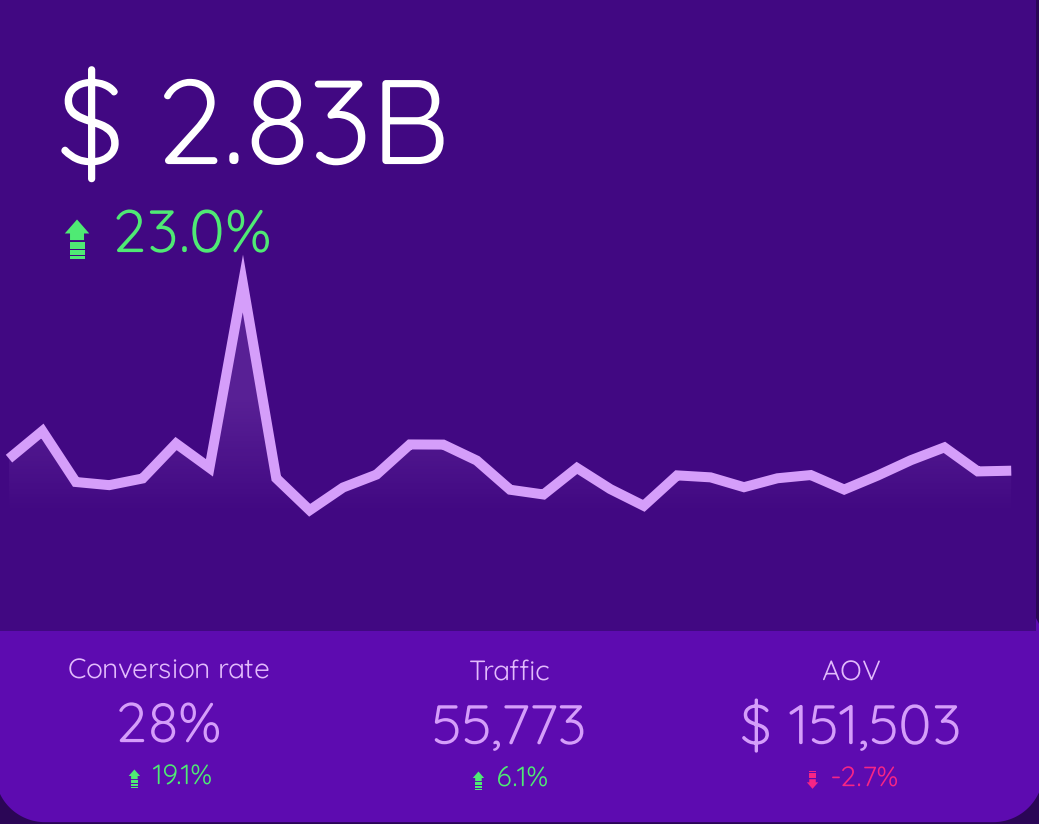
