

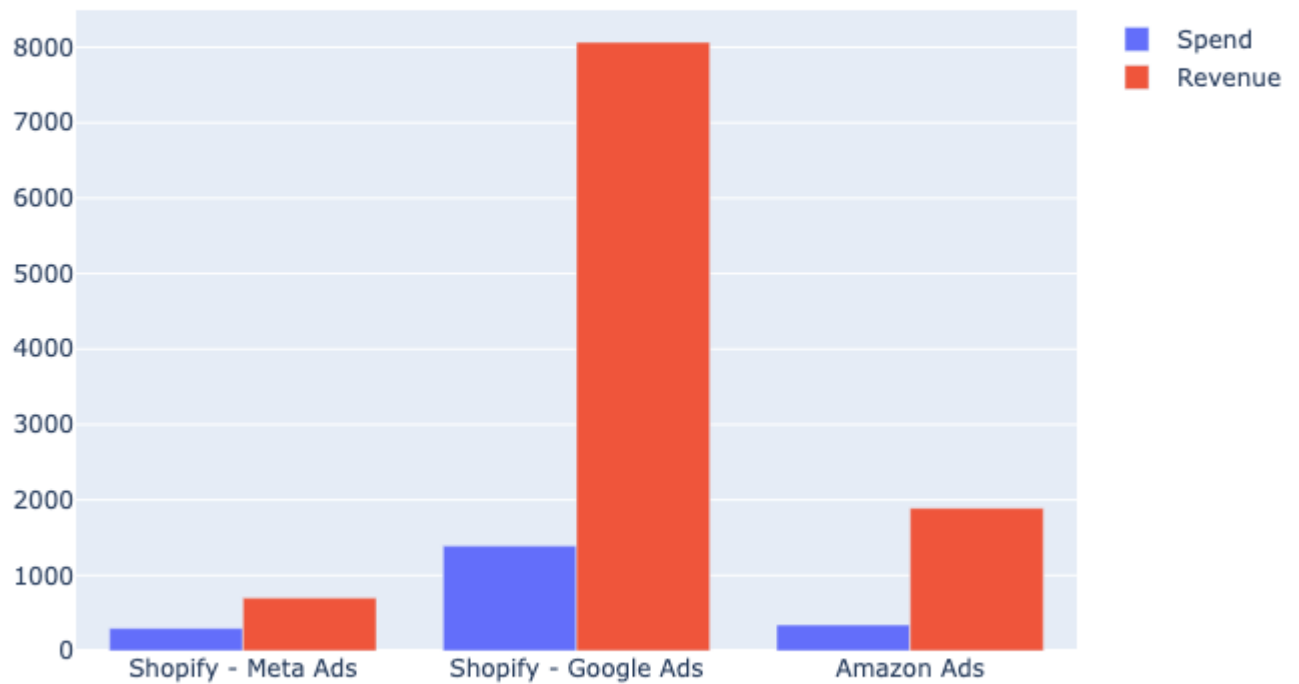


August Marketing Report

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

Performance

Channel	Revenue	Purchases	Cost	ROAS
Shopify - Meta Ads	\$700.00	200	\$300.00	2.33
Shopify - Google Ads	\$8,067.00	486	\$1,390.00	5.80
Amazon Ads	\$1,892.00	95	\$344.00	5.50



ROI

tACOS - Total Advertising Cost of Spend

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

Platform	Total Sales	Spend	tACOS (%)
Shopify	13744.96	1690.97	12.3

Engagement

Clicks, Impressions, and Click Through Rate (CTR)

Channel	Clicks	Impressions	Click Through Rate (CTR)
Shopify - Meta Ads	148	4300	3.33%
Shopify - Google Ads	556	4451	3.37%

Insights

The data suggests several positive performance aspects to highlight. With a tACOS percentage of 12.3%, Shopify's advertising spend is below our target of 33%, signifying a favourable return on investment. Additionally, Shopify - Google Ads outperforms with a ROAS of 5.80, surpassing our goal of 3.33x. This channel also generated the highest overall revenue of \$8,067.00, reflecting its considerable contribution to sales. Both Shopify - Meta Ads and Shopify - Google Ads achieved a CTR above our 3% goal, indicating strong engagement with the target audience.

Month Over Month

August performance compared to the previous month.

Google Ads

Last Month Spend: \$1390.97 (\$-300.00)

Last Month Purchases: 486 (+100.0)

Last Month Revenue: \$8067.6 (+\$2,000.00)

Last Month ROAS: 5.8 (+2.8)

Google Ads Insights

The Google Ads channel saw a decrease in ad spend by \$300 month over month, while still managing to increase purchases by 100 units. In line with this, revenue also increased, bringing in an additional \$2,000. These changes reflect an improved Return on Ad Spend (ROAS) of 2.8x, highlighting efficient utilization of budget and a strong positive performance.

Amazon Ads

Last Month Spend: \$344.13 (+\$300.00)

Last Month Purchases: 95 (+4.0)

Last Month Revenue: \$1892.73 (+\$450.00)

Last Month ROAS: 5.5 (+2.5)

Amazon Ads Insights

The Amazon Ads channel experienced positive changes in its performance metrics. There was an increase in ad spend by \$300, which generated 4 purchases and \$450 in revenue, leading to a 2.5x return on ad spend (ROAS).

These improvements in key metrics suggest a successful and profitable marketing strategy.

Meta Ads

Last Month Spend: \$300.0 (\$-33.34)

Last Month Purchases: 200 (+29.0)

Last Month Revenue: \$700 (+\$870.00)

Last Month ROAS: 2.33 (+4.42)

Meta Ads Insights

The Meta Ads channel experienced a decrease in ad spend of \$33.34 last month, but despite this, the performance improved with an increase of 29 purchases and a revenue of \$870.00. Importantly, the Return on Ad Spend (ROAS) saw a significant rise of 4.42x, indicating a more efficient use of the marketing budget. This suggests a positive trend in performance, as the channel is yielding higher returns with less spending.

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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