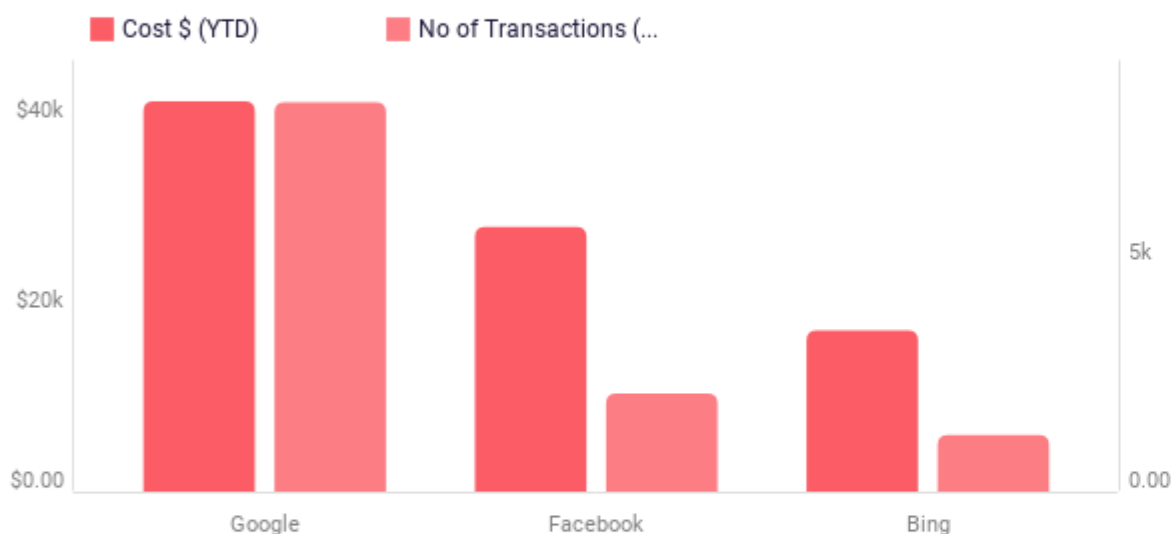
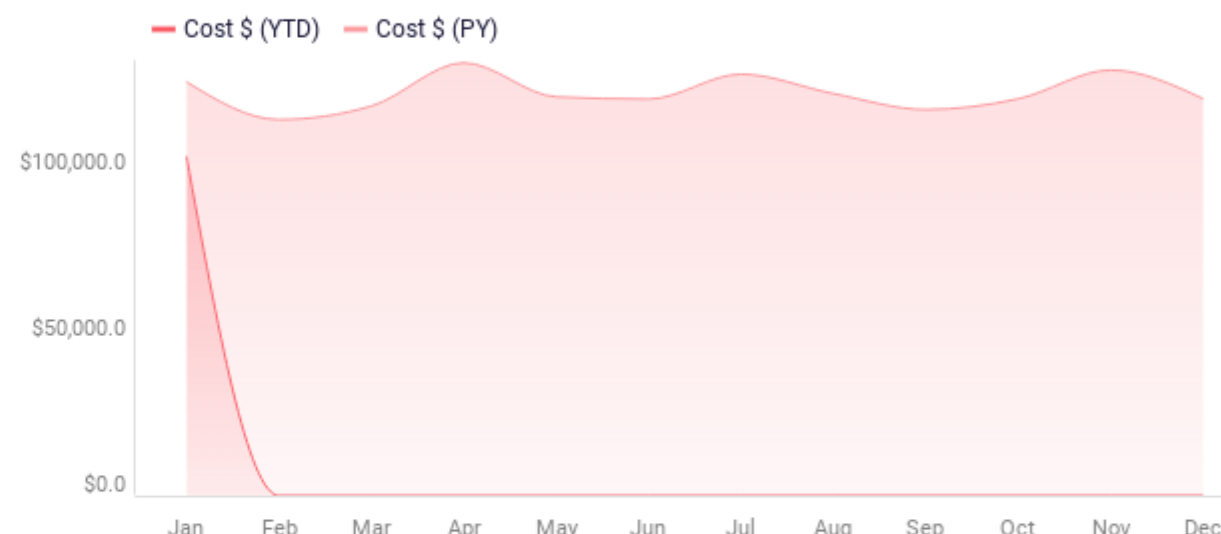