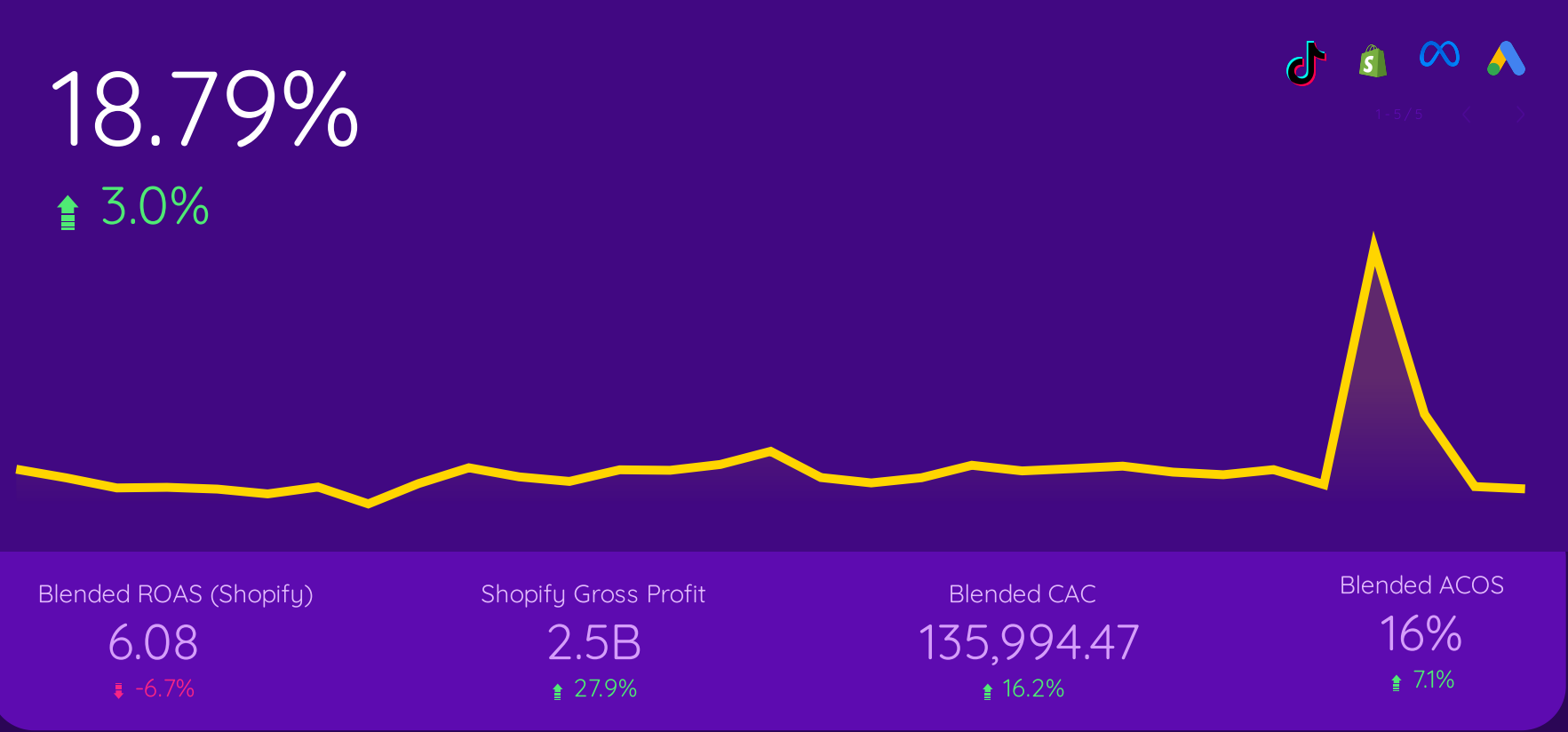


