

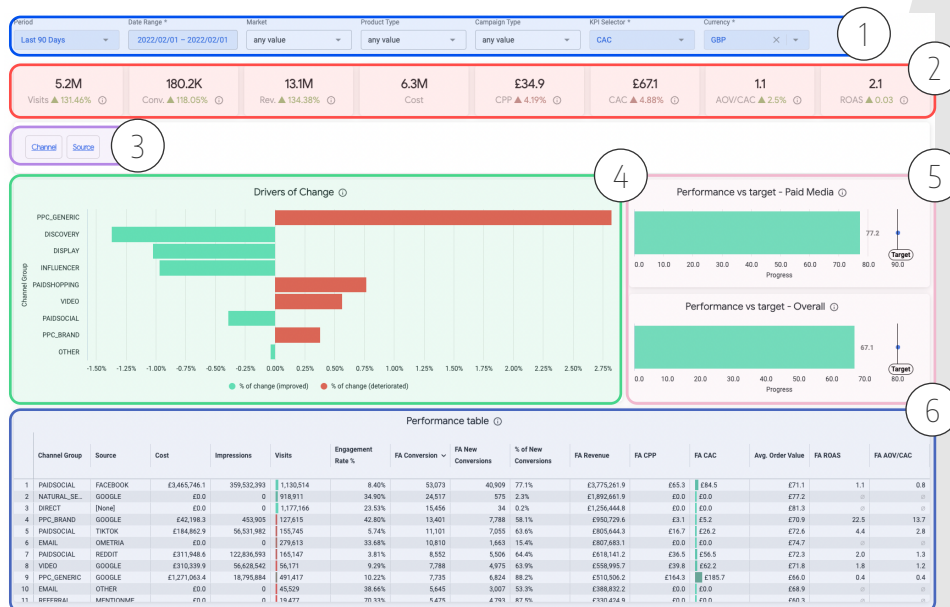
Performance Overview

Performance Overview is your performance health-check. It's visual comparison tools make it easy to understand performance trends across time.

You are able to track key KPI's such as CAC, CPA, ROAS, Conversions & many more. The clear and actionable insights in this dashboard show you how your KPIs have moved and identifies which channels are responsible.



- 1 Easily filter your view by dynamic date ranges, markets, campaign objectives and KPIs
- 2 A quick summary of your KPIs by selected market, campaign objectives, data range channel and source, with a comparison against the previous period.
- 3 Flick between viewing between your marketing Channels (Paid Social, PPC etc) and their Source (Facebook, TikTok, etc)



Schedule Reporting

Settings Filters Advanced options

Recurrence: Daily Time: 06:00

Destination: Email

Email addresses: test@domain.com

Format: PDF

Test now Cancel Save

Download Reporting table

Advanced data options

Results: With visualizations options applied As displayed in the data table

Data values: Formatted Unformatted (no rounding, special characters, etc.)

Number of rows to include: Current result table All results Custom

Format: TXT (tab-separated values)

Excel Spreadsheet (Excel 2007 or later) CSV JSON

Open in Browser Cancel Download

- 4 Having understood the how your selected KPI is performing over time, clearly see which marketing channels and sources are responsible for the changes.
- 5 Track progress against your paid media and blended KPIs.
- 6 View all of your raw data at a channel & source level. Filter & drill-down for more detail and export in a number of different formats, or simply schedule reports to match your business cadences.