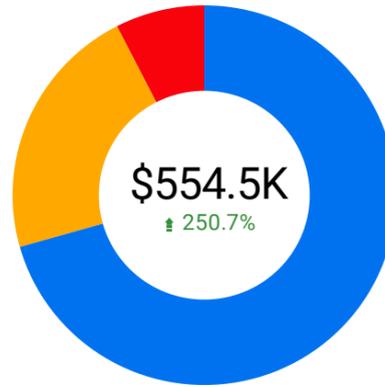




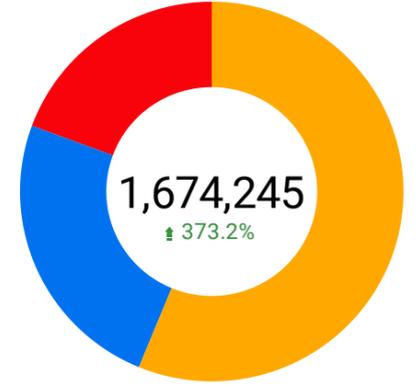
ROAS by Ad Platform - Dropdown

Ad platform	Leads Total	Deals Total	ROAS, %
Facebook	9,903	4152	1,781%
Yandex	1,938	316	599%
Google	12	5	0%
Grand total	11,853	4473	1,388%

Ad Spends



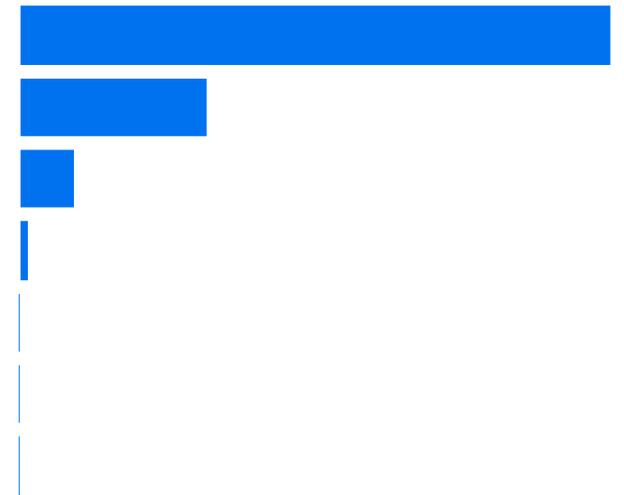
Ad Clicks



Leads by Sources

Leads Source	Leads Total	Leads, %	Deals Total	Deals, %	ROAS, %
Hidden Data	6,155	0.5	1,767	39.5%	45
	2,395	0.2	720	16.1%	4
	1,622	0.1	1,586	35.46%	48
	1,482	0.1	356	7.96%	175
	190	0.0	38	0.85%	0
	7	0.0	4	0.09%	0
	2	0.0	2	0.04%	0
Grand total	11,853	1.0	4,473	100%	14

Deal Amount by Lead Sources



UTM Brakedown

utm source	Spends	CPC	CPM	CTR	Leads	Deals	CR (lead/click)
Hidden Data	\$225,031	\$0.93	\$9.19	0.99%	9,903	4,152	4.09%
	\$192,159	\$0.63	\$3.79	0.6%	0	0	0%
	\$103,262	\$0.12	\$0.38	0.31%	1,876	288	0.22%
	\$18,875	\$4.61	\$744.1	16.16%	7	3	0.17%
	\$10,472	\$0.04	\$0.51	1.18%	5	2	+0%
	\$4,654	\$0.15	\$0.52	0.34%	62	28	0.2%
Grand total	\$554,503	\$0.33	\$1.48	0.45%	11,853	4,473	0.71%

Ad Summary

Account Name	Total Impressions	Total Clicks	Total Spends
Hidden Data	297,861,523	941,031	\$121,277
	25,969,848	324,310	\$41,745
	18,001,565	100,342	\$139,680
	16,390,799	219,394	\$150,992
	5,203,606	5,192	\$1,997
	3,557,991	28,569	\$28,679
Grand total	374,445,600	1,674,245	\$554,503