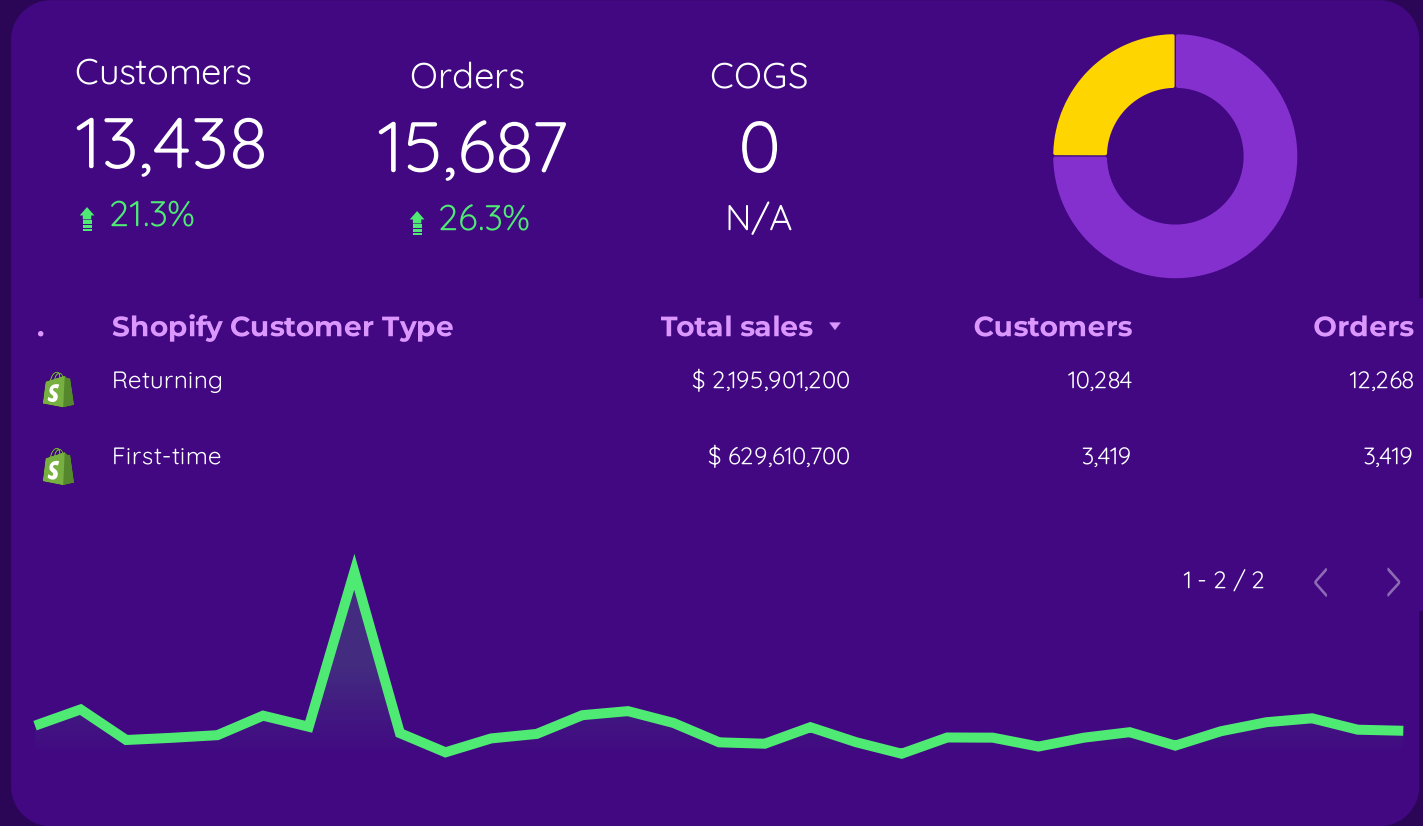
Sales



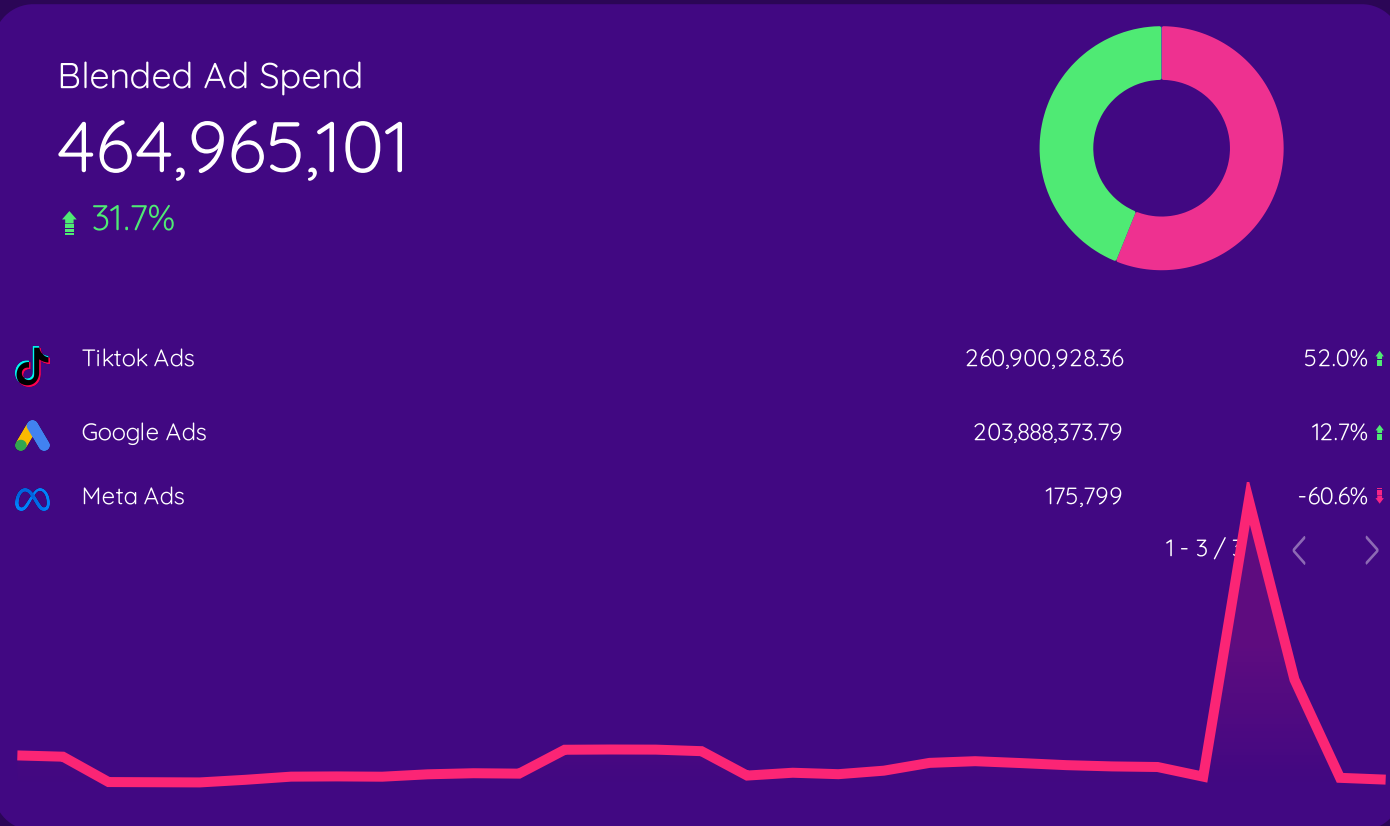
ROI



Store



Ad spend



Shopify acquisiiton

	Shopify Utm Medium	Shopify Utm Source	Shopify Total Sales ▾	Shopify Orders	Shopify Average Orde...	Shopify Total Custom...	Shopify New Customers
		Instagram	\$ 1,000,297,100	5,727	\$ 146,968.16	4,929	1,046
		direct	\$ 583,335,800	3,119	\$ 157,401.5	2,866	750
	cpc	Instagram	\$ 391,896,900	2,189	\$ 150,441.63	2,069	471
		Google	\$ 372,660,800	2,039	\$ 153,789.67	1,933	519
	email	email	\$ 114,629,700	675	\$ 142,707.38	663	132
	cpc	Facebook	\$ 50,607,900	300	\$ 141,758.82	294	111
		Grand total	\$ 2,825,511,900	15,687	\$ 151,502.91	13,438	3,419

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Website

Google Analytics 4 Sessions

55,773

📈 6.1%

Google Analytics 4 Page Title

Sessions ▾

	Porter	127,758
	Onboarding- pick a connector	11,696
	Free Google Looker Studio marketing report templates (2024)	9,338
