



# Manifest Now - Where Manifestation Meets Measurement

Unlocking ROI & Growth Potential (February - August 2025)

## MANIFEST NOW

Google Ads Performance 2025



### MoM Campaign Performance

Y..	Mont..	Campaign	Spend	Purchase(s)	Revenue	CPA (\$)	ROAS (X)
2025	Febru..	[BAVS] GEN   P-Max   Shopping Only (8 Countries)	\$29.32	1	\$633.01	29.32	21.59
		[BAVS] GEN   Search   Prospecting Misc #1 (18 Co..	\$49.76	2	\$69.10	24.88	1.39
		[BAVS] GEN   Search   Prospecting Misc #2 (11 Co..	\$17.65	1	\$155.04	17.65	8.78
		[BAVS] MRR   P-Max   Targeted (No Shopping Fee..	\$22.31	2	\$171.98	11.16	7.71
		*[BAVS] GEN   DSA Search   Retargeting (11 Coun..	\$24.39	2	\$32.14	12.20	1.32
		*[BAVS] MMM   P-Max   Targeted (No Shopping F..	\$54.22	5	\$213.44	10.84	3.94
	March	[BAVS] GEN   Brand   Search (8 Countries)	\$112.36	7	\$802.14	16.05	7.14
		[BAVS] GEN   P-Max   Shopping Only (8 Countries)	\$95.59	6	\$4,011.87	15.93	41.97
		[BAVS] GEN   Search   Prospecting Misc #1 (18 Co..	\$233.74	8	\$672.27	29.22	2.88
		[BAVS] GEN   Search   Prospecting Misc #2 (11 Co..	\$37.65	2	\$190.47	18.83	5.06
		[BAVS] IWR   P-Max (8 Countries) (Homepage)	\$34.71	4	\$193.77	8.68	5.58
		[BAVS] MRR   P-Max   Targeted (No Shopping Fee..	\$134.99	7	\$149.81	19.28	1.11
[BAVS] MRR   P-Max   Targeted (No Shopping Fee..		\$2.52	1	\$153.82	2.52	61.04	
*[BAVS] GEN   DSA Search   Retargeting (11 Coun..		\$72.66	4	\$390.55	18.17	5.38	
*[BAVS] MMM   P-Max   Targeted (No Shopping F..		\$134.19	6	\$1,651.95	22.37	12.31	
April		[BAVS] CTC   P-Max   Targeted (No Shopping Feed..	\$24.51	1	\$15.66	24.51	0.64
		[BAVS] GEN   Brand   Search (8 Countries)	\$195.01	9	\$573.60	21.67	2.94
		[BAVS] GEN   P-Max   Shopping Only (8 Countries)	\$236.02	8	\$1,040.77	29.50	4.41
	[BAVS] GEN   Search   Prospecting Misc #1 (18 Co..	\$240.50	10	\$456.16	24.05	1.90	
	[BAVS] GEN   Search   Prospecting Misc #2 (11 Co..	\$37.58	3	\$475.79	12.53	12.66	
	[BAVS] ILR   P-Max (11 Countries) (Ends 26 Oct 20..	\$17.51	3	\$319.10	5.84	18.22	
	[BAVS] IWR   P-Max (8 Countries) (Homepage)	\$65.94	7	\$109.46	9.42	1.66	
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	[BAVS] MRR   P-Max   Targeted (No Shopping Fee..	\$13.17	1	\$120.46	13.17	9.15	
	[BAVS] Retargeting   Display #2 (11 Countries) (t..	\$6.83	1	\$0.00	6.83	0.00	
	[BAVS] Targeted   P-Max (IWR) (No Shopping Fee..	\$41.21	3	\$26.44	13.74	0.64	
[BAVS] YDA   P-Max (8 Countries)	\$13.35	1	\$15.61	13.35	1.17		
*[BAVS] GEN   DSA Search   Retargeting (11 Coun..	\$75.86	4	\$513.31	18.97	6.77		
*[BAVS] MMM   P-Max   Targeted (No Shopping F..	\$273.36	12	\$6,841.96	22.78	25.03		
May	[BAVS] CTC   P-Max   Targeted (No Shopping Feed..	\$68.22	3	\$238.14	22.74	3.49	
	[BAVS] GEN   Brand   Search (8 Countries)	\$328.06	10	\$995.46	32.81	3.03	
	[BAVS] GEN   P-Max   Shopping Only (8 Countries)	\$115.43	5	\$418.25	23.09	3.62	
	[BAVS] GEN   Search   Prospecting Misc #1 (18 Co..	\$81.43	4	\$233.52	20.36	2.87	
	[BAVS] GEN   Search   Prospecting Misc #1 (UK O..	\$43.63	3	\$182.52	14.54	4.18	
	[BAVS] GEN   Search   Prospecting Misc #2 (11 Co..	\$18.53	2	\$34.00	9.27	1.83	

### Campaign (group)

- [BAVS] GEN | Brand | Search (8 Countries)
- [BAVS] GEN | Demand Gen Video (US)
- [BAVS] GEN | IWR Ambitious Woman | SEARCH (US)
- [BAVS] GEN | IWR Life Changing | SEARCH (US UK AU CA)
- [BAVS] GEN | P-Max | Shopping Only (8 Countries)
- [BAVS] GEN | Search | Prospecting Misc #1 (18 Countries)
- [BAVS] GEN | Search | Prospecting Misc #1 (UK Only)
- [BAVS] GEN | Search | Prospecting Misc #2 (11 Countries) (to consolidate)

