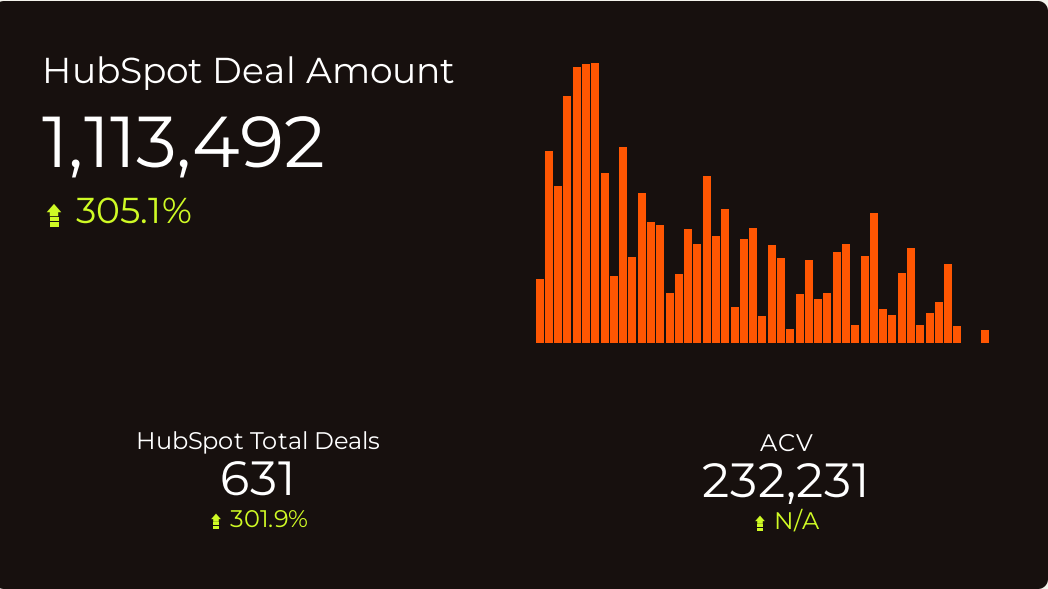


Blended Data source name

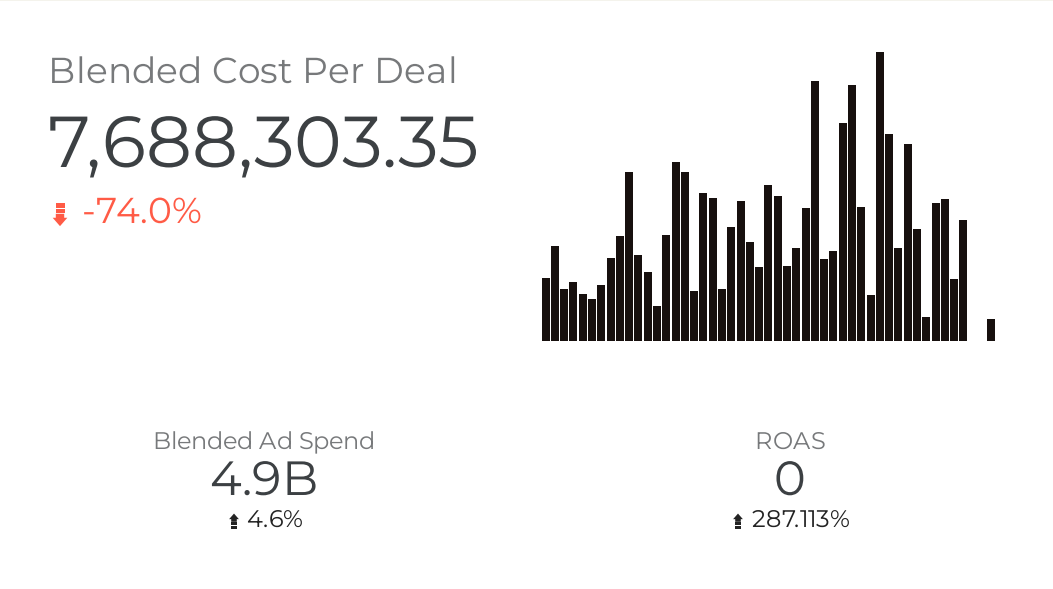
Blended Account Name

Jan 1, 2024 - Dec 31, 2024

Pipeline



ROI



Channel performance

	Blended Data source name	Blended Ad Spend	Blended Clicks	Blended Post impressions	Blended CTR	Leads
	Google Ads	2.4B	15.2M	861.8M	1.77%	0
	Meta Ads	2.4B	5.6M	570.3M	0.99%	0
	Facebook Insights	0	0	775	0%	0
	Linkedin Ads	0	0	0	0%	0
	Grand total	4.9B	20.9M	1.4B	1.46%	0

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Pipeline aquisiton sources

▼	HubSpot Deal Original Source	HubSpot Deal Original Source Data 1	HubSpot Deal Original Source Data 2	HubSpot Total Deals
	PAID_SEARCH	7f97f40c-9b4f-4825-92a3-ea371de989a3	cfb99963-cfee-4b6d-b706-8951409562d6	1
	DIRECT_TRAFFIC	007e535c-fc20-4ee2-bd1f-b463d3cba693	d767be64-8ff1-4cec-af8f-2d021101c9a4	1
	REFERRALS	009c408a-b659-4733-9cde-8327bca6d9ec	204f5d7d-6ebf-46a4-b811-d1b00fecdd92	1
	DIRECT_TRAFFIC	015f9a51-3630-4ed1-960e-525a5364fb9d	03d7d24f-72da-4465-abf0-b83973d059dd	1