	No-code Business Intelligence tool Porter	8,057
	Pricing	7,032
	Instagram Reporting Tool	6,814
	Grand total	55,773

1 - 100 / 3404<>

Ads

Blended Ad Spend

464,965,101

📈 31.7%

Channel

Ad spend ▾

% Δ

Clicks

% Δ

Impressions

% Δ

	Tiktok Ads	260,900,928.36	52.0% 📈	1,702,070	114.3% 📈	145,100,170	14.7% 📈
	Google Ads	203,888,373.79	12.7% 📈	906,808	-0.3% 📉	35,859,748	13.7% 📈
	Meta Ads	175,799	-60.6% 📉	68,164	-51.5% 📉	6,371,788	-49.3% 📉
	Grand total	464,965,101.15	31.7% 📈	2,677,042	45.1% 📈	187,331,706	9.8% 📈

1 - 3 / 3<>

Email marketing

B...	Klaviyo Campaign Name	Opened	Clicked ▾	Ordered
		11,443	2,058	186
	2025 - PF al 13/03/25 (30% off)	1,865	173	0
	2025 - PF al 19/03/25 (30% off)	1,192	89	0
	2025 - PF al 27/02/25 (50% off)	329	22	0
	2025 - PF al 24/03/25 (30% off)	719	11	0
	2025 - PF al 24/02/25 (50% off)	159	5	0
	2025 - PF al 13/02/25 (30% off)	40	3	0
	Grand total	16,175	2,365	186