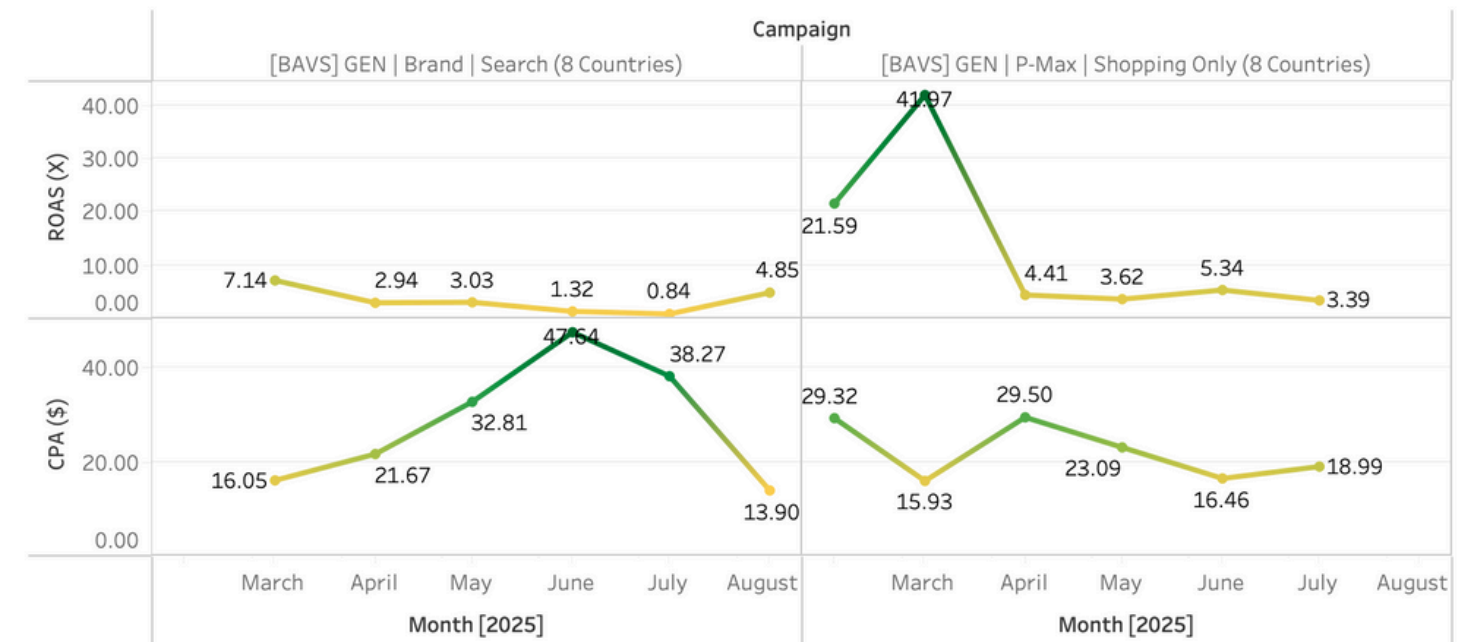
### Campaign (group)

- [BAVS] GEN | Brand | Search (8 Countries)
- [BAVS] GEN | P-Max | Shopping Only (8 Countries)

### Selected MoM Campaign Performance (2)

	[BAVS] GEN   Brand   Search (8 Countries)						[BAVS] GEN   P-Max   Shopping Only (8 Countries)					
	2025						2025					
	March	April	May	June	July	August	February	March	April	May	June	July
Spend	\$112.36	\$195.01	\$328.06	\$666.94	\$191.36	\$41.71	\$29.32	\$95.59	\$236.02	\$115.43	\$82.31	
Purchase(s)	7	9	10	14	5	3	1	6	8	5	5	
Revenue	\$802.14	\$573.60	\$995.46	\$881.68	\$160.73	\$202.20	\$633.01	\$4,011.87	\$1,040.77	\$418.25	\$439.54	\$
CPA (\$)	16.05	21.67	32.81	47.64	38.27	13.90	29.32	15.93	29.50	23.09	16.46	
ROAS (X)	7.14	2.94	3.03	1.32	0.84	4.85	21.59	41.97	4.41	3.62	5.34	

### ROAS & CPA Graph



GOOGLE ADS (TABLEAU & EXCEL)

## Manifest Now

**MANIFEST NOW OFFERS AN INTERNATIONAL COACHING PROGRAM AND IS RECOGNIZED AS A LEADER IN THE SPIRITUALITY, MANIFESTATION, AND MEDITATION NICHE.**

### **The question we'll answer:**

Is Google Ads a viable, scalable marketing platform for Manifest — one that reliably drives paid signups, paid coaching clients, and retreat bookings that produce measurable revenue?

### **The pain points:**

- Unclear which countries drive the highest volume of sales and quality leads, making global scaling decisions guesswork.
- Limited visibility into which campaign types (Search, Performance Max, YouTube, etc.) consistently deliver strong conversion rates.
- No clear breakdown of which search terms actually lead to paid coaching clients and retreat bookings versus those that only generate low-intent traffic.
- No joined attribution between offline retreat bookings and Google Ads activity, leaving ROI for retreats largely unmeasured.

### **Why this matters now:**

Shopify migration in March 2025 has already improved visible performance — this is the right moment to harden tracking and scale what's working.

*To solve this challenge, we'll analyze campaign performance month over month, tracking how each campaign contributes to sales and quality leads — including conversions from downloads and email subscriptions.*

## OUR APPROACH:

- 1** Understanding The Business Problem
- 2** Tools & Strategies
- 3** Key Questions Addressed
- 4** Insights & Recommendations

1

## Understanding The Business Problem

After building a strong foundation in the spirituality and manifestation coaching space, Manifest Now is looking to scale its international presence. With new online coaching programs gaining traction and offline retreats expanding, the team wants clarity on how current marketing campaigns are translating into sales, quality leads, and long-term client value. Their goals include maximizing ROI from Google Ads, identifying the most effective campaigns and markets, and building a clearer path to convert interest from downloads and email subscribers into paying clients.

2

## Tools & Strategies

We collected and analyzed campaign performance data from February through August 2025, focusing on Google Ads results after the switch to Shopify. To deepen the insights, we evaluated performance month over month, looking at which campaigns, countries, and search terms generated the most sales, quality leads, downloads, and email subscriptions. This approach allowed us to measure not just ad spend efficiency, but also the effectiveness of campaigns in attracting high-value clients.

3

## Key Questions Addressed

Our analysis focused on uncovering insights to guide growth decisions, including:

- Which countries drive the most sales and high-quality leads?
- What campaign types (Search, Performance Max, Display, Top of Funnel, Brand etc.) perform best in terms of conversions?
- Which search terms contribute most to paid coaching signups, program sales, and retreat bookings?
- What month-over-month performance patterns emerge in ROI, lead quality, and client acquisition?