	Grand total			631

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Summary

Blended Date	HubSpot Total Deals	HubSpot Deal Amount	Blended Ad Spend	Meta Ads Amount spent	Google Ads Cost	LinkedIn Ads Spent
Dec 31, 2024	0	0	6.2M	2.3M	3.9M	0
Dec 30, 2024	0	0	7.4M	2.6M	4.8...	0
Dec 29, 2024	0	0	7.3M	2.4M	4.9M	0
Dec 28, 2024	0	0	7.4M	2.3M	5.1M	0
Dec 27, 2024	0	0	7.1M	2.1M	4.9M	0
Dec 26, 2024	0	0	7.3M	1.9M	5.4M	0
Dec 25, 2024	0	0	7.4M	1.8M	5.5M	0
Dec 24, 2024	0	0	6.7M	1.8M	4.8...	0
Dec 23, 2024	0	0	7M	1.9M	5.1M	0
Dec 22, 2024	0	0	8.5M	3.5M	5.1M	0
Dec 21, 2024	0	0	8.3M	3.4M	5M	0
Dec 20, 2024	0	0	8.5M	3.4M	5.1M	0
Dec 19, 2024	0	0	8.5M	3.3M	5.2M	0
Dec 18, 2024	0	0	7.7M	3M	4.7M	0
Dec 17, 2024	0	0	7.1M	2.8M	4.3M	0
Dec 16, 2024	0	0	6.9M	2.6M	4.3M	0
Dec 15, 2024	0	0	7M	2.5M	4.5M	0
Dec 14, 2024	0	0	13.2M	7.7M	5.5M	0
Dec 13, 2024	0	0	14.4M	9.2M	5.2M	0
Dec 12, 2024	0	0	10.5M	6.1M	4.4...	0
Dec 11, 2024	0	0	8.6M	3.7M	4.8...	0
Dec 10, 2024	0	0	10.5M	4.7M	5.8M	0
Grand total	631	1.1M	4.9B	2.4B	2.4B	0