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Social Media

Blended Page total followers

62,948

Channel

Followers ▾

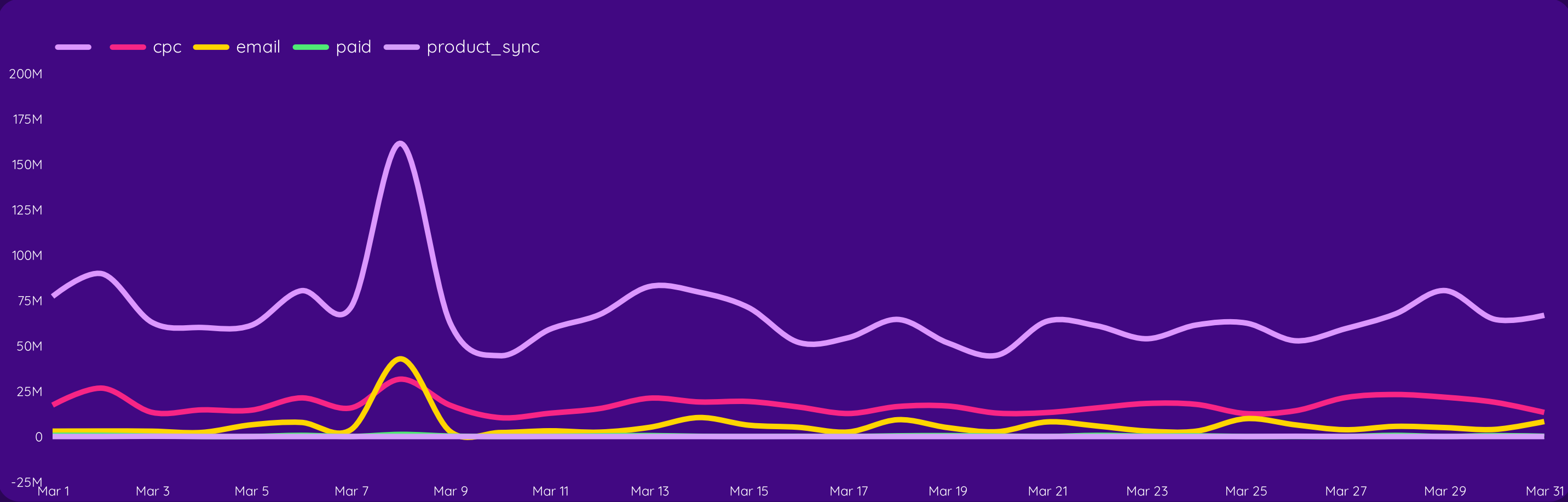
New followers

Engagement

	Instagram Insights	33,657	329	1,736
	Facebook Insights	1,966	835	3
	TikTok	707	0	481
	Grand total	36,330	1,164	5,248,114