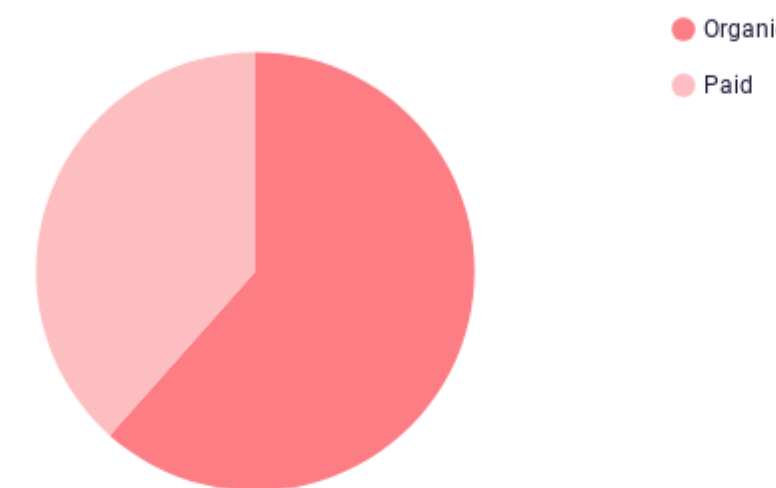
Cost and transactions by traffic source



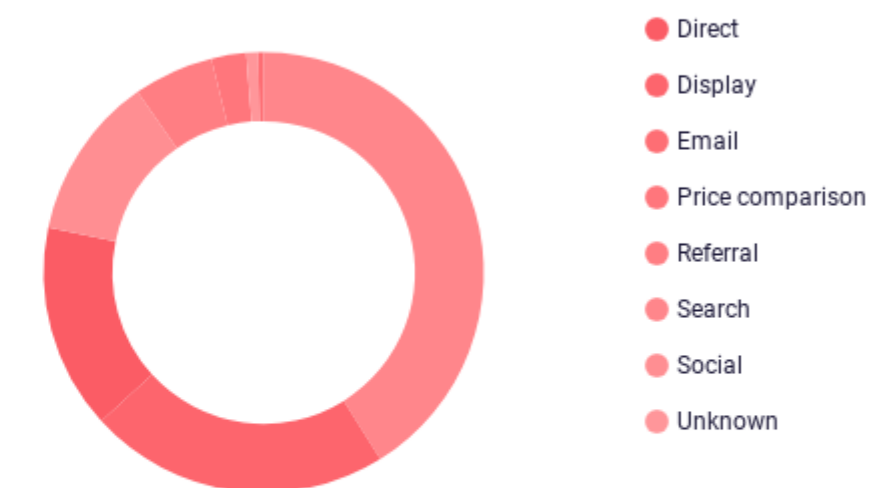
Cost \$ - comparison period



Transaction by paid / organic



Transaction by media type



Cost
\$101,547.8
1%

Clicks
51,884
1%

Impressions
13.2M
1%

Sessions
629.4k
7%

CPC
\$1.96
0%

Transactions
22.2k
7%

Transaction Revenue
\$1.13M
7%

ROAS
11.1
6%

Traffic source details table

Traffic source Campaign

Campaign	Cost \$ (YTD) ↓	vs PYTD	Revenue \$ (YTD)	vs PYTD	No of Clicks (YTD)	No of Sessions (YTD)	No of Impressions (YTD)	% of Total (YTD)
	\$101,547.82	0.9%	\$1,127,381.23	6.9%	51,884	629,406	13,233,219	100%
[V] Push - Downtown 30 sec	\$10,289.13	1.0%	\$2,371.90	↑ 7.0%	6,711	10,444	3,061,115	<div style="width: 100%;"></div>
[V/IG] Push - Downtown 30 sec	\$6,316.58	1.0%	\$318.52	↑ 5.9%	2,337	203	1,243,829	<div style="width: 10%;"></div>
[D] Remarketing - Abandoned carts	\$6,156.62	0.1%	\$9,524.01	↑ 6.6%	10,502	2,186	1,101,636	<div style="width: 10%;"></div>
[D] Remarketing - All website visitors	\$5,619.90	● -0.3%	\$11,712.37	↑ 7.0%	7,773	2,448	1,099,683	<div style="width: 10%;"></div>
[D] Push - Jacket sale	\$3,598.54	0.9%	\$483.94	↑ 6.7%	3,950	5,604	2,597,266	<div style="width: 10%;"></div>
[D] Product category : Sneakers - DPA	\$3,388.79	1.0%	\$6,309.25	↑ 7.3%	903	335	843,545	<div style="width: 10%;"></div>
[PC] Product category : Shoes - PLA	\$3,275.00	1.0%	\$17,291.20	↑ 7.3%	685	463	22,926	<div style="width: 10%;"></div>
[D] Product category : Accessories - DPA	\$2,963.11	1.0%	\$4,208.98	↑ 7.1%	699	291	978,542	<div style="width: 10%;"></div>
[D] Product category : Jeans - DPA	\$2,280.36	1.0%	\$3,727.48	↑ 6.7%	836	489	848,884	<div style="width: 10%;"></div>
[V/YT] Push - Downtown 30 sec	\$2,176.08	1.0%	\$26.89	↑ 6.2%	136	199	182,111	<div style="width: 10%;"></div>
[S] Product category : T-shirts	\$1,787.46	1.0%	\$2,705.44	↑ 7.5%	167	200	13,699	<div style="width: 10%;"></div>
[S] Product category : Underwear	\$1,738.65	1.0%	\$1,403.41	↑ 6.8%	162	179	16,816	<div style="width: 10%;"></div>
[S] Product category : Bags	\$1,522.47	1.0%	\$2,127.00	↑ 6.6%	204	249	14,775	<div style="width: 10%;"></div>

