

CUSTOMER ACQUISITION REPORT

Reporting Period: Jan 01 - Jan 31, 2024

Generated: Feb 02, 2024

ACQUISITION CHANNEL	IMPRESSIONS	CONVERSIONS	CR (%)	SPEND (USD)	CAC
Paid Social (Meta/TikTok)	450,000	1,240	0.28%	\$15,500	\$12.50
Search Engine (PPC)	120,500	2,100	1.74%	\$22,000	\$10.48
Organic Search (SEO)	85,000	940	1.11%	\$4,500	\$4.79
Email Marketing	45,200	680	1.50%	\$1,200	\$1.76
Affiliate/Referral	12,000	310	2.58%	\$6,200	\$20.00
Total / Average	712,700	5,270	0.74%	\$49,400	\$9.37

TOTAL NEW CUSTOMERS5,270

AVG. ACQUISITION COST\$9.37

HIGHEST ROI CHANNELEmail

TOTAL AD SPEND\$49,400