4

## Insights & Recommendations

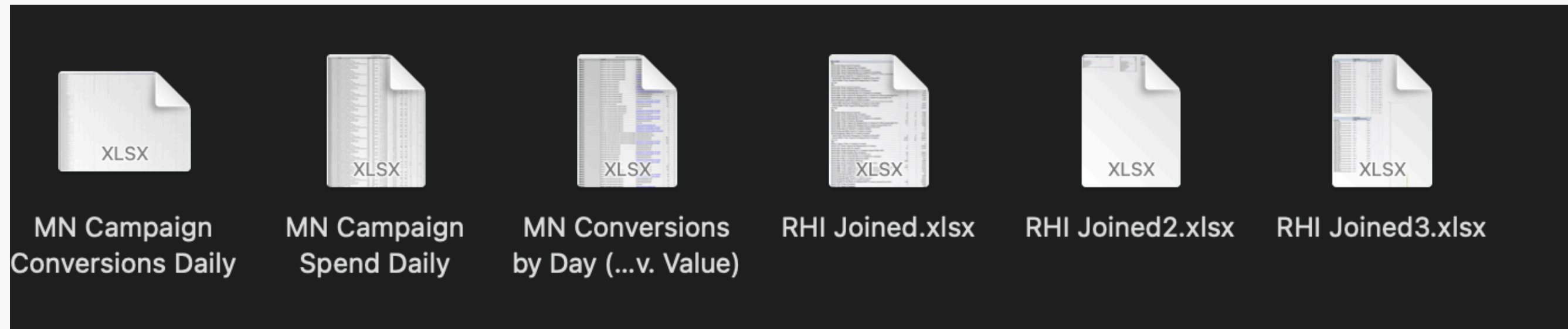
By analyzing campaign performance month over month, we can surface actionable strategies such as:

- Identifying the countries and regions that consistently generate the highest sales and quality leads.
- Pinpointing the campaign types and formats that deliver the strongest ROI.
- Highlighting the search terms and audiences most likely to convert into paid coaching clients and retreat participants.
- Exploring chances to scale into new markets or refine messaging to attract higher-intent leads.



## Downloading Google Ads Data

We extracted several key tables from the Google Ads reports, including daily spend, all conversion actions, and conversion value. Additional reports were pulled for search term performance, revenue by country, and campaign performance by country, providing a comprehensive view of how ads are driving sales and leads across different markets.










## Joining The Tables

We segmented the data into daily spend, tracking every conversion per day and per campaign, along with the corresponding conversion value (revenue). To ensure accuracy, we needed to calculate a unique cost metric so that spend amounts are not overlapped or double-counted when the tables are joined.

### Data

### Analytics

-  Combined (Spend + Conversions) (\*Final Joined)
-  Landing Page (\*Final Joined)
-  Location Revenue (\*Final Joined)
-  Purchase Only (\*Final Joined)
-  Search Terms (\*Final Joined)



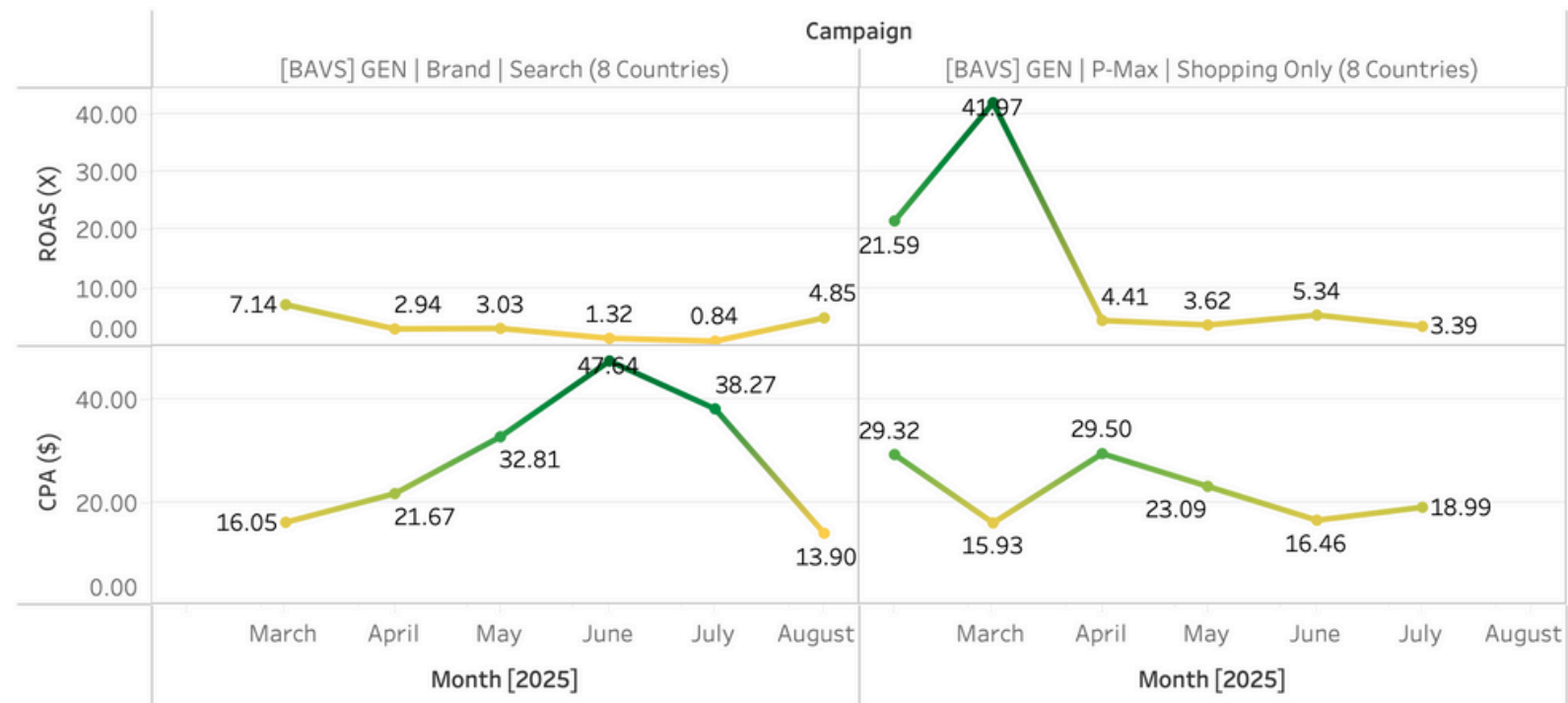
# Overview of The Dashboard (Tableau)

We designed a visual dashboard to display campaign performance with interactive toggles and filters. The goal is to make it easy to track trends in ROAS and CPA month over month, helping users quickly identify whether performance is moving upward or downward.