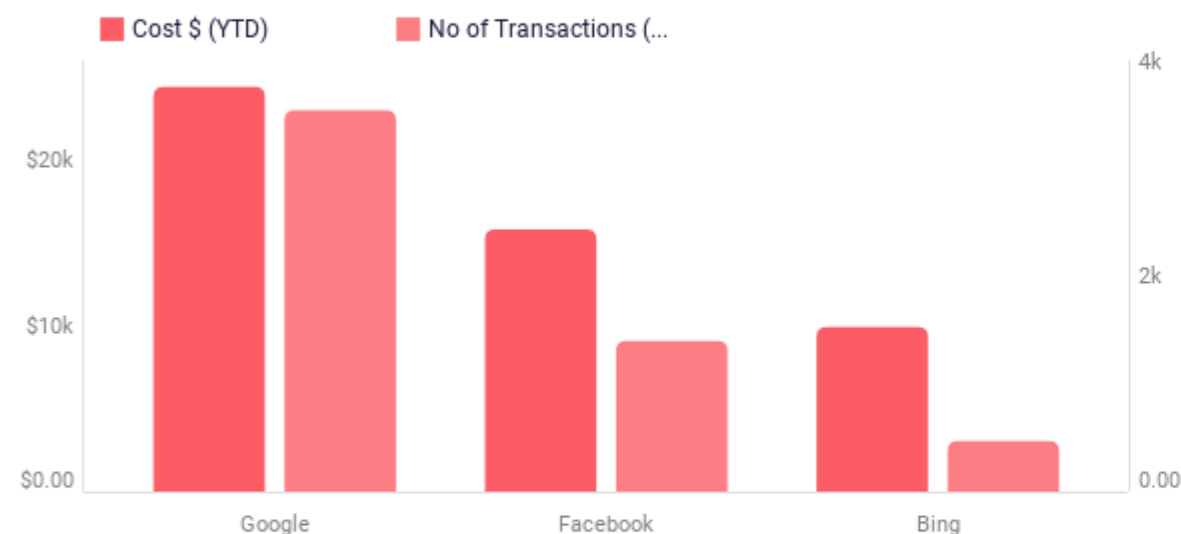
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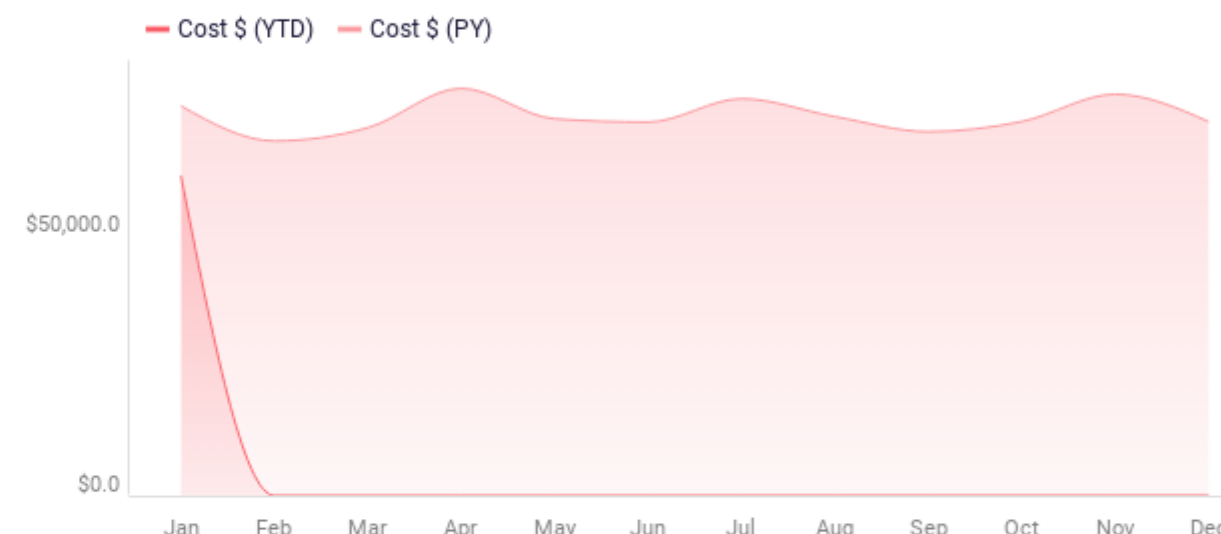
SIGN UP

