

CUSTOMER ACQUISITION PERFORMANCE

Reporting Period: Jan 01 - Jan 31, 2024

Business Name: _____

CHANNEL SOURCE	SPEND (\$)	LEADS	CONVERSIONS	CAC (\$)	ROAS (%)
Organic Search (SEO)	-	142	12	0.00	N/A
Paid Search (PPC)	1,200	85	18	66.67	340%
Social Media Ads	850	110	9	94.44	185%
Email Marketing	150	45	22	6.81	890%
Referral Program	300	28	14	21.42	410%
TOTALS	\$2,500	410	75	\$33.33	456%

TOTAL REACH **12,450**
LEAD CONV. RATE **18.2%**
AVG. ORDER VALUE **\$152.00**
TOTAL REVENUE **\$11,400.00**

PERFORMANCE NOTES

Key takeaways and strategic adjustments for the following month...