The dashboard focuses on Purchase Performance, where users can filter by ROAS and Conversion Value to highlight the highest revenue-producing campaigns. It also enables side-by-side campaign comparisons, showing how each campaign performs over time in terms of both CPA and ROAS.

	March	April	May	June	July	August	February	March	April	May	June	July
Spend	\$112.36	\$195.01	\$328.06	\$666.94	\$191.36	\$41.71	\$29.32	\$95.59	\$236.02	\$115.43	\$82.31	
Purchase(s)	7	9	10	14	5	3	1	6	8	5	5	
Revenue	\$802.14	\$573.60	\$995.46	\$881.68	\$160.73	\$202.20	\$633.01	\$4,011.87	\$1,040.77	\$418.25	\$439.54	\$
CPA (\$)	16.05	21.67	32.81	47.64	38.27	13.90	29.32	15.93	29.50	23.09	16.46	
ROAS (X)	7.14	2.94	3.03	1.32	0.84	4.85	21.59	41.97	4.41	3.62	5.34	

ROAS & CPA Graph





## The Pivot Table (Excel)

We pulled additional metrics to calculate cost per sign-up, defined by email subscriptions and lead magnet downloads. These sign-ups represent a key goal for Manifest Now, as they can then be nurtured through the funnel into higher-value purchases such as 1-on-1 mentoring, exclusive group coaching, and offline spiritual retreats.

Count of Conversion action	Column Labels		
Row Labels	Google Shopping App Purchase	ManifestNow.com - GA4 (web) successful_email_subscribe	Grand Total
Feb	13		13
Mar	45	23	68
Apr	74		74
May	58	13	71
Jun	37	71	108
[BAVS] 7 FM   P-Max (11 Countries) (Recorded)	1		1
[BAVS] 7 FM   Search (11 Countries) (Recorded)		1	1
[BAVS] CYL Free E-Book Dowload   P-Max (8 Countries)		2	2
[BAVS] GEN   Audience Awareness Test   P-Max (US UK AU CA) (Homepage)	3	5	8
[BAVS] GEN   Brand   Search (8 Countries)	14	21	35
[BAVS] GEN   P-Max   Shopping Only (8 Countries)	5	9	14
[BAVS] GEN   Search   Prospecting Misc #1 (18 Countries)	2	9	11
[BAVS] GEN   Search   Prospecting Misc #1 (UK Only)	2	5	7
[BAVS] GEN   Search   Prospecting Misc #2 (11 Countries) (to consolidate)	1	3	4
[BAVS] IWR   P-Max (8 Countries) (Homepage)		3	3
[BAVS] IWR   Search   Prospecting (11 Countries) (paused high CAC)	2	3	5
[BAVS] MRR   P-Max (11 Countries)	1	4	5
[BAVS] YDA   P-Max (8 Countries)	5	3	8
[BAVS] YDA   Search (8 Countries)	1	2	3
* [BAVS] MMM   P-Max   Targeted (No Shopping Feed) (11 Countries)		1	1
Jul	17	56	73
<b>Grand Total</b>	<b>244</b>	<b>163</b>	<b>407</b>

# Q - WHICH COUNTRIES SHOULD WE FOCUS ON?

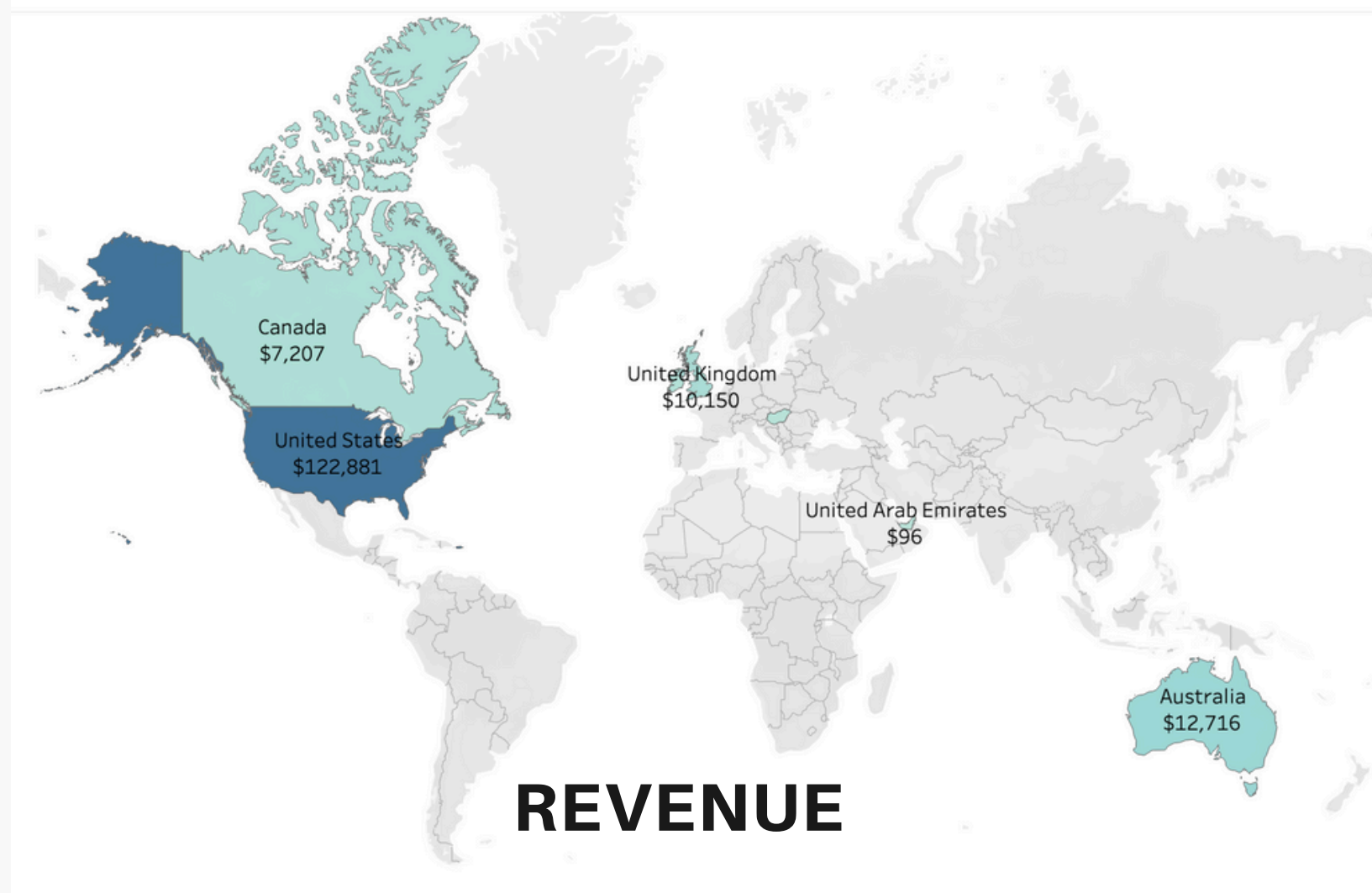
Purpose: Outlining each country's spend and revenue to improve budget allocation.