ADD TO MY WORKSPACE

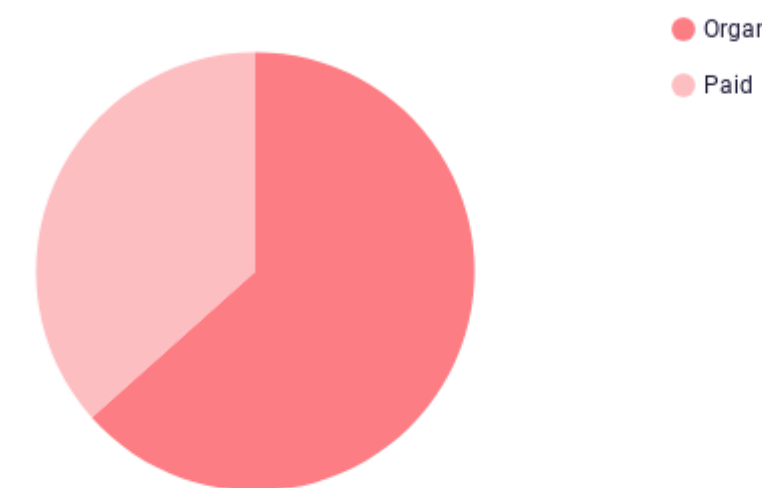
Cost and transactions by traffic source



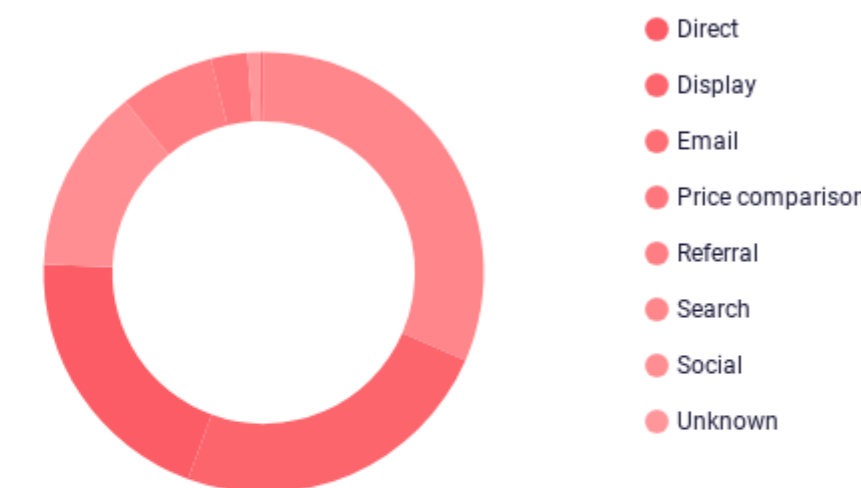
Cost \$ - comparison period



Transaction by paid / organic



Transaction by media type



Cost
\$58,922.9
1%

Clicks
31,686
1%

Impressions
7.5M
1%

Sessions
367.1k
7%

CPC
\$1.86
0%

Transactions
12.2k
7%

Transaction Revenue
\$512.52k
7%

ROAS
8.7
6%

Traffic source details table

Traffic source Campaign

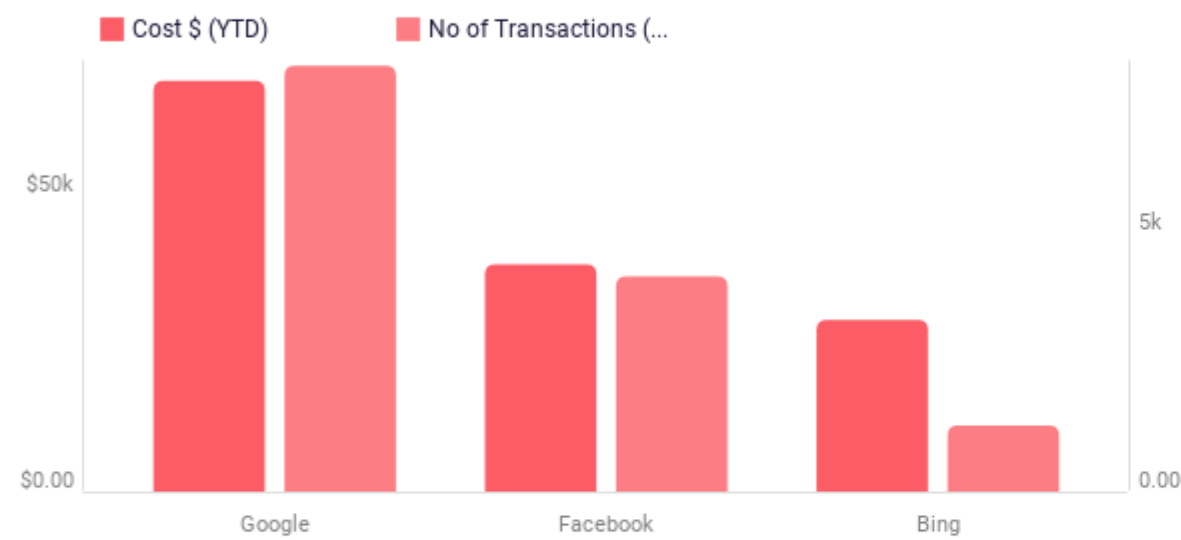
Campaign	Cost \$ (YTD) ↓	vs PYTD	Revenue \$ (YTD)	vs PYTD	No of Clicks (YTD)	No of Sessions (YTD)	No of Impressions (YTD)	% of Total (YTD)
	\$58,922.92	1.0%	\$512,515.34	6.6%	31,686	367,146	7,456,330	100%
[V] Push - Downtown 30 sec	\$6,166.04	1.0%	\$1,714.23	↑ 7.3%	3,364	6,609	1,308,906	
[V/IG] Push - Downtown 30 sec	\$3,126.34	1.0%	\$149.58	↑ 7.1%	1,786	106	744,611	
[D] Remarketing - All website visitors	\$3,092.68	0.6%	\$5,229.04	↑ 6.6%	5,523	1,689	661,814	
[D] Remarketing - Abandoned carts	\$2,819.19	0.5%	\$6,150.60	↑ 6.5%	4,613	1,559	704,252	
[D] Push - Jacket sale	\$2,540.36	1.3%	\$288.25	↑ 6.7%	4,396	3,059	1,671,671	
[PC] Product category : Shoes - PLA	\$2,030.63	1.0%	\$9,443.03	↑ 7.4%	265	328	19,569	
[D] Product category : Jeans - DPA	\$1,699.63	1.0%	\$1,799.83	↑ 6.7%	432	247	560,682	
[D] Product category : Accessories - DPA	\$1,631.90	1.0%	\$1,506.89	↑ 5.8%	514	208	506,531	
[D] Product category : Sneakers - DPA	\$1,559.27	1.0%	\$2,799.94	↑ 7.7%	581	269	597,269	
[V/YT] Push - Downtown 30 sec	\$1,070.84	1.0%	\$23.93	↑ 7.0%	96	71	69,790	
[S] Product category : T-shirts	\$1,029.72	1.0%	\$1,313.09	↑ 6.5%	116	123	7,308	
[S] Product category : Hats	\$1,011.92	1.0%	\$1,000.02	↑ 6.6%	114	95	9,227	
[S] Product category : Accessories - DSA	\$996.94	1.0%	\$1,008.49	↑ 6.6%	114	69	8,695	

