



January Performance Summary

- Media spend for January was \$81,092
- CPM for January was \$17.24
- CPC for January was \$1.26

Shop pixels were implemented on 1/15 so reported revenue of \$1,157,467 is inclusive of purchases after proper tracking was implemented, reporting a ROAS of \$26 based on \$45,186 of media spend (1/15–1/31).

4,702,786

Impressions

+9% MoM
Dec: 4,306,518

\$81,092

Overall Jan Spend

+41% MoM
Dec: \$57,480

1.37%

CTR

+80% MoM
Nov: 0.76%

64,271

Clicks

+96% MoM
Dec: 32,736

\$26

ROAS

Jan 15–31

\$1,157,467

Shop Revenue

Jan 15–31