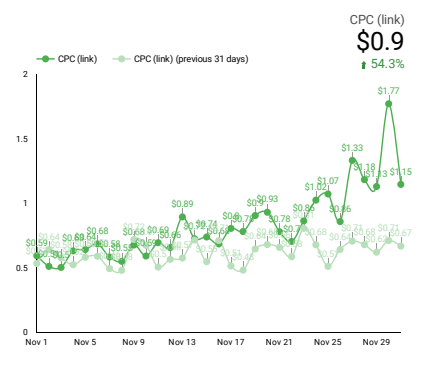
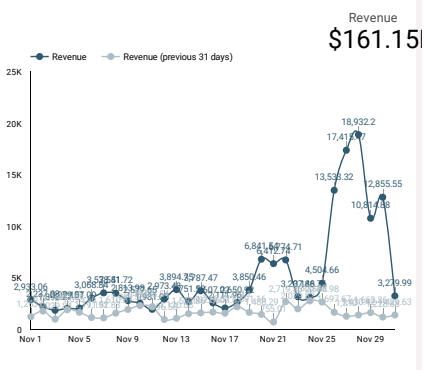
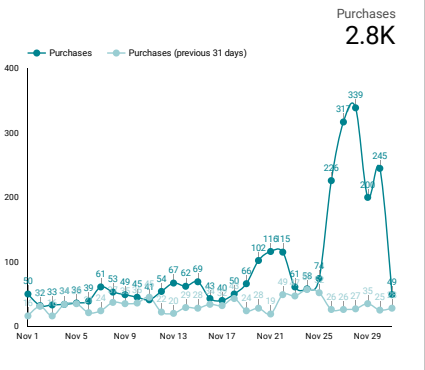
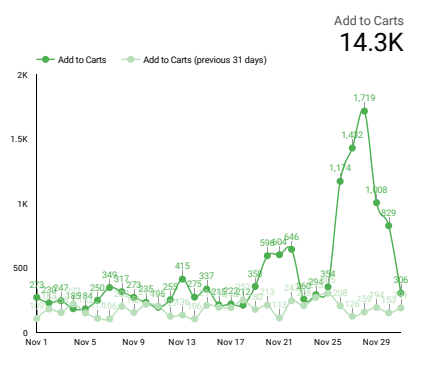
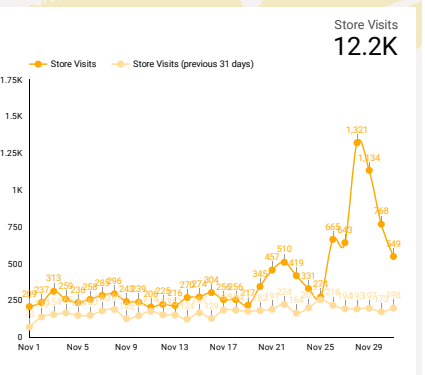
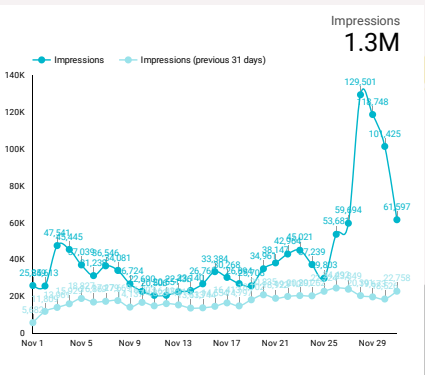
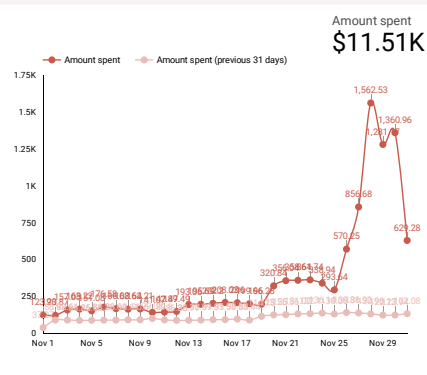
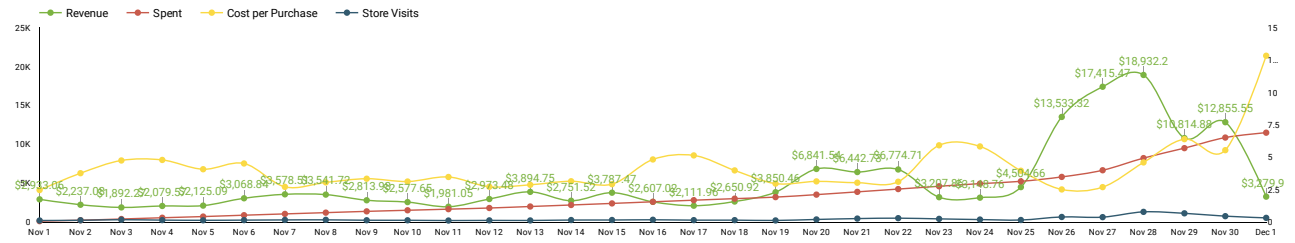
Top Products by Add To Carts and Revenue