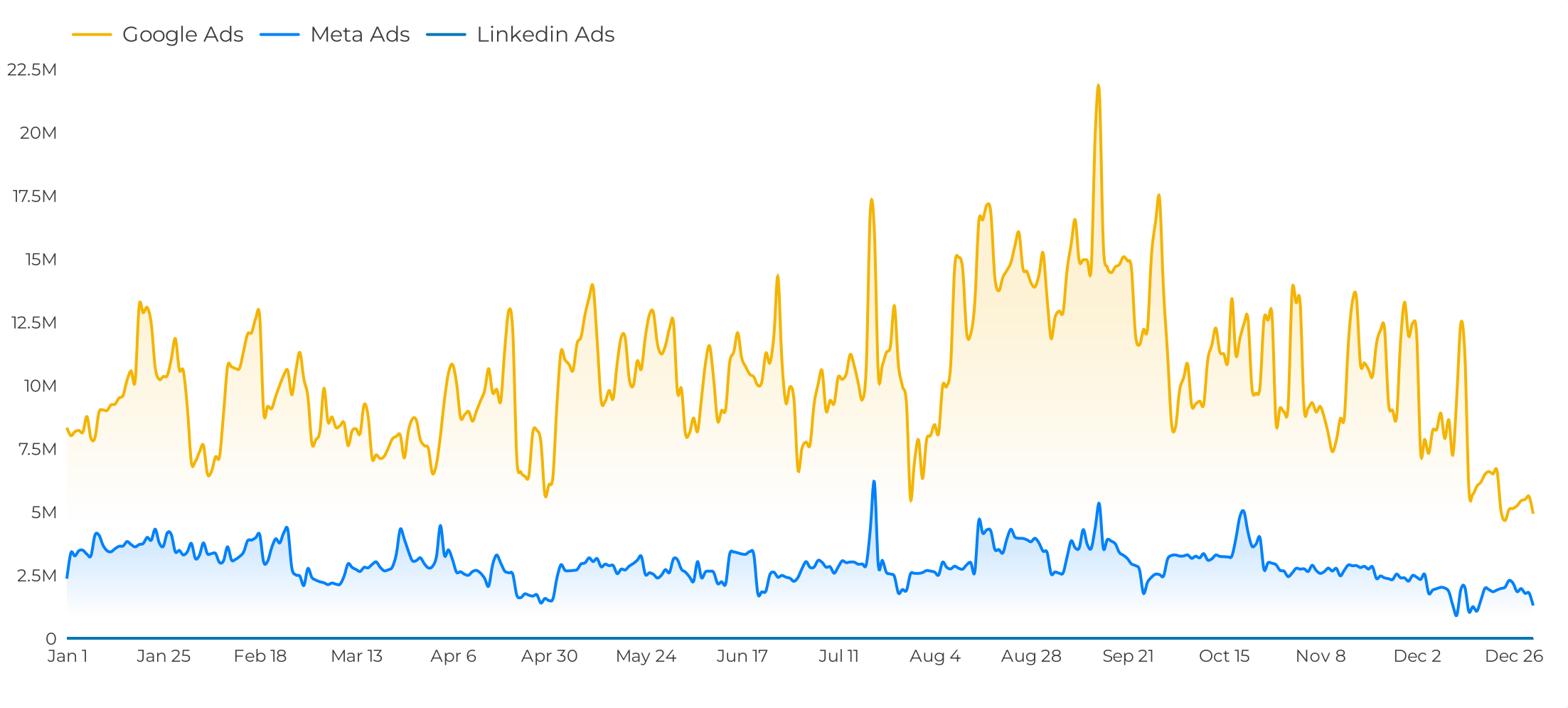
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Channel performance

	Blended Data source name	Blended Ad Spend ▾	Blended Clicks	Blended Post impressions	Blended CTR	Leads
	 Google Ads	2.4B	15.2M	861.8M	1.77%	0
	 Meta Ads	2.4B	5.6M	570.3M	0.99%	0
	 Facebook Insights	0	0	775	0%	0
	Grand total	4.9B	20.9M	1.4B	1.46%	0

1 - 5 / 5 < >

Performance over time



Channel performance

	Blended Data source name	Blended Page total follow... ▾	Blended Page new followers	Blended Post engagement r...
	 Linkedin Pages	7.6K	1.1K	5.36%
	 Facebook Insights	1.1K	5	25.03%
	Grand total	8.2K	1.1K	26.56%
				1 - 5 / 5 < >

Performance over time

