



Model Comparison Tool

Jun 23, 2017 - Nov 1, 2020

Conversion: All Type: All Lookback Window: Set days prior to conversion [?](#)

100.00% % of conversions: 100.00%

Last Interaction vs *Select model*

MCF Channel Grouping	Spend (for selected time range)	Last Interaction Conversions ↓	Last Interaction CPA	Last Interaction Conversion Value	Last Interaction ROAS
1. Organic Search	—	565,276.00 (41.89%)	—	\$209,977.50	—
2. Direct	—	479,857.00 (35.56%)	—	\$1,189,477.95	—
3. Social Network	—	228,404.00 (16.93%)	—	\$35,870.54	—
4. Referral	—	72,402.00 (5.37%)	—	\$27,876.37	—
5. Paid Search	\$391.57	3,316.00 (0.25%)	\$0.12	\$0.00	0.00%
6. (Other)	—	128.00 (0.01%)	—	—	—
7. Email	—	10.00 (0.00%)	—	\$94.33	—

Rows 1 - 7 of 7