

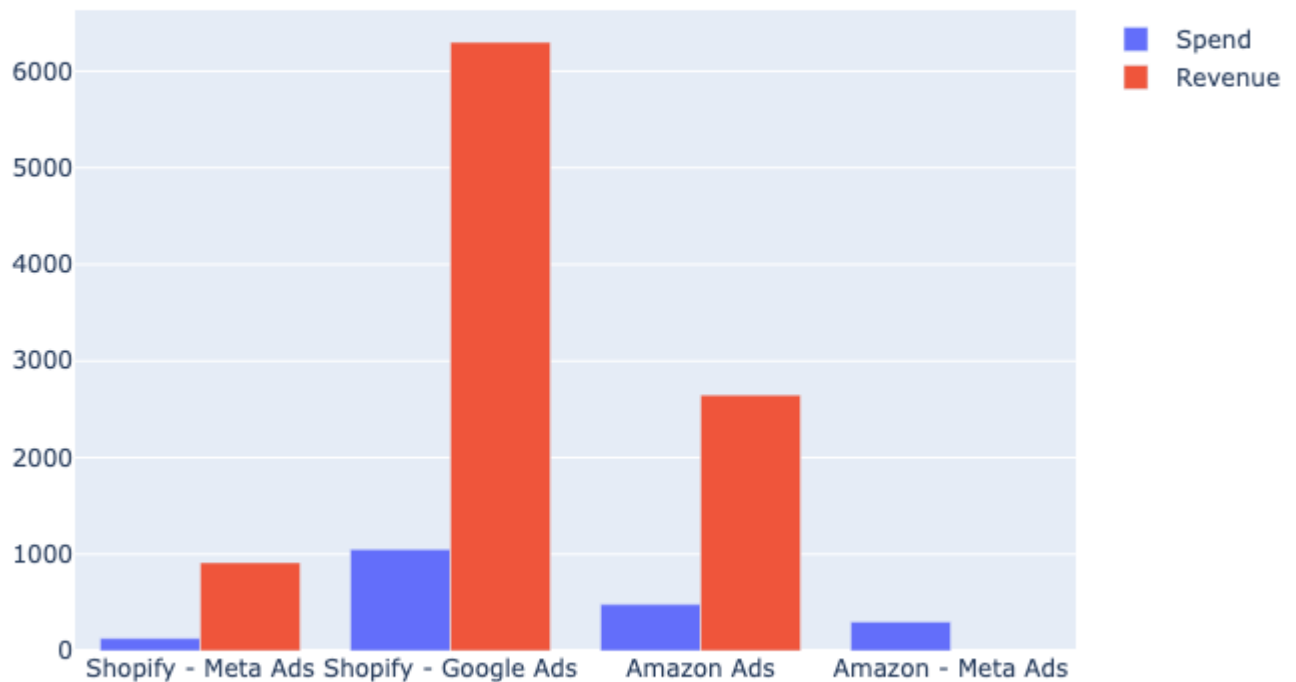


MTD Marketing Report, August 21, 2023

Overview of advertising performance this month. Sales, ROI, and engagement.

Performance

Channel	Revenue	Purchases	Cost	ROAS
Shopify - Meta Ads	\$914.00	15	\$130.00	7.02
Shopify - Google Ads	\$6,300.00	315	\$1,050.00	6.00
Amazon Ads	\$2,650.00	133	\$481.00	5.50
Amazon - Meta Ads	\$0.00	0	\$300.00	0.00



ROI

tACOS - Total Advertising Cost of Spend

Your advertising spend relative to your sales. The lower the better.

Platform	Total Sales	Spend	tACOS (%)
Shopify	26115.37	1180.27	4.52
Amazon	5000.00	481.92	9.64

Engagement

Clicks, Impressions, and Click Through Rate (CTR)

Channel	Clicks	Impressions	Click Through Rate (CTR)
Shopify - Meta Ads	1200	3840	3.20%
Shopify - Google Ads	1890	15120	14.57%

Channel	Clicks	Impressions	Click Through Rate (CTR)
Amazon - Meta Ads	1600	23000	14.84%

Insights

Marketing Performance Overview

This month's marketing performance showcases positive results, with the tACOS percentage for both Shopify and Amazon ads efficiently utilized and well below our recommended threshold of 33%. Particularly, Shopify and Amazon stand at 4.52% and 9.64% respectively.

The standout channel, Shopify - Google Ads, has achieved the highest ROAS at 6.00, surpassing our minimum goal of 3.33x. This channel has also generated the most revenue, amounting to \$6,300.00, and boasts the highest engagement with a CTR of 14.57%, exceeding our goal of 3%.

Therefore, the data reveals that Shopify - Google Ads is the leading channel in terms of revenue, ROAS, and engagement. Furthermore, both Shopify and Amazon ads have demonstrated impressive returns due to their low tACOS percentages.

Amazon Current Budgets

Campaign	Daily Budget	Spent	Status
Auto	\$20.00	\$400.00	ENABLED
Manual 1	\$10.00	\$40.00	ENABLED
Manual 2	\$10.00	\$41.92	ENABLED
TOTAL	\$40.00	\$481.92	

Google Current Budgets

Campaign	Daily Budget	Spent	Status
PMax: SMART Shopping - Football	\$60.00	\$400.00	ACTIVE
PMax: Smart Shopping - Softball	\$40.00	\$500.00	ACTIVE
Search	\$40.00	\$150.00	ACTIVE
TOTAL	\$140.00	\$1,050.00	

Meta Current Budgets

Campaign	Daily Budget	Spent	Status
Purchase Goal	\$10.00	\$130.27	ACTIVE
TOTAL	\$10.00	\$130.27	

Definitions

- **Click Through Rate (CTR):** The percentage of individuals who click on a presented link from total viewers.
- **ROAS - Return on Advertising Spend:** The revenue earned per dollar spent on advertising.
- **Engagement:** Any interaction a customer has with a brand or its content.
- **Omnichannel Marketing:** A strategy providing a seamless customer experience across all channels.

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