Guide how to add template to your workspace and use with your Funnel.io data

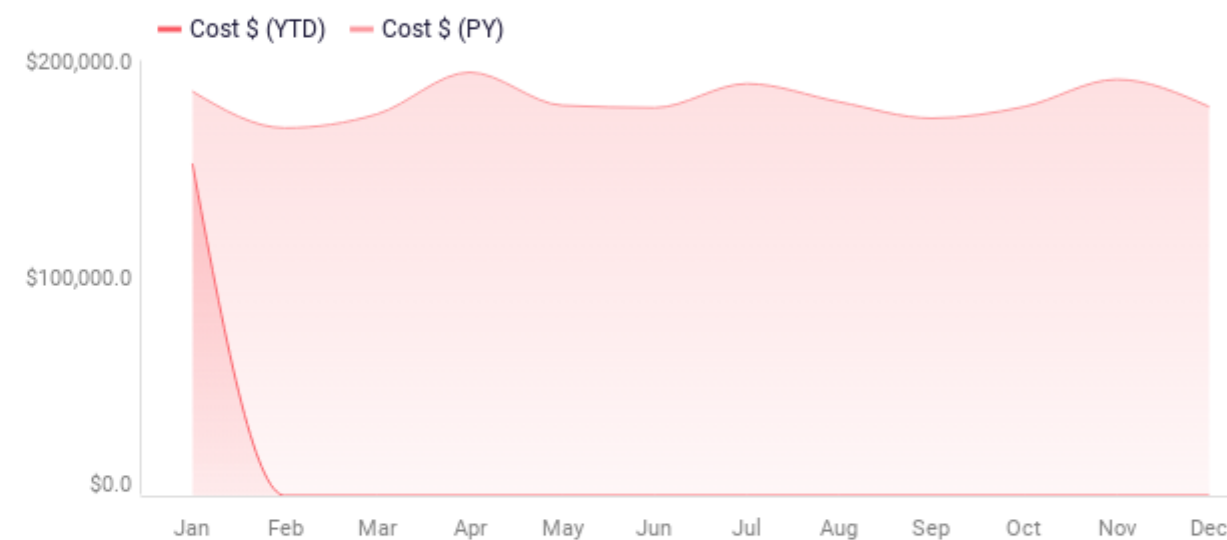
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SIGN UP ADD TO MY WORKSPACE