1 - 6 / 6<>

Acquisition

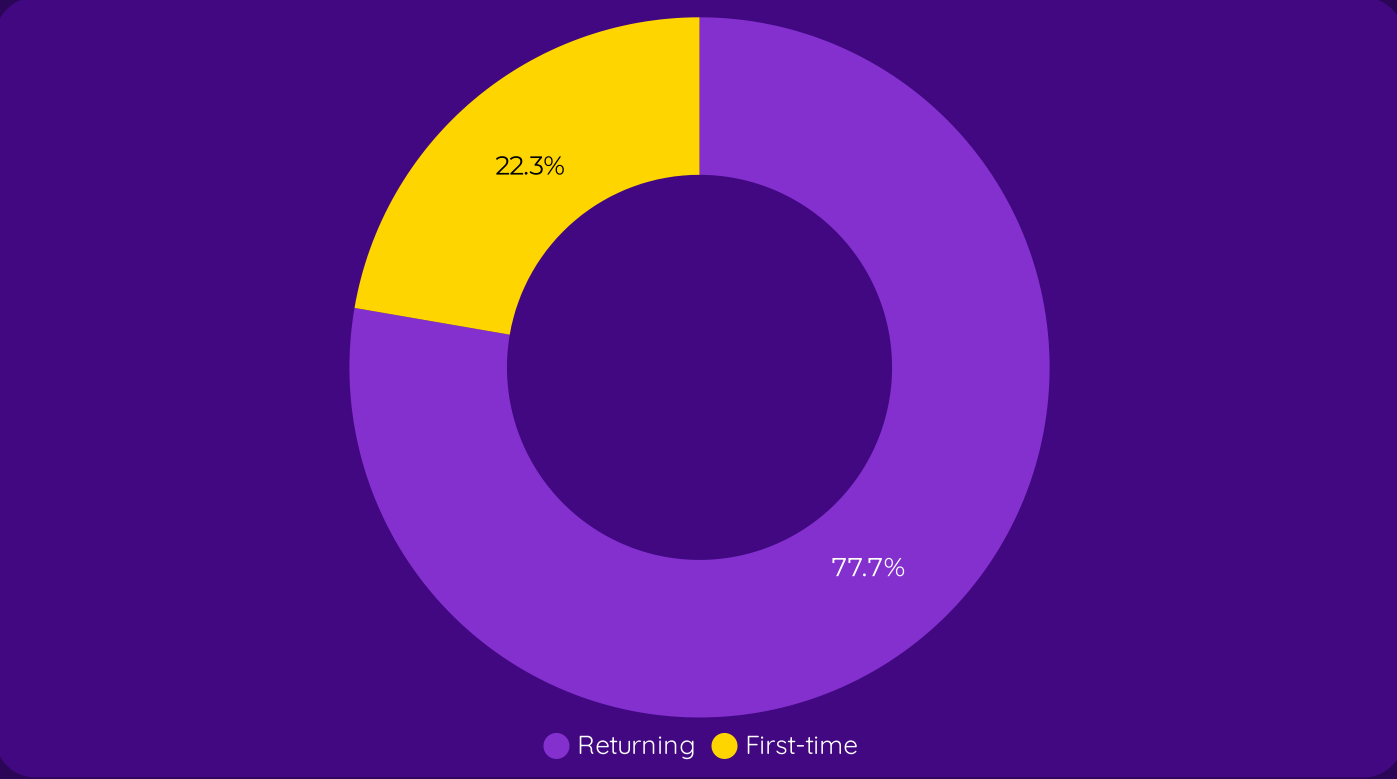


Product

Bl...	Sho...	Shopify Product Title	Shopify Total...	Shopify Orde...	Shopify Aver...
			\$ 348,194,400	1,987	\$ 148,387.88
		Ref: 064473 Pantalón flare stretch, bota ancha, tiro alto, tono negro	\$ 66,241,500	376	\$ 148,045.55
		Ref: 064654 Jean Mom Flare palazzo, rígido, bolsillos delanteros, tiro alto, tono azul oscuro	\$ 31,149,900	186	\$ 140,733.26
		Ref: 065463 Jean palazzo, rígido, cotilla delantera, tiro alto, tono azul oscuro	\$ 24,116,500	138	\$ 146,854.83
		Ref: 065470 Jean straight leg, confort, denim velvet acabado torsionado, tono azul	\$ 22,559,700	130	\$ 145,828.7
Grand total			\$ 2,825,511,900	15,687	\$ 151,502.91

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New vs Repeat customers



Customers

Bl...	Sho...	Shopify Customer Email	Shopify Total...	Shopify Orde...	Shopify Aver...
		caritoper@hotmail.com	\$ 2,967,000	8	\$ 311,659.66
		laquimo1387@hotmail.com	\$ 2,838,000	1	\$ 2,384,873.95
		mary18g@hotmail.com	\$ 2,554,200	2	\$ 1,073,193.28
		amandapiselli1705@gmail.com	\$ 2,353,000	1	\$ 1,977,310.92
		fernandita9510@hotmail.com	\$ 2,084,000	2	\$ 875,630.25
		fernandita9510@hotmail.com	\$ 2,075,000	7	\$ 299,285.71
Grand total			\$ 2,825,511,900	15,687	\$ 151,502.91














