

District	FEBRUARY												MARCH												APRIL												MAY												JUNE												JULY												AUGUST												SEPTEMBER												OCTOBER												NOVEMBER												DECEMBER											
	Week 1						Week 2						Week 3						Week 4						Week 1						Week 2						Week 3						Week 4						Week 1						Week 2						Week 3						Week 4						Week 1						Week 2						Week 3						Week 4																																									
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Direct	[Detailed Budget Data]																																																																																																																																			
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Feedback Ad	[Detailed Budget Data]																																																																																																																																			
Advert	[Detailed Budget Data]																																																																																																																																			
Product	[Detailed Budget Data]																																																																																																																																			
SMA	[Detailed Budget Data]																																																																																																																																			
IS & PE Parts Dept	[Detailed Budget Data]																																																																																																																																			
PS	[Detailed Budget Data]																																																																																																																																			
Consumer Admin	[Detailed Budget Data]																																																																																																																																			
EDC	[Detailed Budget Data]																																																																																																																																			
Influencer	[Detailed Budget Data]																																																																																																																																			
Weekly Budget	[Detailed Budget Data]																																																																																																																																			
Weekly Repurchase	[Detailed Budget Data]																																																																																																																																			

Weekly Budget									
Impressions	Avg. CPC	CPA	Views	Avg. CTR	Avg. CVR	Frequency	Unique Reach	Budget	ROI
792,890	€ 0.29	€ 2,314	9	0.00%	€ 0.75	7.9	198,829	€ 179.00	

Weekly Budget (with Repurchase)									
Impressions	Avg. CPC	CPA	Views	Avg. CTR	Avg. CVR	Frequency	Unique Reach	Budget	ROI
8,718,314	€ 0.36	€ 4,471	8	0.17%	€ 0.87	8.8	244,418	€ 1,150.00	

Weekly Budget (with Repurchase & Retention)									
Impressions	Avg. CPC	CPA	Views	Avg. CTR	Avg. CVR	Frequency	Unique Reach	Budget	ROI
2,278,497	€ 0.27	€ 1,010	9	0.27%	€ 0.72	9.8	281,999	€ 1,100.00	