## Recommendation

Row Labels	Sum of Cost
United States	15085.14
Australia	4285.74
United Kingdom	4163.05
Canada	3387.69
Portugal	2312.78
Spain	2224.07
France	2029.42
New Zealand	1349.13
Ireland	670.76
Germany	486.47
Mexico	371.11
United Arab Emirates	259.06
Croatia	223.65
Hungary	221.03
Switzerland	215.39
Slovakia	105.97
Saudi Arabia	60.77
Guatemala	34.55
Jordan	19.27
Bahrain	10.91
Isle of Man	10.28
Belize	4.36
Chicago, Illinois, United States	0
Seattle, Washington, United States	0
New Mexico, United States	0
Melbourne, Victoria, Australia	0
New York, United States	0
Atlanta, Georgia, United States	0
Dallas, Texas, United States	0
Austria	0
Columbus OH, Ohio, United States	0
Ashburn, Virginia, United States	0
Kansas, United States	0
Los Angeles, California, United States	0
Rhode Island, United States	0
<b>Grand Total</b>	<b>37530.6</b>

Row Labels	Sum of Cost
[BAVS] GEN   Search   Prospecting Misc #1 (18 Countries)	6415.53
[BAVS] GEN   Brand   Search (18 Countries)	5707.35



The data analyzed extends back to mid-2024 to highlight the cumulative revenue generated over time. Previously, campaigns often targeted multiple countries within a single campaign (e.g., [BAVS] GEN | Search | Prospecting Misc #1 - 18 Countries).

Moving forward, it is advisable to segment campaigns by country to allow for better performance control and more efficient budget allocation and stay focused on the higher revenue producing countries.

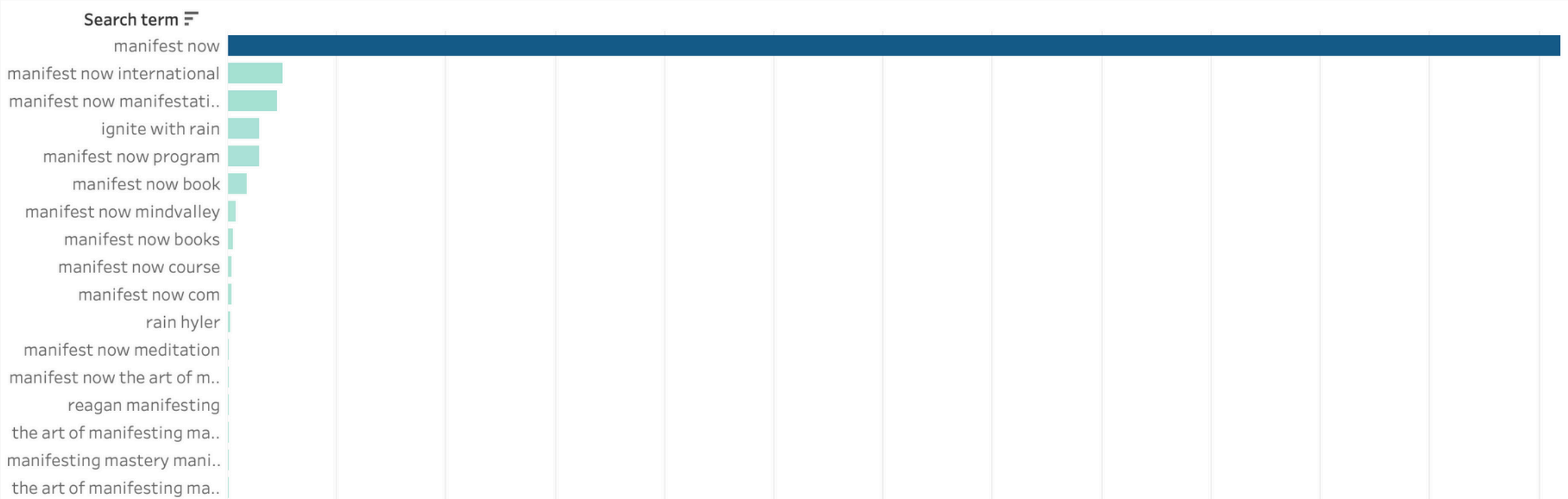
# Q - WHICH SEARCH TERMS HAVE PRODUCED THE MOST CONVERSIONS?

Purpose: To understand if there are specific search terms / keywords that led to more conversions.



## Recommendation

Brand terms have historically delivered the highest volume of conversions, making it essential to keep running Top-of-Funnel campaigns on both Facebook and Google Ads to maintain a steady flow of new audiences. In addition, leveraging search term data to refine ad copy and optimize keyword targeting will help increase conversions based on proven performance trends.