Ad / Leads - Summary

	Spends	CPL	Clicks	Leads	Deals	CR (Lead/Click)	CR1
Hidden Data	\$41,456	\$197	250405	210	97	0.08%	46.19%
	\$33,333	\$33	88772	1,017	327	1.15%	32.15%
	\$25,985	\$53	19331	494	195	2.56%	39.47%
	\$19,309	\$51	14064	382	98	2.72%	25.65%
	\$19,049	\$59	191620	323	81	0.17%	25.08%
	\$17,574	\$92	8974	191	58	2.13%	30.37%
	\$16,382	\$39	9150	421	128	4.6%	30.4%
	\$13,760	\$109	4493	126	47	2.8%	37.3%
Grand total	\$554,503	\$47	1674245	11,853	4,473	0.71%	37.74%

Leads by Country



TOP Countries by Leads

Country	Users	Users, %	CPM	Form Start	Form Send	Leads	CPL	Deals	Spends	Deal Amount
germany	249,974	17.02%	\$0.49	8,862	28	49	\$186.53	31	\$9,140	\$385,760
israel	223,903	15.24%	\$0.49	2,912	15	218	\$187.03	108	\$40,771	\$0
russia	218,875	14.9%	\$1.62	7,761	5	1,144	\$34.95	86	\$39,987	\$185,607
kyrgyzstan	132,386	9.01%	\$0.25	1,235	45	110	\$45.48	47	\$5,003	\$0
kazakhstan	83,578	5.69%	\$0.36	459	143	162	\$38.84	133	\$6,292	\$0
azerbaijan	82,340	5.61%	\$0.28	481	26	54	\$75.92	21	\$4,100	\$0
georgia	54,854	3.73%	\$1.23	263	129	127	\$76.09	118	\$9,664	\$0
uzbekistan	48,608	3.31%	\$0.27	523	58	102	\$58.97	58	\$6,015	\$0
türkiye	48,451	3.3%	\$0.44	139	28	37	\$71.17	29	\$2,633	\$0
armenia	43,934	2.99%	\$0.37	309	27	48	\$76.29	34	\$3,662	\$104,694
tajikistan	36,575	2.49%	\$0.25	588	5	47	\$27.02	7	\$1,270	\$0
moldova	26,680	1.82%	\$0.23	356	27	42	\$55.32	29	\$2,324	\$0
united states	21,660	1.47%	\$0.75	3,573	6	48	\$151.64	15	\$7,279	\$0
bangladesh	19,995	1.36%	\$0.31	115	11	11	\$19.06	8	\$210	\$0
iran	13,838	0.94%	\$0.37	103	22	29	\$5.72	23	\$166	\$0
france	12,387	0.84%	\$0.39	118	9	16	\$77.86	11	\$1,246	\$0
Grand total	1,469,023	100%	\$1.48	32,493	970	11,853	\$46.78	4,473	\$554,503	\$7,696,868



CRM Lead Stages

Deal Group	Spends	CPL	CPC	CPM	Leads	Deals	Deal Amount
New Deal	\$61,892	\$13.83	\$1	\$9.81	4,475	4,455	\$6,635,153
In Progress	\$443	\$29.5	\$1.08	\$8.19	15	15	\$1,011,715
Failed	\$0	\$0.08	\$0.2	\$0.61	2	1	\$0
Proposal Sent	\$0	\$0.15	\$0.17	\$0.13	1	1	\$50,000
Grand total	\$62,335	\$13.87	\$1	\$9.79	4,493	4,472	\$7,696,868

KPI by Website

Website	Spends	CPL	Users	CPC	CPM	Leads	Deals	Deal Amount
Hidden Data	\$377,556	\$41.9	0	\$0.7	\$5.5	9,015	3,333	\$6,950,807
	\$78,447	\$576.8	461,163	\$0.2	\$1.9	136	29	\$185,607
	\$67,995	\$39.0	604,330	\$0.2	\$0.3	1,745	262	\$435,760
	\$11,892	\$13.1	214,039	\$0.1	\$2.0	907	845	\$20,000
	\$6,963	\$580.3	26,803	\$0.5	\$5.8	12	0	\$0
	\$4,443	-	863	\$6.9	\$1,115.3	0	0	\$0
	\$4,347	\$167.2	158,698	\$0.0	\$0.1	26	4	\$104,694
	\$1,342	-	699	\$0.5	\$4.4	0	0	\$0
	\$871	\$72.5	496	\$0.6	\$3.3	12	0	\$0
	\$648	-	1,928	\$0.3	\$0.3	0	0	\$0
	-	-	4	-	-	0	0	\$0
Grand total	\$554,503	\$46.8	1,469,023	\$0.3	\$1.5	11,853	4,473	\$7,696,868