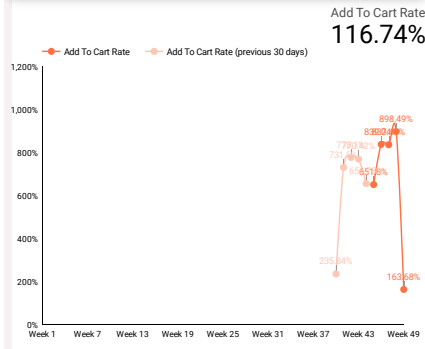
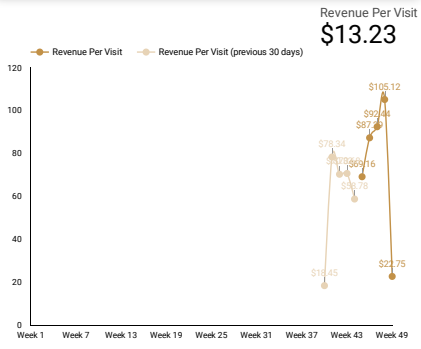
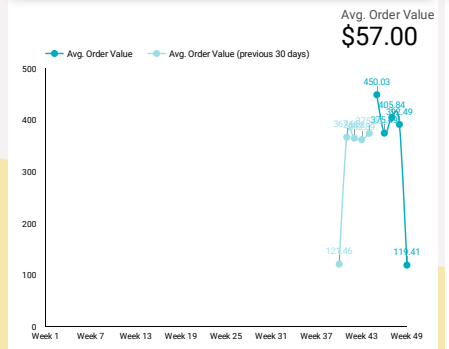
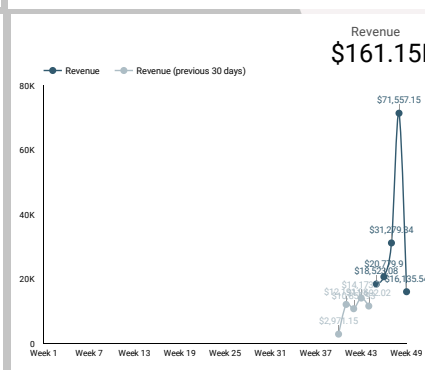
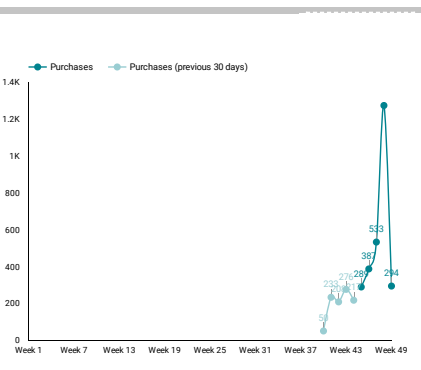
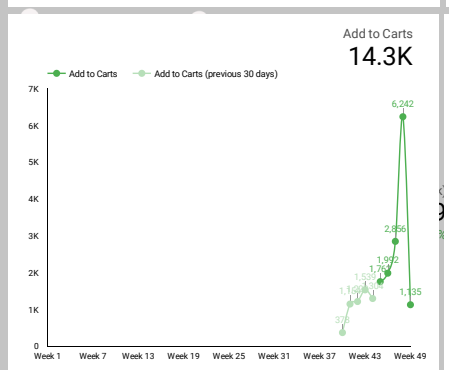
