

Your performance report



Report date: 23/07/2018 – 29/07/2018

Compared to 16/07/2018 – 22/07/2018

Duration: 7 days

Impressions

The number of times your campaign was shown



11 385
Impressions

-20.89%
Previous:
14 391

Source: Whatagraph DCM

Sales

Amount of campaign-assisted transactions on your website during this period



11 668
Sales transactions

+24.49%
Previous:
9 373

Source: Whatagraph DCM

Investment

Money spent on advertising campaigns during this period



\$2,078.78
Invested in campaigns

-69.06%
Previous:
\$6,719.03

Source: Whatagraph DCM

Revenue

Total amount of revenue generated from traffic brought by the campaigns



\$9,231.47
Revenue

-1.57%
Previous:
\$9,378.97

Source: Whatagraph DCM

Overall KPI

Sales 9 934

Conversion rate 1.23%

Investment \$14,609.00

Revenue \$7,868.00

Return on advertising spending \$0.54

Average order value \$0.79

Source: Whatagraph DCM

North America revenue

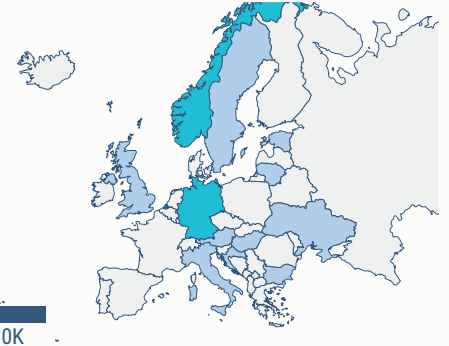
\$1,506.82



Source: Whatagraph DCM

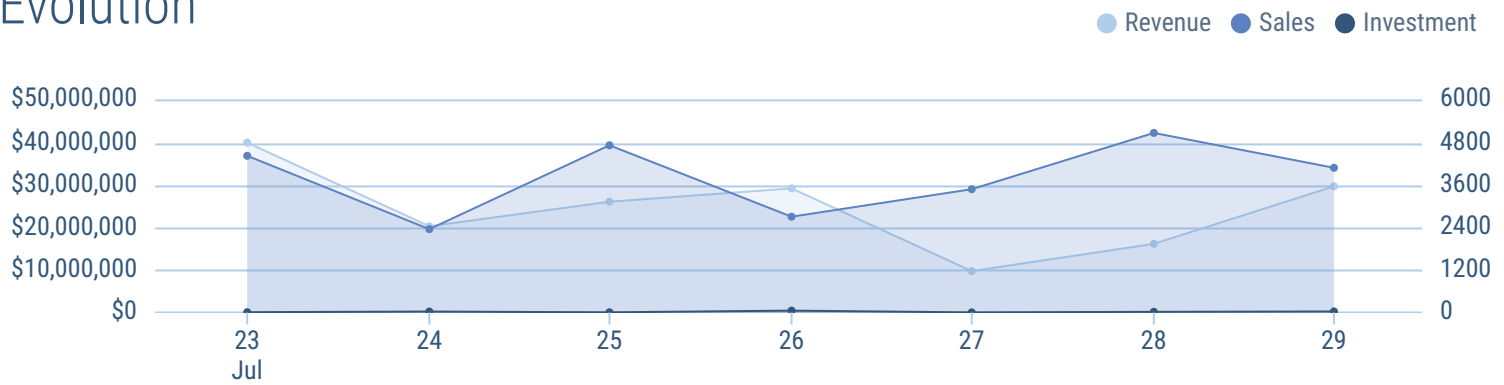
Europe revenue

\$2,411.38



Source: Whatagraph DCM

Evolution



Source: Whatagraph DCM

KPI's summary

	Impressions	Clicks	Sales	Investment	Revenue	CTR	ROAS	Conversion rate
1 Germany	416 529	32 647	\$4,812.00	\$4,743.00	\$35,524.00	7.84%	\$7.49	14.74%
2 Norway	361 796	31 561	\$4,293.00	\$4,481.00	\$34,809.00	8.72%	\$7.77	13.60%
3 Ukraine	337 021	30 500	\$3,119.00	\$4,413.00	\$30,735.00	9.05%	\$6.96	10.23%
4 Sweden	318 174	30 261	\$3,063.00	\$3,965.00	\$30,397.00	9.51%	\$7.67	10.12%
5 United Kingdom	304 103	30 095	\$3,015.00	\$3,065.00	\$30,189.00	9.90%	\$9.85	10.02%
6 Austria	301 625	30 030	\$3,015.00	\$3,054.00	\$30,039.00	9.96%	\$9.84	10.04%
7 Lithuania	301 295	30 016	\$3,015.00	\$3,041.00	\$30,027.00	9.96%	\$9.87	10.04%
8 Estonia	300 869	30 007	\$3,014.00	\$3,010.00	\$30,020.00	9.97%	\$9.97	10.04%
9 Hungary	300 244	30 005	\$3,009.00	\$3,001.00	\$30,003.00	9.99%	\$10.00	10.03%
10 Italy	300 135	30 005	\$3,002.00	\$3,000.00	\$30,001.00	10%	\$10.00	10%
Total:	3 241 791	305 127	\$33,357.00	\$35,773.00	\$311,744.00	10%	\$10.00	10%

Source: Whatagraph DCM