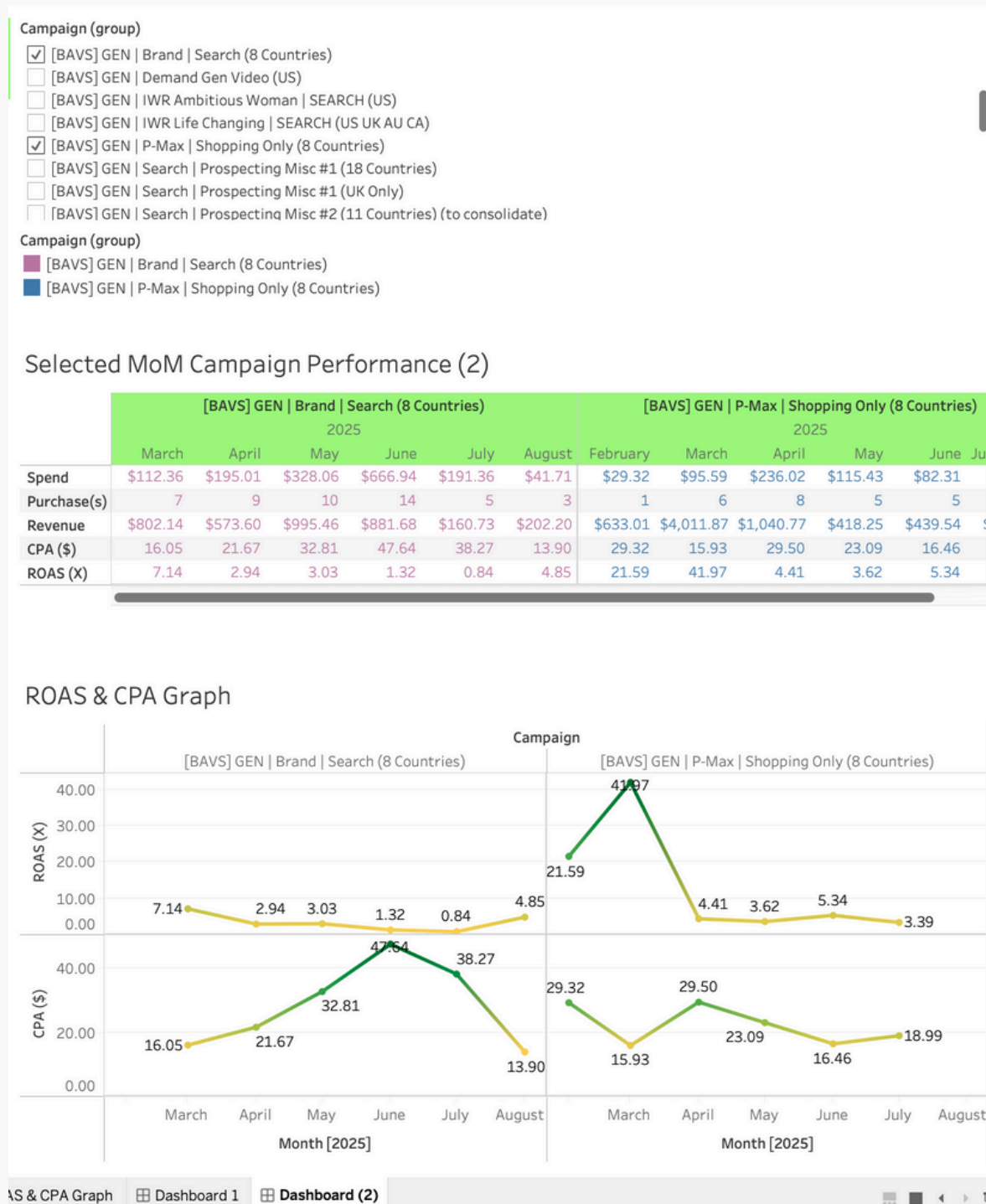


# Q - WHAT ARE THE MOST SUSTAINABLE AND CONSISTENT CAMPAIGNS?

Purpose: To gain an objective comparison of performance across campaigns, highlighting which ones deliver the strongest results.



## Recommendation



Compare campaigns side by side for a visual representation of their performance, namely their CPA and ROAS, month-over-month.

Keep in mind that campaigns targeting different stages of the funnel are designed to work together synergistically to maximize overall performance.

# Q - WHICH CAMPAIGNS ARE THE BEST FOR LEAD GEN?

Purpose: Differentiate between Purchase & Lead-Gen campaigns for better a better funneling process.



## Recommendation

Row Labels	Purchase	Email Subs	120 Seconds
Jan			35.43
Feb	13		132.79
Mar	52.32	38	1131.2
Apr	66.67		2439.45
May	71	12.54	1551.58
Jun	43	93.33	3996.13
Jul			
[BAVS] 7 FM   P-Max (11 Countries) (Recorded)			2.32
[BAVS] 7 FM   Search (11 Countries) (Recorded)			1
[BAVS] CYL Free E-Book Download   P-Max (8 Countries)	2	8	676.51
[BAVS] CYL Free E-Book Download   Display (US)		1	209.17
[BAVS] CYL Free E-Book Download   Search (US)		16	53.83
[BAVS] GEN   Audience Awareness Test   P-Max (US UK AU CA) (Homepage)	4	9	266.91
[BAVS] GEN   Brand   Search (8 Countries)	7	19.5	106.41
[BAVS] GEN   Demand Gen Video (US)			1.95
[BAVS] GEN   DSA Search   Prospecting (11 Countries)			
[BAVS] GEN   P-Max   Shopping Only (8 Countries)	4	4.51	112.04
[BAVS] GEN   Search   Prospecting Misc #1 (18 Countries)		1	2
[BAVS] GEN   Search   Prospecting Misc #1 (UK Only)			2.5
[BAVS] ILR   P-Max (11 Countries) (Ends 26 Oct 2025)	2	1.4	186.12
[BAVS] IWR   P-Max (8 Countries) (FYP)	1	27	262.4
[BAVS] IWR   P-Max (8 Countries) (Homepage)	1		273.17
[BAVS] MRR   P-Max (11 Countries)			
[BAVS] YDA   P-Max (8 Countries)		3	71
[BAVS] YDA   P-Max (US)		3	114.22
[BAVS] YDA   Search (8 Countries)		1	10.25
<b>Jul Total</b>	<b>21</b>	<b>94.41</b>	<b>2351.8</b>

Campaign effectiveness in converting downloads and email subscribers into paying clients can be measured by segmenting campaigns according to their goals.

This allows for more accurate CPA calculations and a clearer understanding of each customer's journey through the funnel after acquisition.

Adding an extra metric for viewers who have stayed on the site for more than 120 seconds also adds clarity on how well they're engaging with the site.

# Q - WHAT IS THE CUSTOMER DEMOGRAPHIC LIKE?

Purpose: To create better ads that resonate better with the appropriate audience.



