

SALES FUNNEL PERFORMANCE

Retail Division - Q3 Report

Generated: Oct 24, 2023
Region: North America

Total Awareness

50,000

Leads Generated

35,000

Qualified Leads

20,000

Store Visits

12,500

Purchases

5,000

10.0% CONV. RATE
\$142.50 AVG. ORDER VALUE
\$12.40 COST PER LEAD
\$712.5k TOTAL REVENUE

Channel Source	Leads	Conversion	Revenue	ROI
Social Media Ads	18,200	4.2%	\$109,200	2.4x
Email Marketing	9,400	8.1%	\$215,600	5.1x
Organic Search	5,100	12.4%	\$312,000	--
In-Store Referrals	2,300	15.0%	\$75,700	1.8x

Confidential Internal Report - Prepared by Sales Operations Department