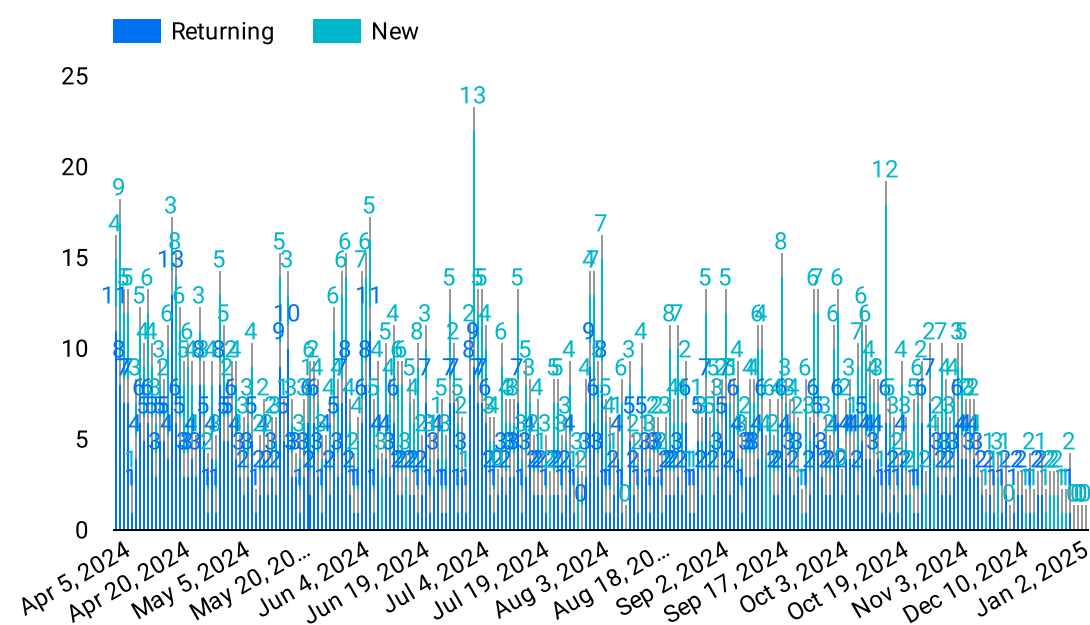


Management Dashboard

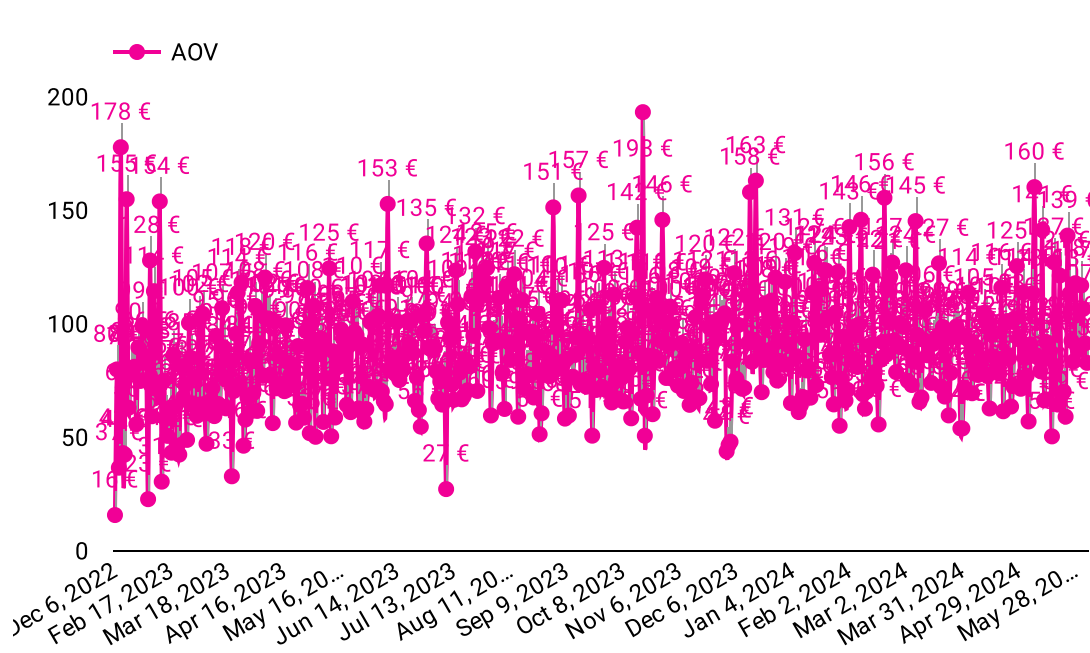
Jan 1, 2018 - May 22, 2022 User type Marketing channels Country Date Granularity: day

