



# Paid Ads 30 Days Performance

**2022** a combined \$88,899.69 spend | **2023** a combined \$89,341.55 spend  
=> (+\$441.86)

**2022** \$4,397,330 revenue | **2023** \$4,766,356 revenue => (+\$369,026)

In the last 30 days revenue is up 98.52% (compared to the same 30 days in 2023) and orders are up 72.40% (compared to the same 30 days in 2023).

(note: this has been achieved through all marketing channels coming together at once)

### Cost

↑ 0.5%

### Revenue

↑ 98.52%

### Profit

↑ 48.55%

### ROAS

↑ 3.89pts

### Orders

↑ 72.4%

\$369,026 Revenue **UP** in 2023

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