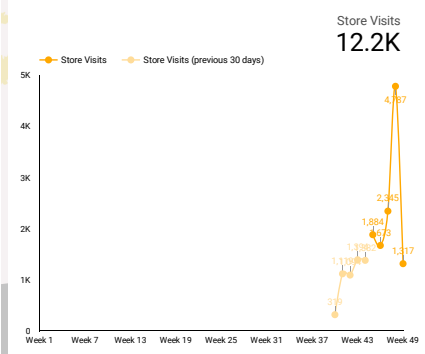
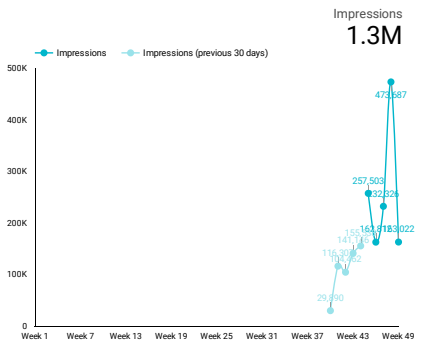
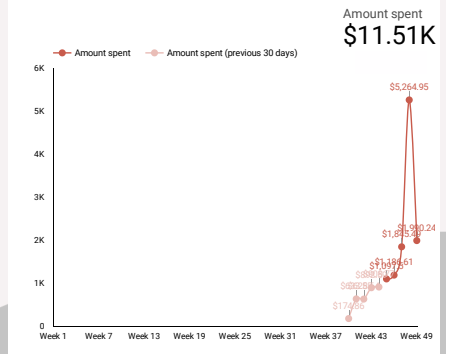
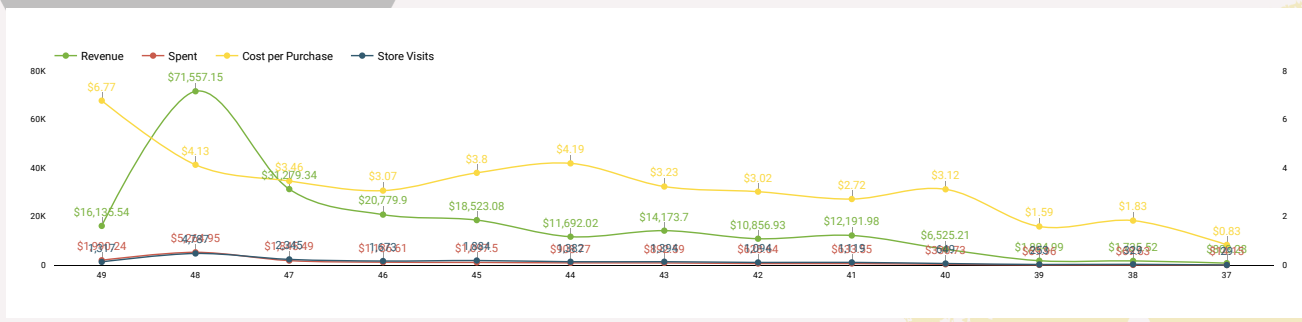
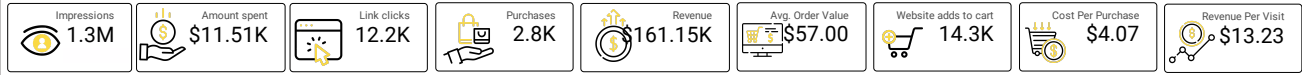


