

CLIENT NAME | Monthly Report

1 Oct 2021 - 31 Oct 2021

Current Month | Sales

GROSS SALES

\$397.45K

↑ 12.4%

ORDERS

7,624.15

↑ 11.9%

AOV

\$63.87

↑ 3.3%

UNITS

9,757.75

↑ 14.1%

Current Month | Traffic/Conversion

TRAFFIC P/D

928

↑ 18.8%

TRAFFIC

25,977

↑ 18.8%

CONVERSION

17.84%

↓ -6.1%

PAGE VIEWS

35,099

↑ 19.4%

Current Month | PPC Metrics

PPC SALES

\$220.00K

↑ 39.9%

PPC SPEND

\$47.23K

↓ -2.5%

PPC ORDERS

3K

↑ 32.6%

ORGANIC SALE

\$198.26K

↓ -1.5%

ACoS

21.39%

↓ -30.3%

TACoS

10.72%

↓ -15.6%

CTR

0.41%

↑ 20.7%

CLICKS

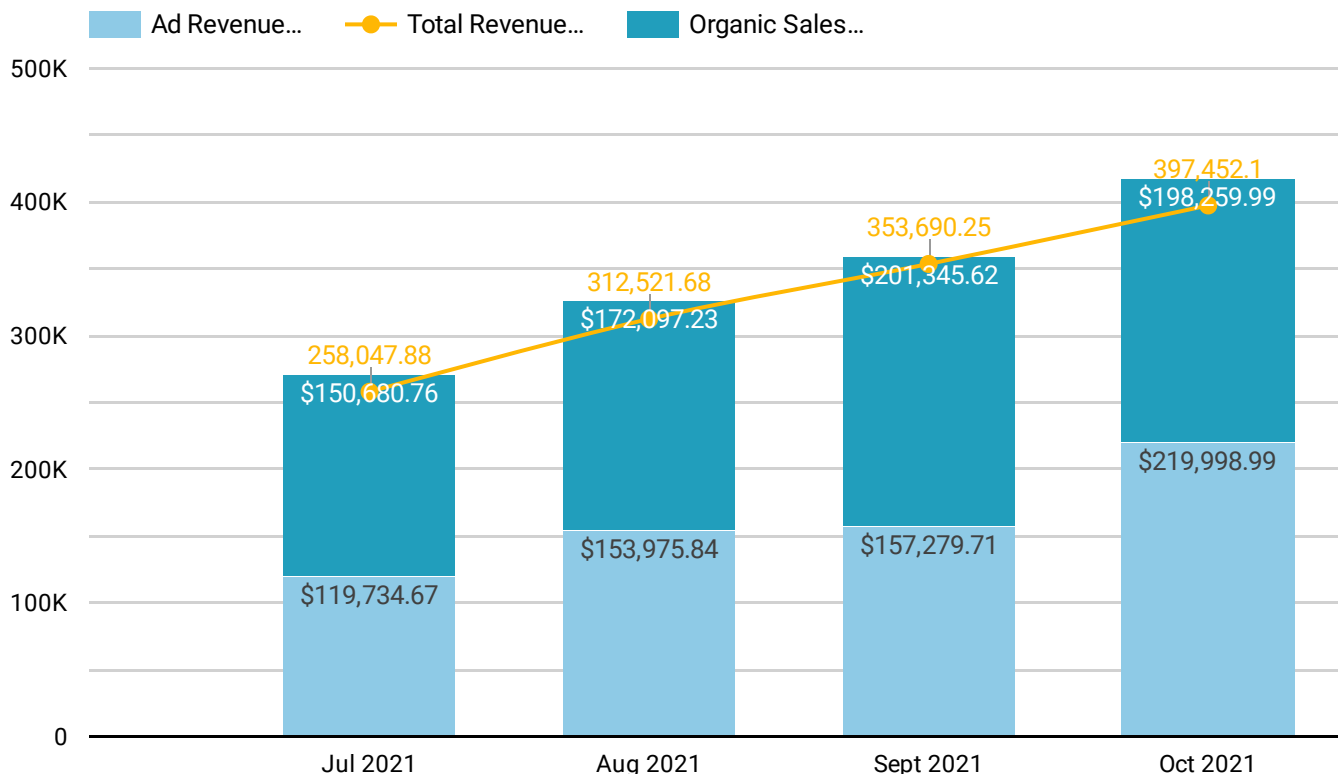
25,032

↑ 19.8%

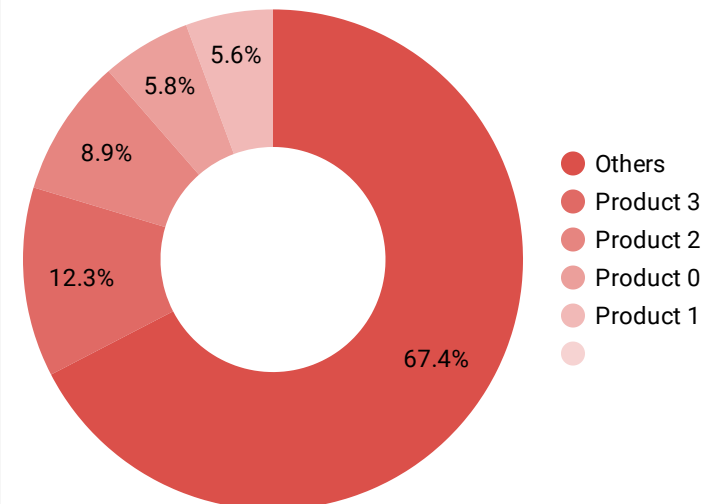