## Recommendation

When sorted by revenue, the data shows a slightly higher share of undetermined, female customers and stronger performance among older age groups. Ad copy, images, and videos should be tailored to resonate with all audience segments — male and female, across younger, middle, and older demographics — to maximize reach and conversion potential.

Age ▾	Gender	Conversion action ▾	↓ Conv. value ▾
Undetermined	Undetermined	Google Shopping App Purchase	2,653.81
35-44	Female	Google Shopping App Purchase	1,829.64
45-54	Female	Google Shopping App Purchase	1,755.94
Undetermined	Undetermined	Hyros Purchase	1,064.86
55-64	Female	Google Shopping App Purchase	651.19
55-64	Male	Hyros Purchase	609.23
25-34	Female	Google Shopping App Purchase	325.04
65 or more	Female	Hyros Purchase	215.60
25-34	Male	Google Shopping App Purchase	170.15
55-64	Male	Google Shopping App Purchase	133.82
35-44	Female	Hyros Purchase	112.41
18-24	Female	Google Shopping App Purchase	108.56

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	[BAVS] GEN   Brand   Search (8 Countries)	\$328.06	10	\$995.46	32.81	3.03	
	[BAVS] GEN   P-Max   Shopping Only (8 Countries)	\$115.43	5	\$418.25	23.09	3.62	
	[BAVS] GEN   Search   Prospecting Misc #1 (18 Co..	\$81.43	4	\$233.52	20.36	2.87	
	[BAVS] GEN   Search   Prospecting Misc #1 (UK O..	\$43.63	3	\$182.52	14.54	4.18	
	[BAVS] GEN   Search   Prospecting Misc #2 (11 Co..	\$18.53	2	\$34.00	9.27	1.83	

### Campaign (group)

- [BAVS] GEN | Brand | Search (8 Countries)
- [BAVS] GEN | Demand Gen Video (US)
- [BAVS] GEN | IWR Ambitious Woman | SEARCH (US)
- [BAVS] GEN | IWR Life Changing | SEARCH (US UK AU CA)
- [BAVS] GEN | P-Max | Shopping Only (8 Countries)
- [BAVS] GEN | Search | Prospecting Misc #1 (18 Countries)
- [BAVS] GEN | Search | Prospecting Misc #1 (UK Only)
- [BAVS] GEN | Search | Prospecting Misc #2 (11 Countries) (to consolidate)

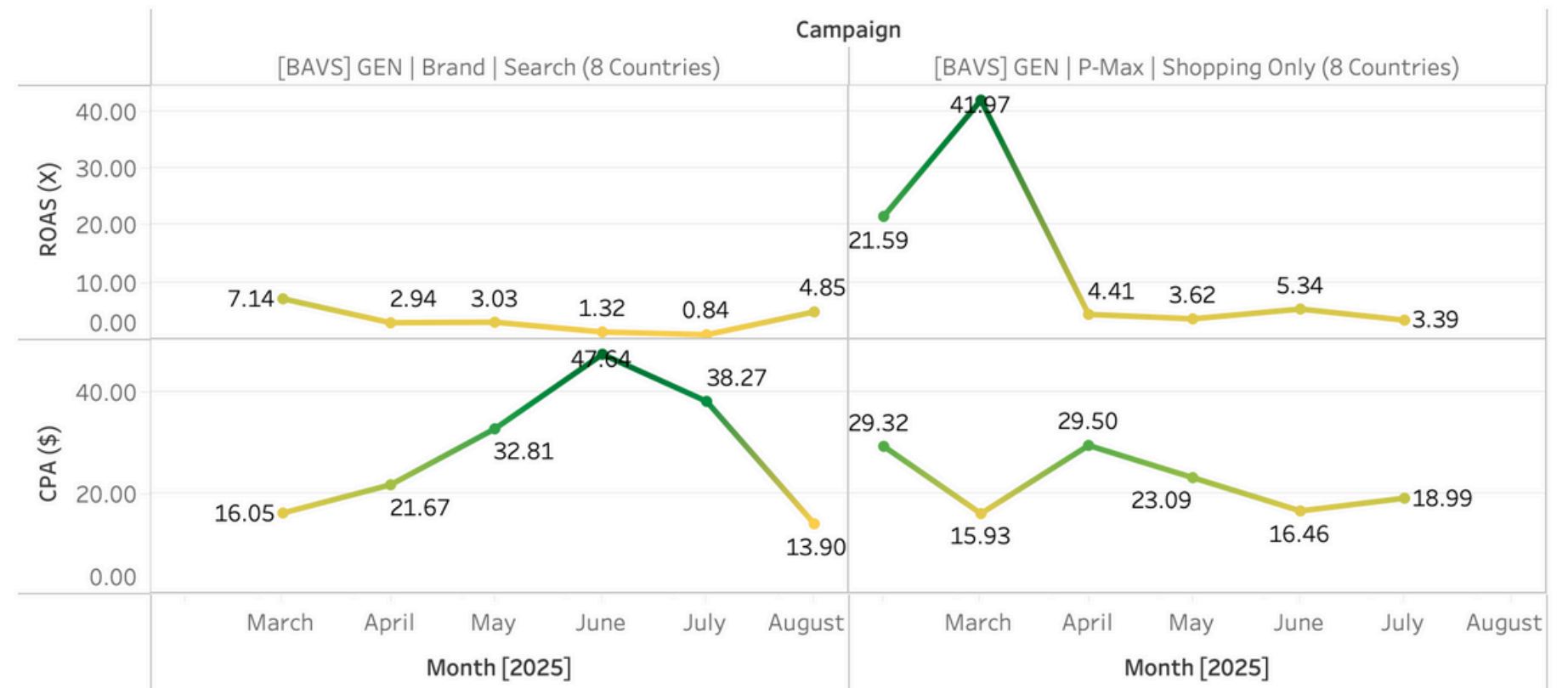
### Campaign (group)

- [BAVS] GEN | Brand | Search (8 Countries)
- [BAVS] GEN | P-Max | Shopping Only (8 Countries)