Cost Per Add to Cart: \$0.81

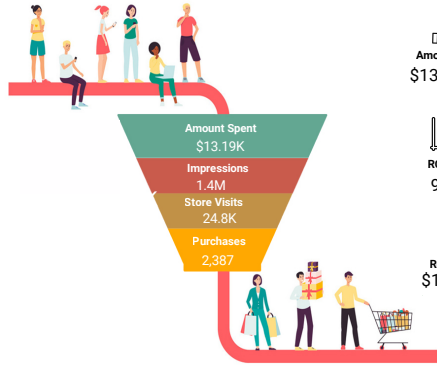
Add To Cart Rate: 116.74%

Impressions 1.3M	Amount spent \$11.51K	Link clicks 12.2K	Purchases 2.8K	Revenue \$161.15K ↑ 209.7%	Avg. Order Value \$57.00	Website adds to cart 14.3K ↑ 133.9%	Cost Per Purchase \$4.07	Revenue Per Visit \$13.23
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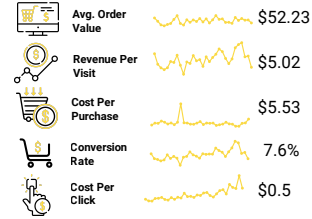


Journey to purchase



Insights

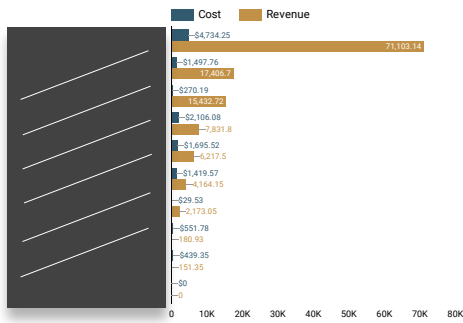
Impressive results! Campaigns are performing really well. We have invested \$13,192.22 in advertisements and received \$124,661.34 in return, that is 944.96% return on investment.



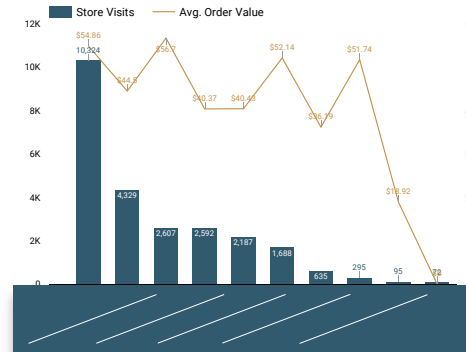
All campaigns at glance

Campaign	Cost	% Δ	Store Visits	% Δ	Purchases	% Δ	Revenue	% Δ	ROAS	% Δ	Avg. Order Value	% Δ	Revenue Per Visit	% Δ	
	-2,607		10,324	128.5%	1,296	185.5%	71,103.14	222.1%	15.02		54.86	12.8%	6.89	41.0%	
	-1,688		-	-	307	-	17,406.7	-	11.62		56.7	-	6.68	-	
	45.1%		4,329	-0.9%	176	0.6%	7,831.8	2.4%	3.72		44.5	1.9%	1.81	3.4%	
	81.4%		2,992	14.4%	154	58.8%	6,217.5	37.4%	3.67		40.37	-13.5%	2.4	20.1%	
	27.0%		2,187	21.0%	103	1.0%	4,164.15	-10.4%	2.93		40.43	-11.3%	1.9	-26.0%	
	-81.7%		295	-78.8%	42	-78.5%	2,173.05	-77.1%	73.59		25.0%	51.74	6.9%	7.37	7.8%

Spend vs. Revenue



Campaigns that generated most store visits

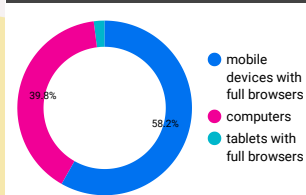


Performance across geographies

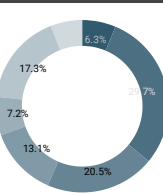
Top Revenue generating regions

City	Store Visits %	Store Visits	Revenue %	Revenue	Purchases %	Purchases	Avg. Order Value
	44.18%	49,311	49.31%	\$61,470.79	1,185	1.2K	51.9
	0.46%	0.82%		\$1,022.29	13	13	78.6
	0.52%	0.74%		\$916.81	13	13	191.5
	0.33%	0.72%		\$897.13	12	12	74.8
	0.02%	0.6%		\$743.79	3	3	247.9
	0.79%	0.54%		\$671.8	15	15	44.8
	0.64%	0.51%		\$635.15	15	15	42.3
	0.52%	0.47%		\$589.24	11	11	53.6
	0.11%	0.47%		\$580.8	4	4	145.2
	0.58%	0.46%		\$572.73	10	10	57.3
	0.01%	0.44%		\$547.89	3	3	182.6