IMPRESSIONS

6.16M

↓ -0.8%



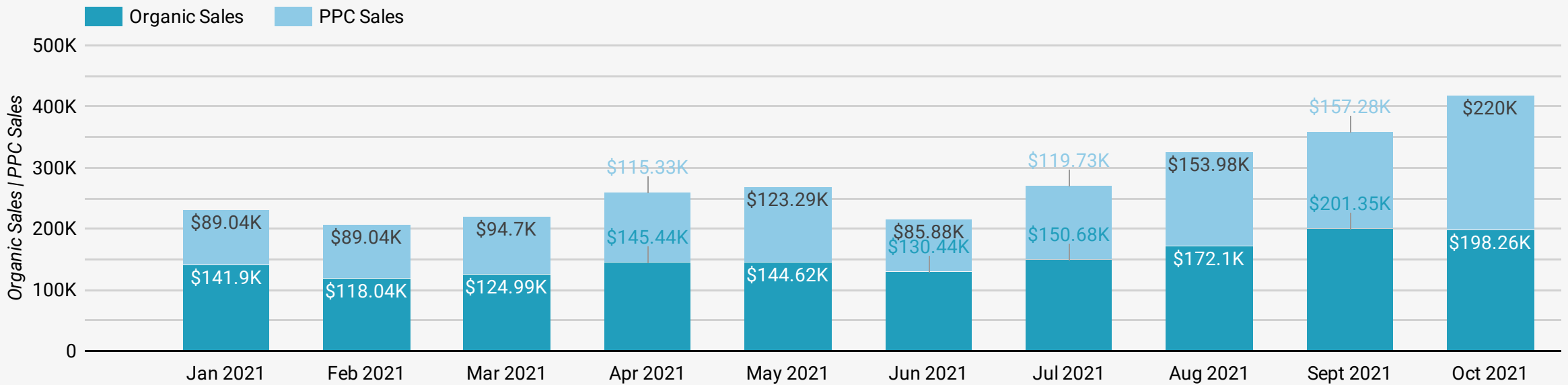
Units Ordered



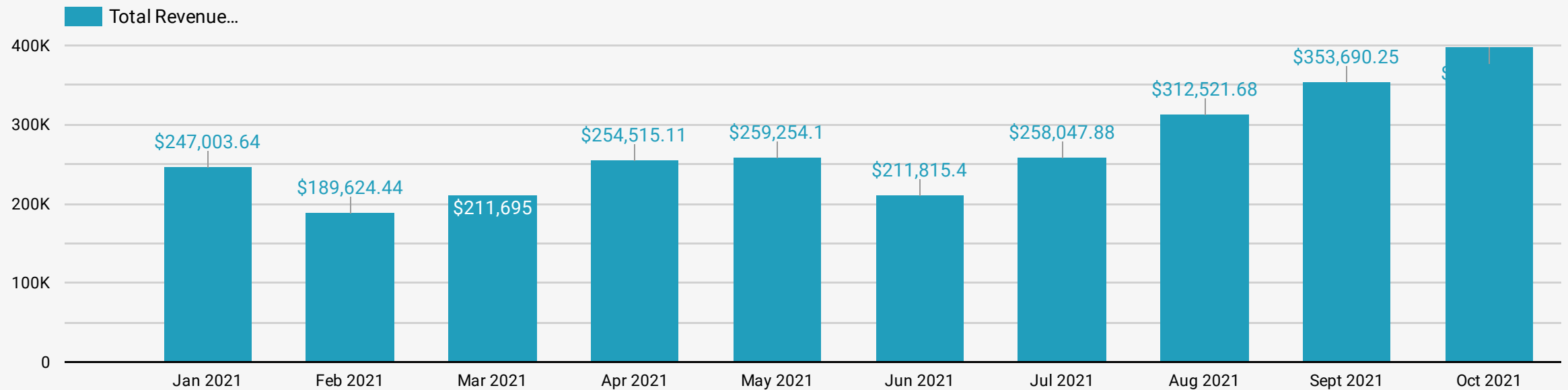
CLIENT NAME | Monthly Report

1 Jan 2021 - 31 Oct 2021