## Selected MoM Campaign Performance (2)

	[BAVS] GEN   Brand   Search (8 Countries)						[BAVS] GEN   P-Max   Shopping Only (8 Countries)					
	2025						2025					
	March	April	May	June	July	August	February	March	April	May	June	Jul
<b>Spend</b>	\$112.36	\$195.01	\$328.06	\$666.94	\$191.36	\$41.71	\$29.32	\$95.59	\$236.02	\$115.43	\$82.31	
<b>Purchase(s)</b>	7	9	10	14	5	3	1	6	8	5	5	
<b>Revenue</b>	\$802.14	\$573.60	\$995.46	\$881.68	\$160.73	\$202.20	\$633.01	\$4,011.87	\$1,040.77	\$418.25	\$439.54	\$
<b>CPA (\$)</b>	16.05	21.67	32.81	47.64	38.27	13.90	29.32	15.93	29.50	23.09	16.46	
<b>ROAS (X)</b>	7.14	2.94	3.03	1.32	0.84	4.85	21.59	41.97	4.41	3.62	5.34	

## ROAS & CPA Graph



# MANIFEST NOW

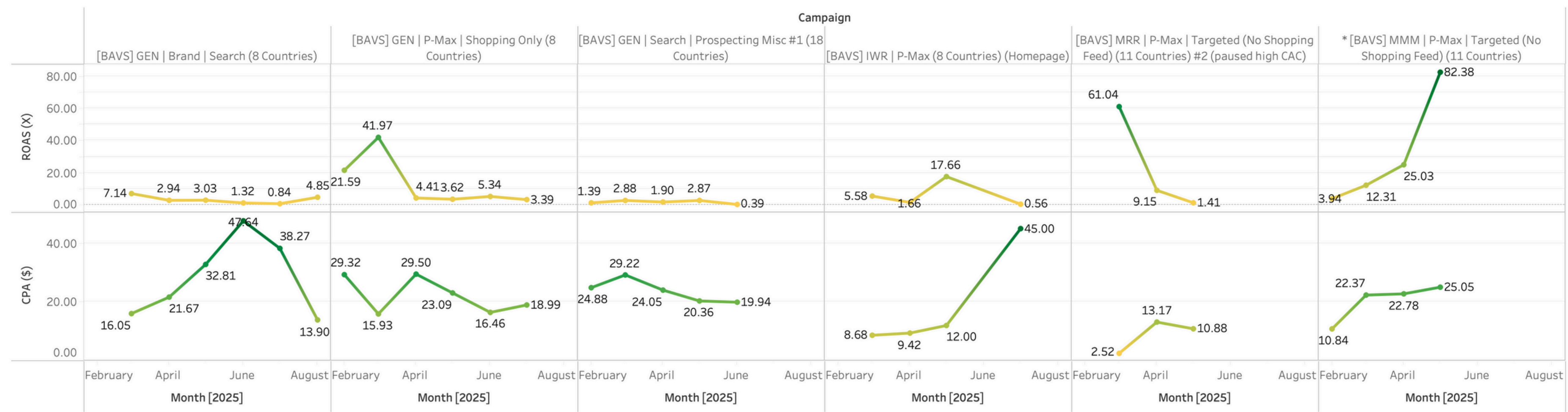
Google Ads Performance 2025

- Campaign (group)**
- [BAVS] MRR | P-Max | Targeted (No Shopping Feed) (11 Countries) #...
  - [BAVS] Retargeting | Display #2 (11 Countries) (to pause)
  - [BAVS] Targeted | P-Max (IWR) (No Shopping Feed) (11 Countries) (...)
  - [BAVS] YDA | P-Max (8 Countries)
  - [BAVS] YDA | P-Max (US)
  - [BAVS] YDA | Search (8 Countries)

- Campaign (group)**
- [BAVS] GEN | Brand | Search (8 Countries)
  - [BAVS] GEN | P-Max | Shopping Only (8 Countries)
  - [BAVS] GEN | Search | Prospecting Misc #1 (18 Countries)
  - [BAVS] IWR | P-Max (8 Countries) (Homepage)
  - [BAVS] MRR | P-Max | Targeted (No Shopping Feed) (11 Countries) #2 (paused high CAC)
  - \*[BAVS] MMM | P-Max | Targeted (No Shopping Feed) (11 Countries)

	[BAVS] GEN   Brand   Search (8 Countries) 2025			[BAVS] GEN   P-Max   Shopping Only (8 Countries) 2025						[BAVS] GEN   Search   Prospecting Misc #1 (18 Countries) 2025					[BAVS] IWR   P-Max (8 Countries) (Homepage) 2025				[BAVS] MRR   P-Max   Targeted (No Shopping Feed) (11 Countries) #2 (paused high CAC) 2025			*[BAVS] MMM   P-Max   Targeted (No Shopping Feed) (11 Countries) 2025			
	June	July	August	February	March	April	May	June	July	February	March	April	May	June	March	April	May	July	March	April	May	February	March	April	May
<b>Spend</b>	94	\$191.36	\$41.71	\$29.32	\$95.59	\$236.02	\$115.43	\$82.31	\$56.98	\$49.76	\$233.74	\$240.50	\$81.43	\$39.87	\$34.71	\$65.94	\$60.02	\$90.00	\$2.52	\$13.17	\$10.88	\$54.22	\$134.19	\$273.36	\$75.16
<b>Purchase(s)</b>	14	5	3	1	6	8	5	5	3	2	8	10	4	2	4	7	5	2	1	1	1	5	6	12	3
<b>Revenue</b>	68	\$160.73	\$202.20	\$633.01	\$4,011.87	\$1,040.77	\$418.25	\$439.54	\$193.29	\$69.10	\$672.27	\$456.16	\$233.52	\$15.40	\$193.77	\$109.46	\$1,060.05	\$50.26	\$153.82	\$120.46	\$15.38	\$213.44	\$1,651.95	\$6,841.96	\$6,191.96
<b>CPA (\$)</b>	64	38.27	13.90	29.32	15.93	29.50	23.09	16.46	18.99	24.88	29.22	24.05	20.36	19.94	8.68	9.42	12.00	45.00	2.52	13.17	10.88	10.84	22.37	22.78	25.05
<b>ROAS (X)</b>	32	0.84	4.85	21.59	41.97	4.41	3.62	5.34	3.39	1.39	2.88	1.90	2.87	0.39	5.58	1.66	17.66	0.56	61.04	9.15	1.41	3.94	12.31	25.03	82.38

## ROAS & CPA Graph





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