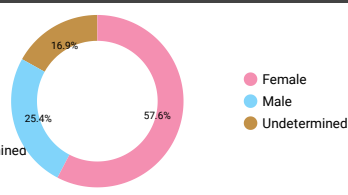
Revenue and Orders by Devices



Revenue by Age Group



Revenue by Gender



Age	Gender	Revenue	Revenue %	Purchases	Purchases %	Cost
		\$27,52K	22.07%	488	20.44%	\$1,695.3
		\$9,45K	7.58%	178	7.46%	\$1,001.07
		\$29.99	0.02%	1	0.04%	\$2.6
		\$17,78K	14.26%	305	12.78%	\$1,149.05
		\$7,78K	6.24%	141	5.91%	\$1,119.75
		\$0	0%	0	0%	\$14.24
		\$21,04K	16.88%	412	17.26%	\$2,170.23
		\$427.28	0.34%	9	0.38%	\$82.61
		\$86.97	0.07%	5	0.21%	\$109.61
		\$9,63K	7.72%	204	8.55%	\$1,180.9
		\$6,65K	5.34%	133	5.57%	\$981.89
		\$0	0%	0	0%	\$11.02
		\$6,11K	4.9%	131	5.49%	\$968.36
		\$2,87K	2.3%	65	2.72%	\$659.39
		\$0	0%	0	0%	\$4.55
		\$5,13K	4.11%	110	4.61%	\$524.7
		\$2,75K	2.21%	54	2.26%	\$350.9

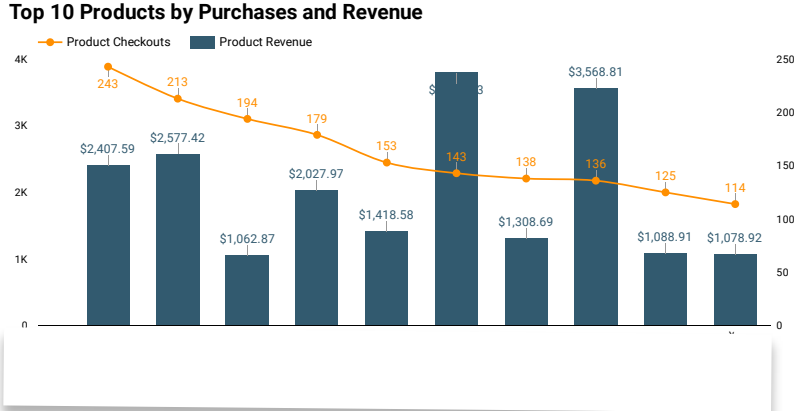
Video Ads Performance

Campaign	Video views	Video played to 25%	Video played to 50%	Video played to 75%	Video played to 100%
	3,788	46.16%	25.06%	20.14%	14.74%

Campaign Performance This Period vs. Previous Period

Campaign	Cost	% Δ	Revenue	% Δ
	\$188.12	55.2%	\$0	-100.0%
	\$683.05	69.8%	\$2,35K	66.1%
	\$2,018.87	79.0%	\$30.16K	86.0%
	\$657.5	83.2%	\$2,44K	140.8%
	\$656.25	120.6%	\$8,44K	71.0%
	\$130.17	98.2%	\$8,07K	244.7%
	\$473.84	99.0%	\$1.4K	36.4%