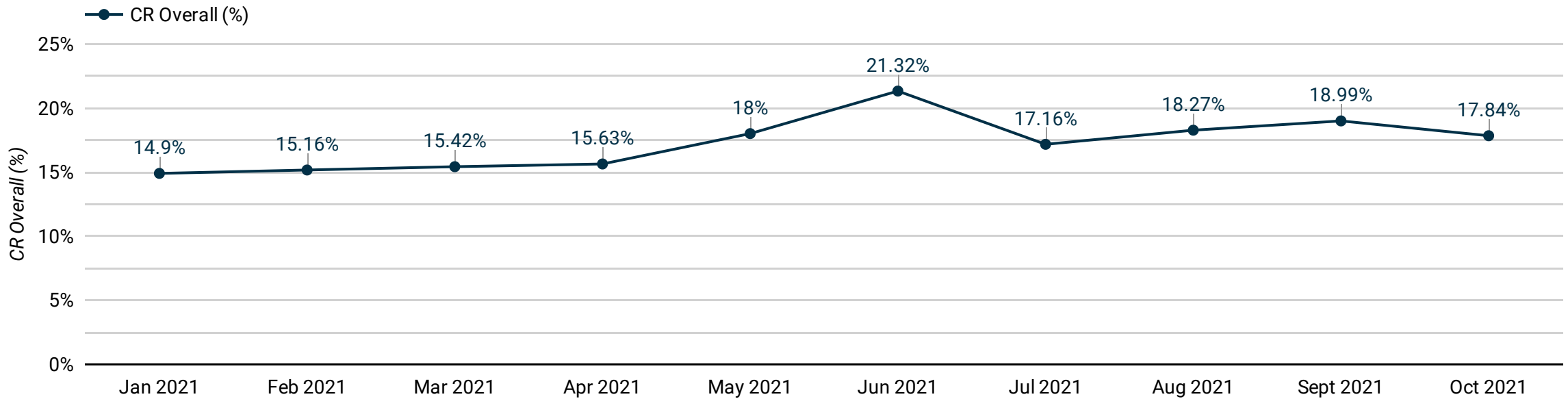
PPC v ORGANIC RATIO



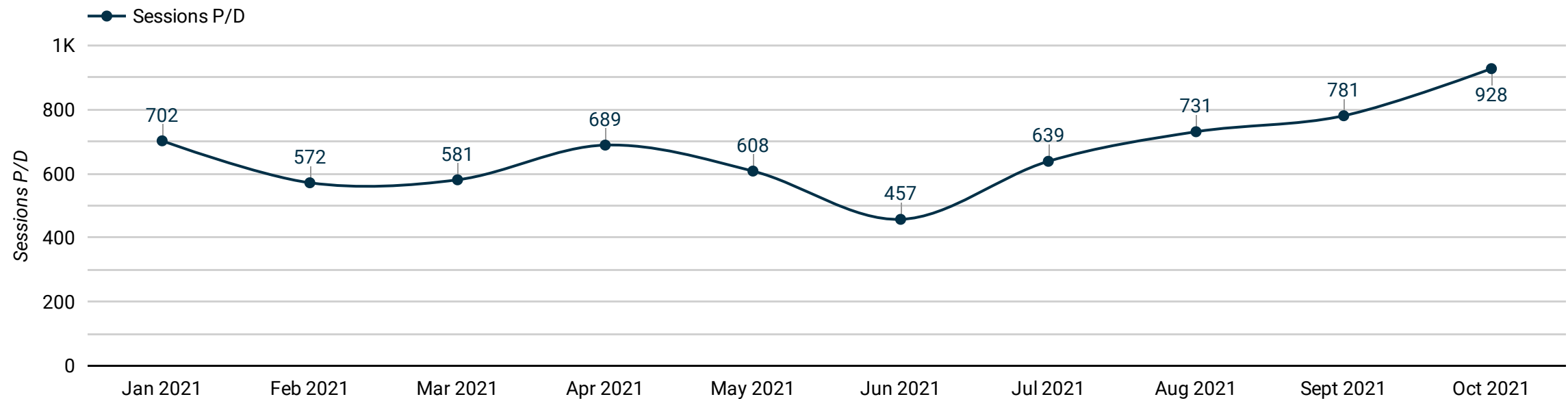
GROSS SALES



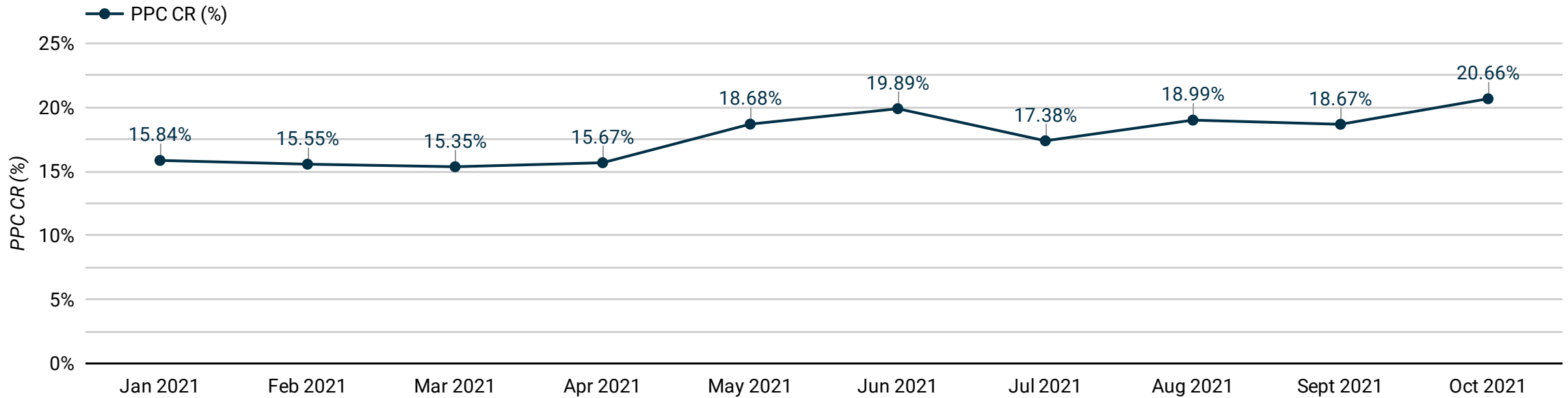
YEAR TO DATE CONVERSION RATE



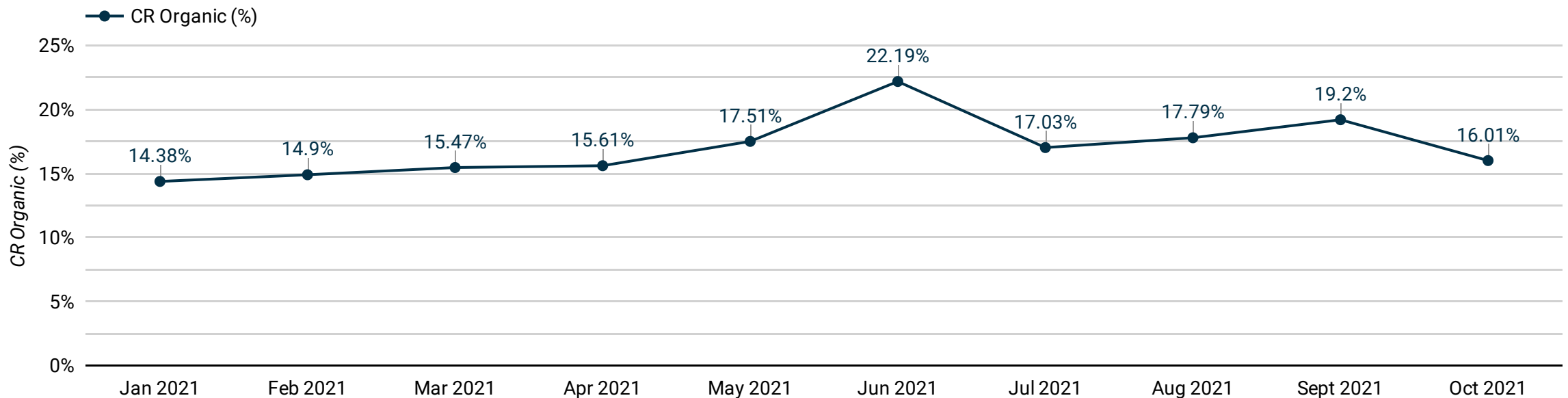
