

Model Comparison Tool

Jun 23, 2017 - Nov 1, 2020

Conversion:      Type:      Lookback Window:

All

All

    Set 

30

 days prior to conversion 

?

% 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