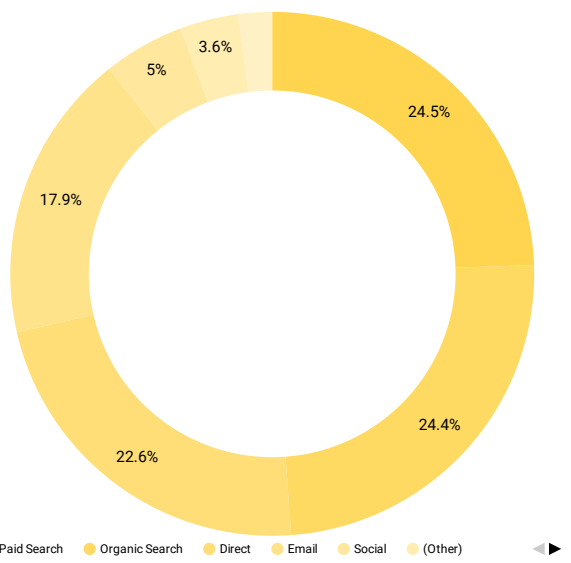
Impressions 1.4M	Cost \$13.19K	Clicks 24.8K
Purchases 76.0K	Revenue \$425.28K	Avg. Order Value \$60.41
Product Adds To Cart 56.4K	Cost per Conversion \$0.2	Revenue Per Visit \$17.13



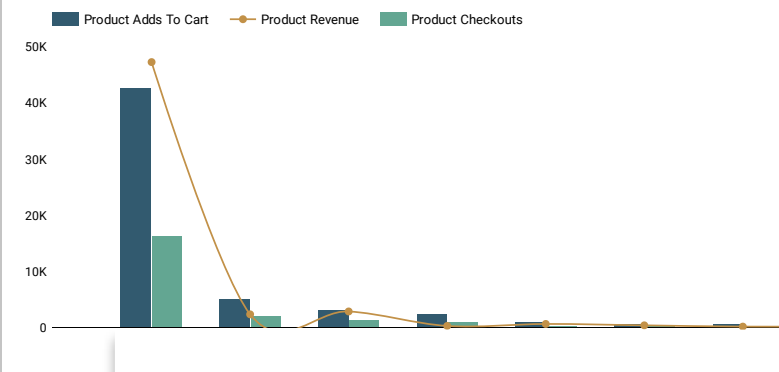
Performance by Products

Product	Add to Carts	Add to Carts %	Purchases %	Purchases	Revenue %	Revenue
	322	0.57%	0.66%	143	0.87%	\$3.81K
	316	0.56%	0.62%	136	0.82%	\$3.57K
	203	0.36%	0.35%	76	0.78%	\$3.41K
	155	0.27%	0.31%	68	0.67%	\$2.91K
	144	0.26%	0.31%	68	0.6%	\$2.64K
	159	0.28%	0.28%	62	0.59%	\$2.58K
	535	0.95%	0.98%	213	0.59%	\$2.58K
	219	0.39%	0.39%	86	0.58%	\$2.52K
	166	0.29%	0.28%	61	0.56%	\$2.45K
	558	0.99%	1.11%	243	0.55%	\$2.41K
Grand total	126	0.22%	0.22%	47	0.53%	\$2.31K
		100%	100%	21,827	100%	\$19K

