



Marketing-Controlling-Dashboard

www.beispiel-online-shop.de - September 2015

Marketing (total)

	Investment	Sales*	Revenue*
Total	39.552,74 €	2890	670.894,98 €
Web analytics consulting	1.760,00 €		

* Custom attribution model has been applied

Paid traffic

	Investment	Sales*	Revenue*
Total	36.472,74 €	2491	574.770,92 €
Paid search	331,66 €	160	32.380,51 €
Google Shopping	9.428,85 €	597	127.416,55 €
Display ads	0,00 €	0	0,00 €
Remarketing	410,27 €	5	1.490,20 €
Affiliate	8.875,23 €	325	83.563,60 €
Comparison shopping websites	15.456,73 €	1404	329.920,06 €
Affiliate campaign management	1.090,00 €		
SEA campaign management	880,00 €		

* Custom attribution model has been applied

Brand / Community traffic

	Investment	Sales*	Revenue*
Total	0,00 €	304	71.543,49 €
Organic search (brand)	0,00 €	47	10.685,48 €
Newsletter / mailings	0,00 €	0	0,00 €
Social posts (incl. sponsored)	0,00 €	0	0,00 €
Social networks	0,00 €	3	536,87 €
Dark traffic	0,00 €	254	60.321,14 €

* Custom attribution model has been applied

Attracted traffic

	Investment	Sales*	Revenue*
Total	1.320,00 €	95	24.580,57 €
Organic search	0,00 €	40	9.350,78 €
Referrals	0,00 €	55	15.229,79 €
Content creation investment	0,00 €		
SEO consulting investment	1.320,00 €		

* Custom attribution model has been applied