# Total Orders	Gross Merchandise Volume (GMV)	AOV	Discount (total sum)	Revenue per visitor	CLTV
4,716	368,246 €	88 €	50,357 €	3 €	268 €
📈 N/A	No data	No data	No data	No data	No data
# Customers	Customer retention rate (%)	Repeat purchase rate (RPR)	# Visitors (traffic)	Conversion rate, %	Purchase frequency
1,577	33%	68%	124,036	1.27%	3.29
📈 N/A	No data	No data	📈 N/A	No data	No data

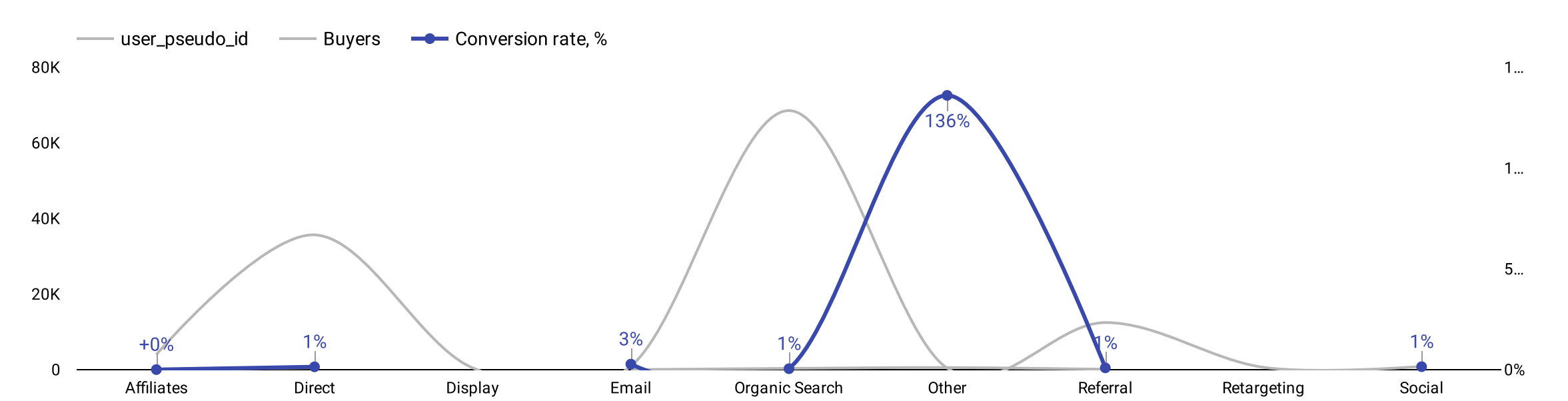
Orders Over Time (Completed Orders)



AOV Over Time



Conversion Rate Over Time



Marketing channels attributed by first visit

First marketing channels	Vistors	Users	Conversion rate, %	Orders	GMV - Gross Merch. Volume
Organic Search	68,537	346	1%	1,247	100,697 €
Direct	35,667	510	1%	1,944	158,039 €
Referral	12,464	114	1%	382	25,712 €
Affiliates	4,018	2	+0%	7	545 €
Email	945	26	3%	136	9,573 €
Social	876	13	1%	34	2,901 €
Retargeting	628	-	-	-	-
Display	485	-	-	-	-
Other	416	566	136%	966	70,779 €

Marketing channels attributed by last visit

Last marketing channels	Visitors	Users	Conversion rate, %	Orders	GMV - Gross Merch. Volume
Organic Search	69,206	380	1%	1,547	119,182 €
Direct	35,090	512	1%	1,879	156,426 €
Referral	12,353	77	1%	185	11,794 €
Affiliates	4,016	1	+0%	1	1 €
Email	987	35	4%	131	9,548 €
Social	850	6	1%	7	516 €
Retargeting	628	-	-	-	-
Display	485	-	-	-	-
Other	421	566	134%	966	70,779 €