Performance by Channel

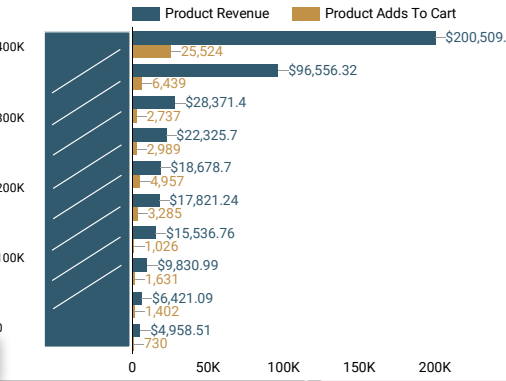


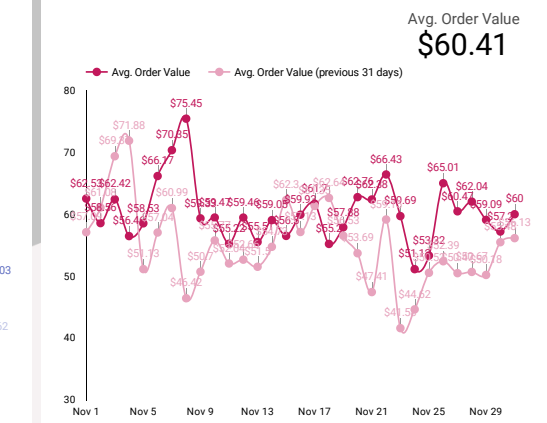
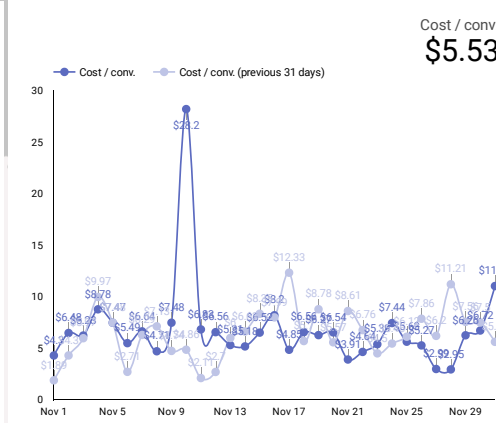
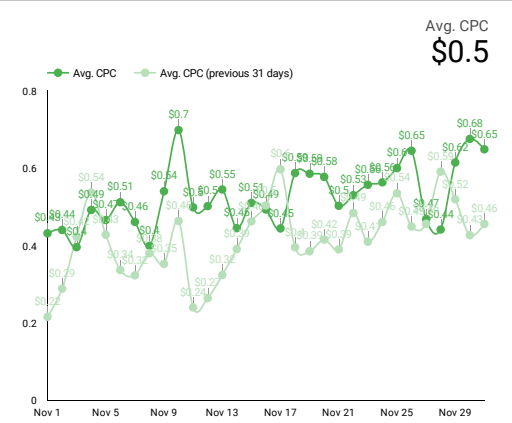
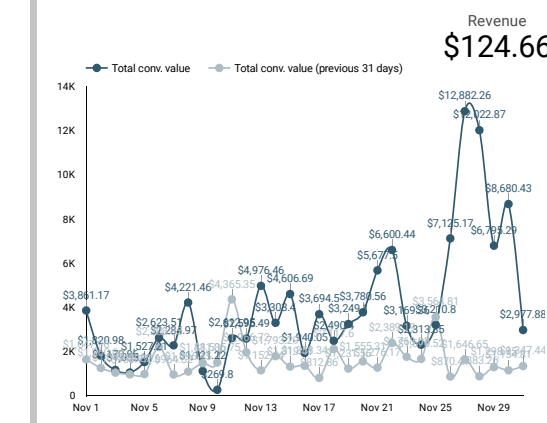
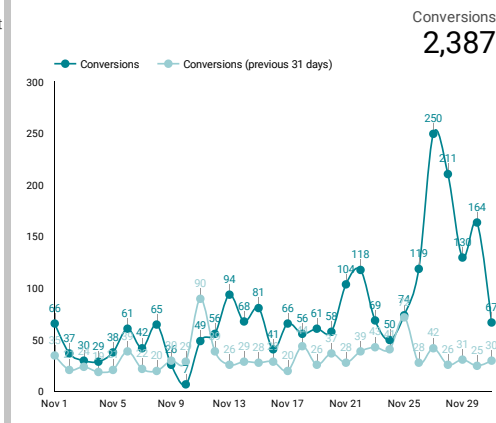
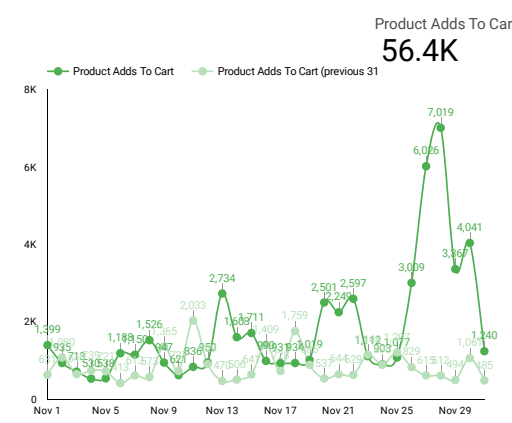
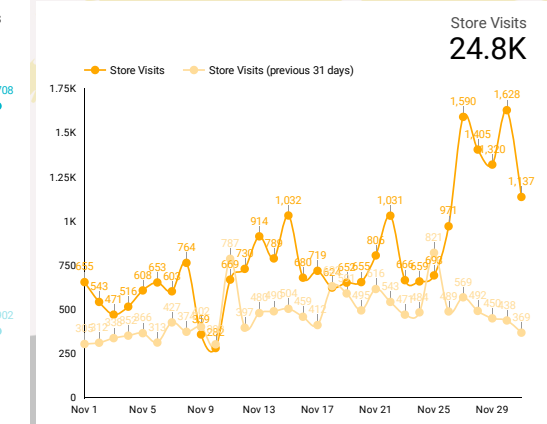
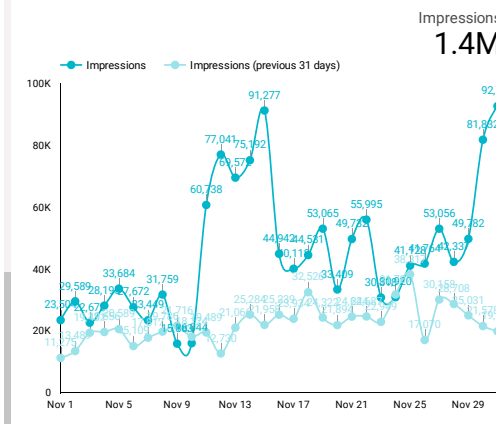
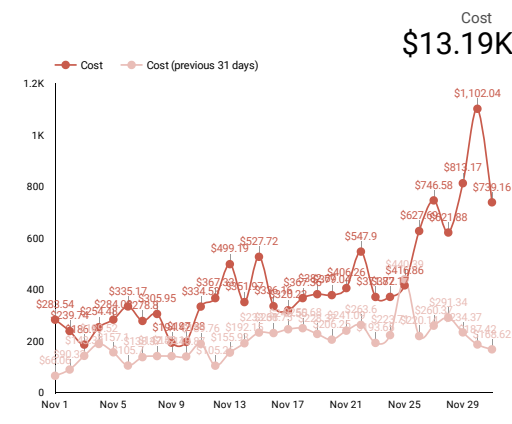
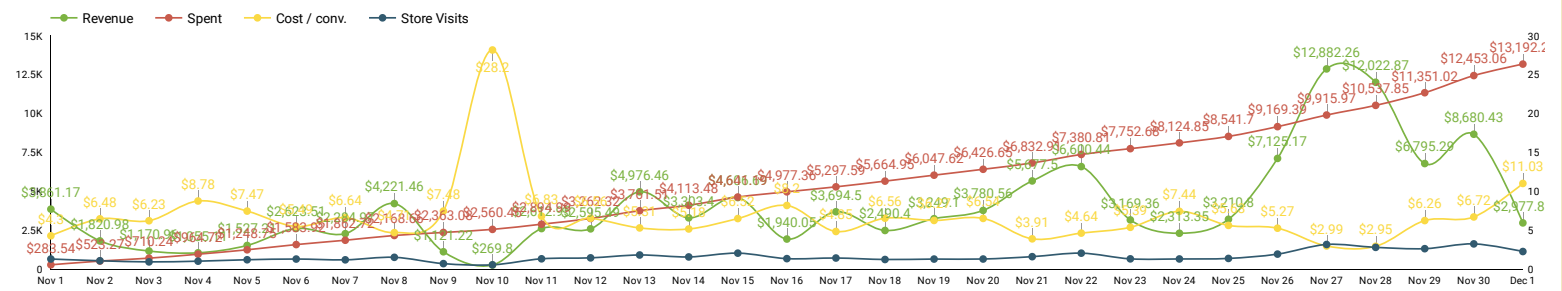
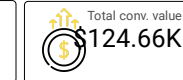
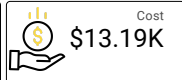
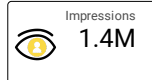
Top Products Brands by Add To Carts and Revenue



Cost per Transaction
\$1.87

Most Popular Product Categories





Impressions 1.4M	Cost \$13.19K	Clicks 24.8K	Conversions 2.4K	Total conv. value \$124.66K	Avg. Order Value \$60.41	Product Adds To Cart 56.4K	Cost / conv. \$5.53	Revenue Per Visit \$5.02
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