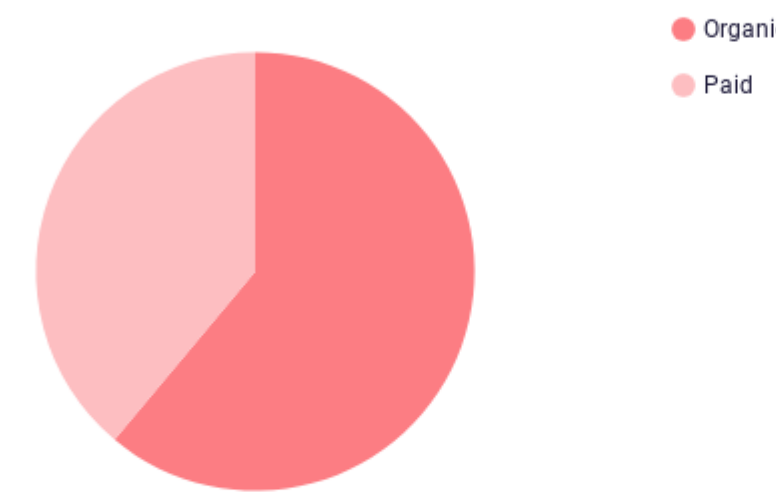
Cost and transactions by traffic source



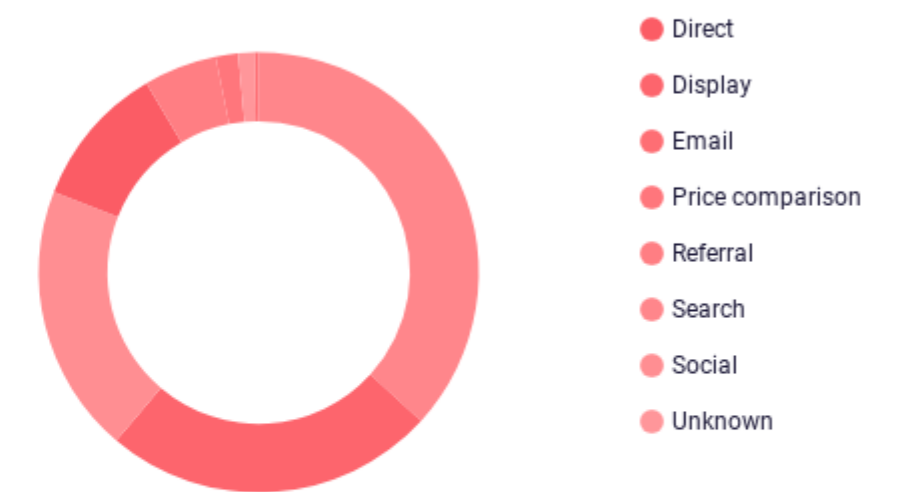
Cost \$ - comparison period



Transaction by paid / organic



Transaction by media type



Cost
\$152,870.1
1%

Clicks
54,142
1%

Impressions
17.0M
1%

Sessions
628.3k
7%

CPC
\$2.82
0%

Transactions
24.8k
7%

Transaction Revenue
\$1.30M
7%

ROAS
8.5
6%

Traffic source details table

Campaign	Cost \$ (YTD) ↓	vs PYTD	Revenue \$ (YTD)	vs PYTD	No of Clicks (YTD)	No of Sessions (YTD)	No of Impressions (YTD)	% of Total (YTD)
	\$152,870.07	1.1%	\$1,301,283.83	7.1%	54,142	628,325	17,013,485	100%
[V] Push - Downtown 30 sec	\$14,303.76	1.0%	\$2,643.39	↑ 6.6%	11,670	7,121	3,928,721	<div style="width: 100%;"></div>
[D] Remarketing - All website visitors	\$7,706.87	1.7%	\$13,913.62	↑ 6.5%	4,540	2,360	1,343,264	<div style="width: 20%;"></div>
[PC] Product category : Shoes - PLA	\$7,327.92	1.0%	\$15,333.23	↑ 6.6%	811	550	28,073	<div style="width: 10%;"></div>
[V/IG] Push - Downtown 30 sec	\$7,016.45	1.0%	\$485.23	↑ 6.8%	2,843	181	1,693,118	<div style="width: 10%;"></div>
[D] Remarketing - Abandoned carts	\$6,934.66	1.8%	\$13,160.99	↑ 6.8%	3,844	2,575	1,397,794	<div style="width: 20%;"></div>
[D] Push - Jacket sale	\$6,490.14	1.5%	\$532.42	↑ 6.9%	5,276	7,634	3,099,849	<div style="width: 80%;"></div>
[D] Product category : Sneakers - DPA	\$4,584.08	1.0%	\$5,022.77	↑ 6.5%	1,147	233	1,509,868	<div style="width: 20%;"></div>
[V/YT] Push - Downtown 30 sec	\$3,074.63	1.0%	\$52.86	↑ 6.2%	263	204	187,802	<div style="width: 5%;"></div>
[D] Product category : Accessories - DPA	\$2,998.90	1.0%	\$4,537.03	↑ 6.7%	1,069	378	1,102,553	<div style="width: 10%;"></div>
[D] Product category : Jeans - DPA	\$2,993.68	1.0%	\$2,936.19	↑ 5.5%	1,002	233	1,298,359	<div style="width: 10%;"></div>
[S] Product category : Bags	\$2,929.06	1.0%	\$2,072.50	↑ 5.8%	179	248	16,453	<div style="width: 5%;"></div>
[S] Product category : Sunglasses - DSA	\$2,878.55	1.0%	\$3,145.10	↑ 7.4%	240	217	22,011	<div style="width: 5%;"></div>
[S] Product category : Coats	\$2,748.71	1.0%	\$2,226.26	↑ 6.8%	222	191	17,245	<div style="width: 5%;"></div>