BRAND TRAFFIC



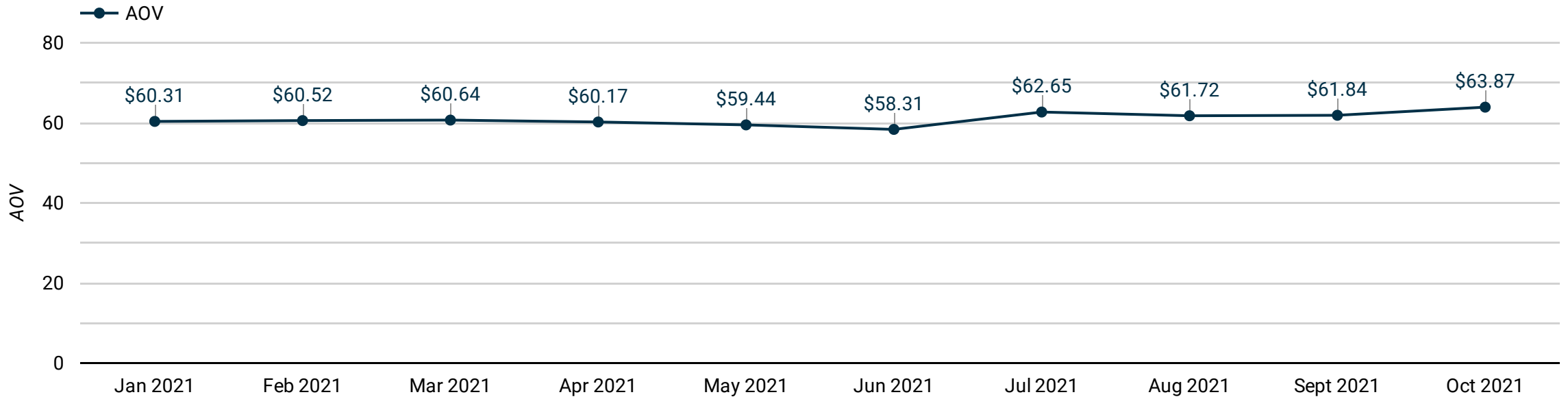
PPC CONVERSION RATE



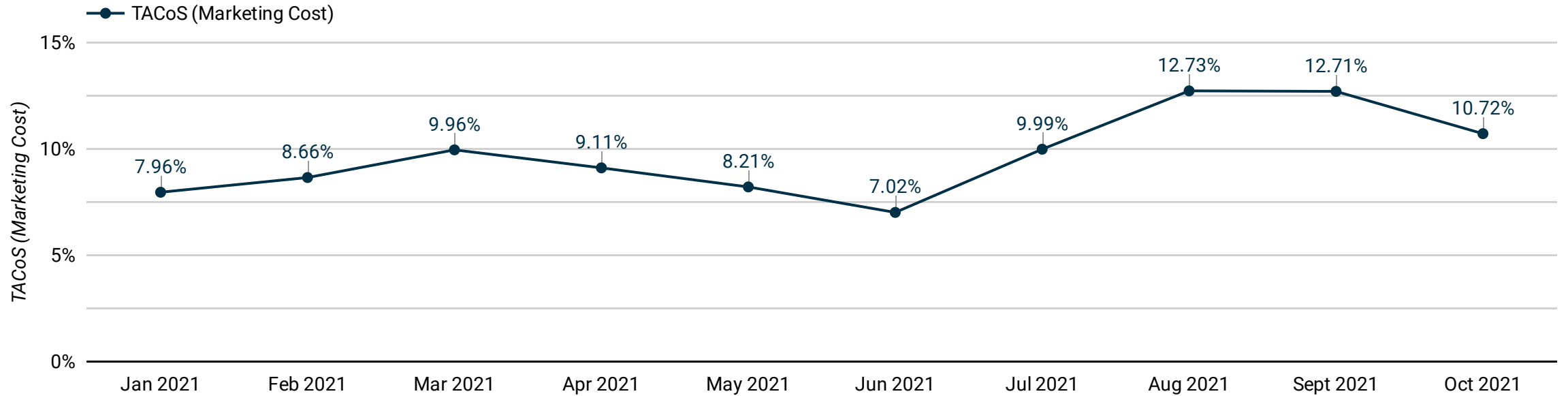
ORGANIC CONVERSION RATE



Average Order Value (AOV)



12-MONTH MARKETING COST (%)