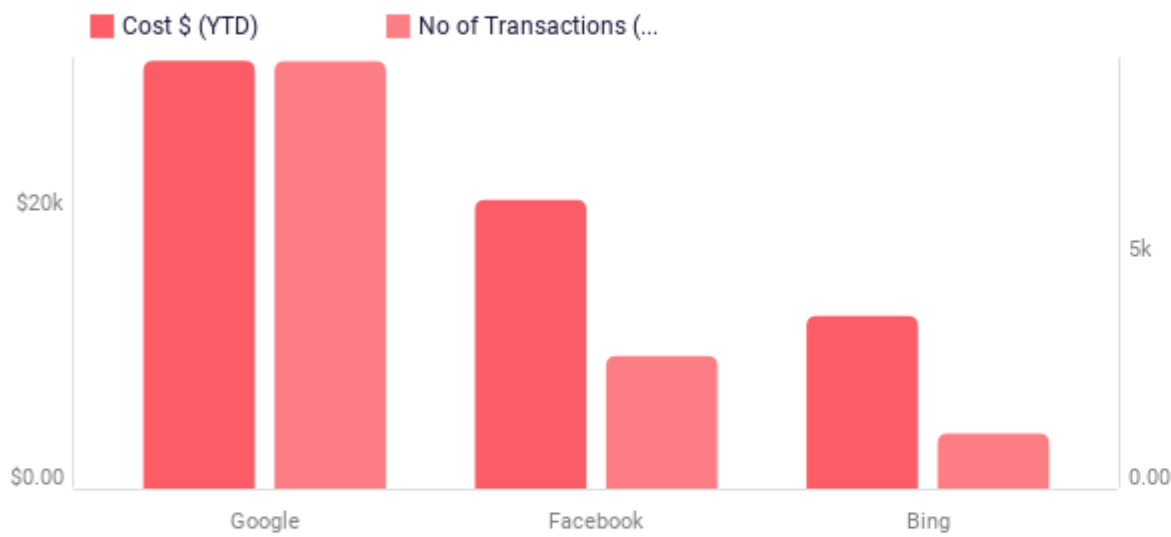
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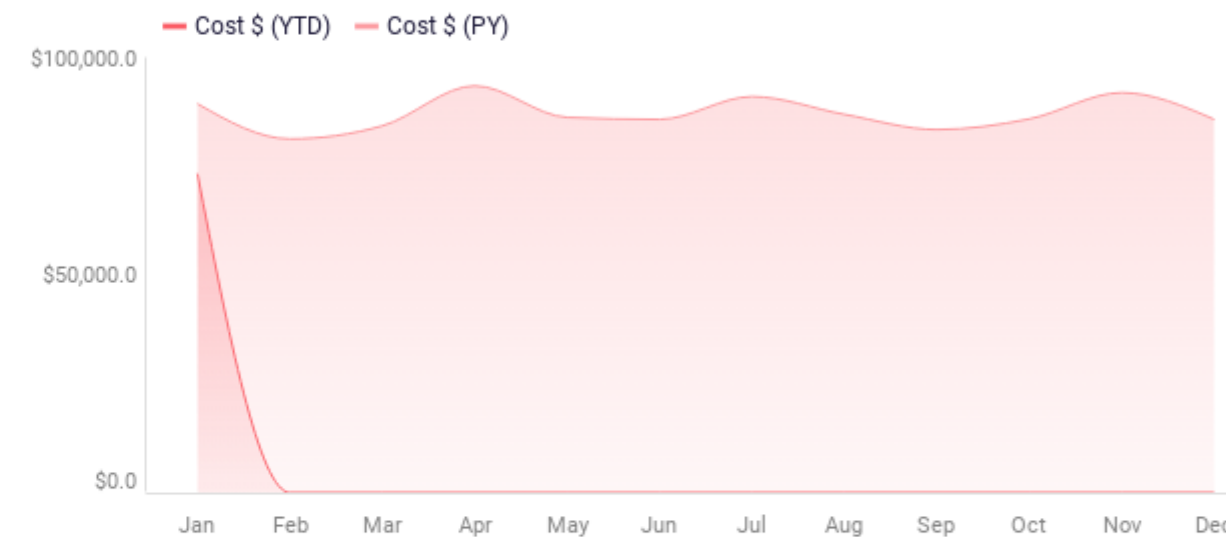
SIGN UP

ADD TO MY WORKSPACE

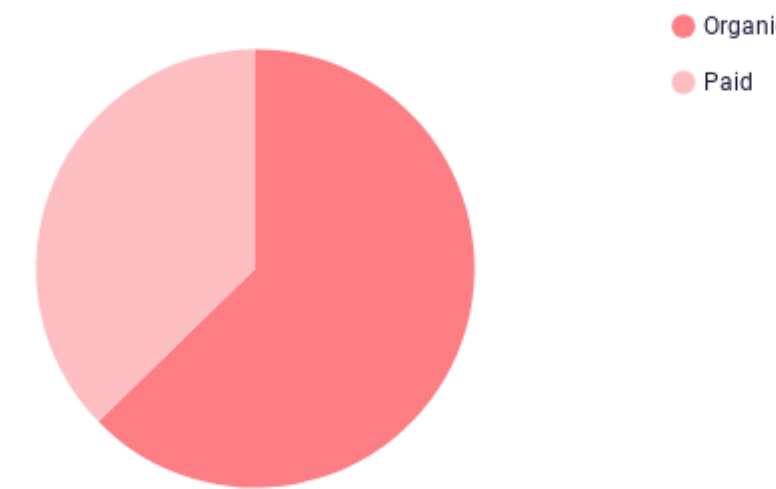
Cost and transactions by traffic source



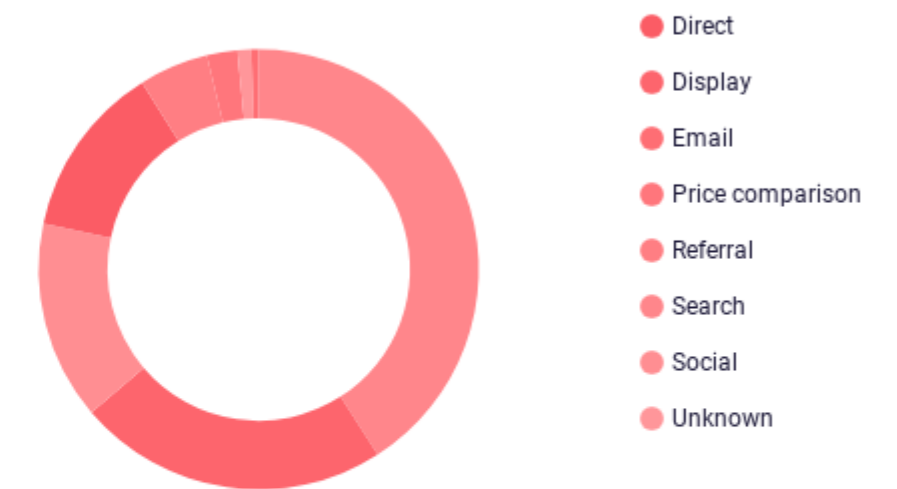
Cost \$ - comparison period



Transaction by paid / organic



Transaction by media type



Cost
\$73,440.6
1%

Clicks
43,994
1%

Impressions
11.8M
1%

Sessions
581.1k
7%

CPC
\$1.67
0%

Transactions
24.6k
7%

Transaction Revenue
\$1.12M
7%

ROAS
15.2
6%

Traffic source details table

Campaign	Cost \$ (YTD) ↓	vs PYTD	Revenue \$ (YTD)	vs PYTD	No of Clicks (YTD)	No of Sessions (YTD)	No of Impressions (YTD)	% of Total (YTD)
	\$73,440.57	1.0%	\$1,117,421.64	7.1%	43,994	581,105	11,816,883	100%
[V] Push - Downtown 30 sec	\$7,206.15	1.0%	\$1,978.13	↑ 7.2%	3,148	8,038	2,529,219	<div style="width: 100%;"></div>
[D] Remarketing - All website visitors	\$4,341.55	0.3%	\$12,628.86	↑ 6.8%	8,685	2,241	950,091	<div style="width: 80%;"></div>
[V/IG] Push - Downtown 30 sec	\$4,241.10	1.0%	\$204.12	↑ 5.7%	2,619	274	973,328	<div style="width: 80%;"></div>
[D] Remarketing - Abandoned carts	\$3,922.36	0.2%	\$13,820.29	↑ 6.9%	4,244	2,333	1,026,025	<div style="width: 70%;"></div>
[D] Push - Jacket sale	\$2,799.53	1.0%	\$477.78	↑ 7.3%	5,324	4,858	2,252,191	<div style="width: 95%;"></div>
[PC] Product category : Shoes - PLA	\$2,781.16	1.0%	\$13,257.07	↑ 6.8%	629	795	32,118	<div style="width: 10%;"></div>
[D] Product category : Jeans - DPA	\$2,421.14	1.0%	\$3,795.32	↑ 6.9%	907	298	1,034,163	<div style="width: 85%;"></div>
[D] Product category : Sneakers - DPA	\$2,100.66	1.0%	\$3,822.98	↑ 6.9%	867	377	870,700	<div style="width: 75%;"></div>
[D] Product category : Accessories - DPA	\$1,948.64	1.0%	\$2,328.89	↑ 6.9%	774	311	894,232	<div style="width: 75%;"></div>
[V/YT] Push - Downtown 30 sec	\$1,336.25	1.0%	\$34.23	↑ 6.5%	122	159	155,396	<div style="width: 10%;"></div>
[S] Product category : Accessories	\$1,304.92	1.0%	\$1,751.26	↑ 6.9%	199	225	13,199	<div style="width: 10%;"></div>
[S] Product category : Shoes	\$1,229.01	1.0%	\$3,330.64	↑ 7.4%	178	185	11,684	<div style="width: 10%;"></div>
[S] Product category : Jackets	\$1,179.83	1.0%	\$1,877.63	↑ 6.2%	174	213	13,309	<div style="width: 10%;"></div>

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ADD TO MY WORKSPACE