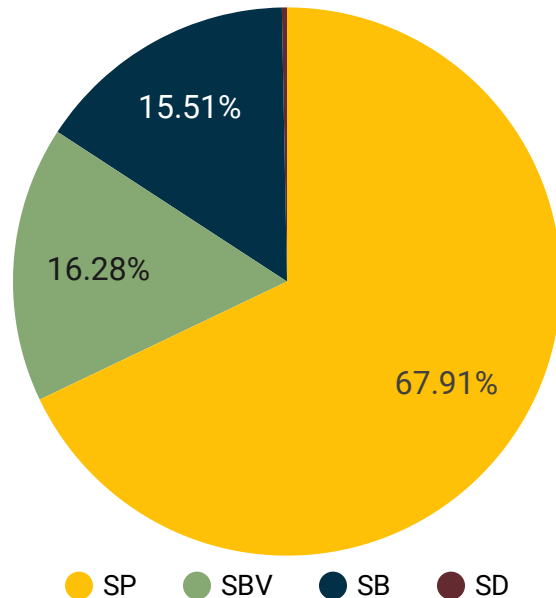




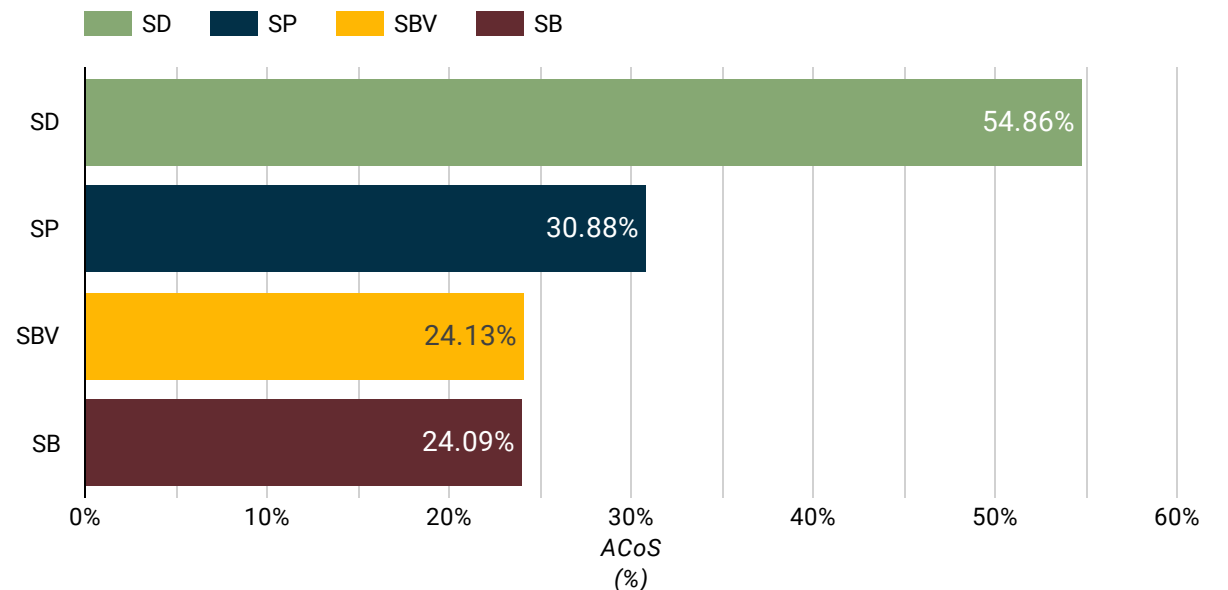
PPC Breakdown

PPC Type	Impressions (CT)	% of Impressions (%)	CTR (%)	Ad Spend (\$/€/£)	% of Spend (%)	PPC Orders (CT)	Ad Revenue (\$/€/£)	% of Revenue (%)
1. Sponsored Brand Videos	319.31K	6.28%	1.67%	\$5,358.55	13.64%	443	\$22.21K	16.28%
2. Sponsored Display	98.15K	1.93%	0.18%	\$224	0.57%	7	\$408.29	0.3%
3. Sponsored Brands	441.06K	8.68%	0.45%	\$5,095.27	12.97%	365	\$21.15K	15.51%
4. Sponsored Products	4.22M	83.1%	0.29%	\$28,605.72	72.82%	1,727	\$92.63K	67.91%
Grand total	5.08M	100%	2.59%	\$39,283.54	100%	2,542	\$136.39K	100%

Percent of Revenue



ACoS (Advertising Cost of Sale)





PRODUCTS

	Product	Product Total Revenue (\$/€/£) ▾	Product Organic Sales (\$/€/£)	Product Total Ad Revenue (\$/€/£)	Total Revenue % of this Product
1.	Others	\$198.05K	\$134,028.88	\$90,271.37	62.97%
2.	Product 3	\$44.98K	\$41,287.62	\$10,995.08	14.30%
3.	Product 2	\$32.81K	\$19,392.67	\$15,056.55	10.43%
4.	Product 0	\$24.13K	\$16,022.89	\$11,750.01	7.67%
5.	Product 1	\$14.55K	\$11,163.6	\$7,912.91	4.63%
6.	null	null	null	null	null