1 - 100 / 13459

Product

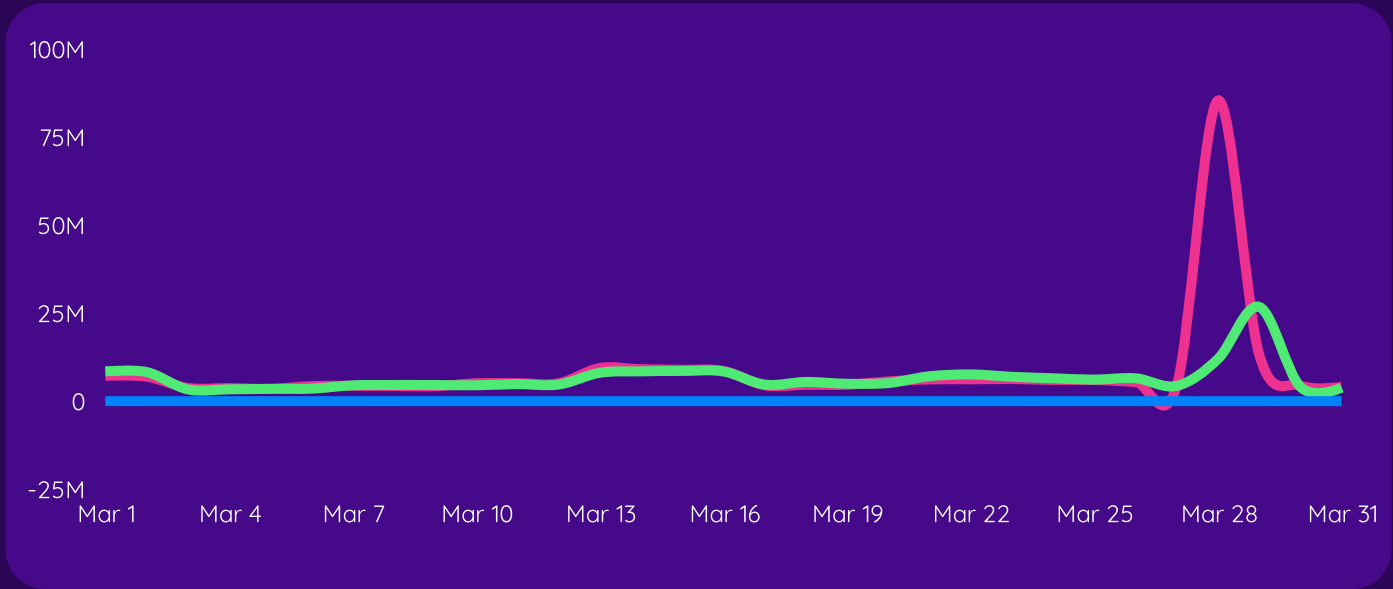
B...	Shopify Landing Page Url	Shopify Total Sales
	https://lolajeans.com.co/	\$ 1,676,850,600
	https://lolajeans.com.co/collections/ver-todo	\$ 262,830,100
	https://lolajeans.com.co/collections/new	\$ 137,885,000
	https://lolajeans.com.co/collections/jeans	\$ 26,201,500
	https://lolajeans.com.co/collections/pantalones-1	\$ 21,679,200
	https://lolajeans.com.co/cart	\$ 18,298,600
	https://lolajeans.com.co/collections/all	\$ 10,174,700
	https://lolajeans.com.co/search	\$ 7,869,700
Grand total		\$ 2,825,511,900

1 - 100 / 2049













































































































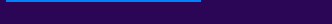


































































Channel performance

	Channel	Ad spend ▾	% Δ	Clicks	% Δ	Impressions	% Δ
	Tiktok Ads	260,900,928.36	52.0% 	1,702,070	114.3% 	145,100,170	14.7% 
	Google Ads	203,888,373.79	12.7% 	906,808	-0.3% 	35,859,748	13.7% 
	Meta Ads	175,799	-60.6% 	68,164	-51.5% 	6,371,788	-49.3% 
Grand total		464,965,101.15	31.7% 	2,677,042	45.1% 	187,331,706	9.8% 

1 - 3 / 3



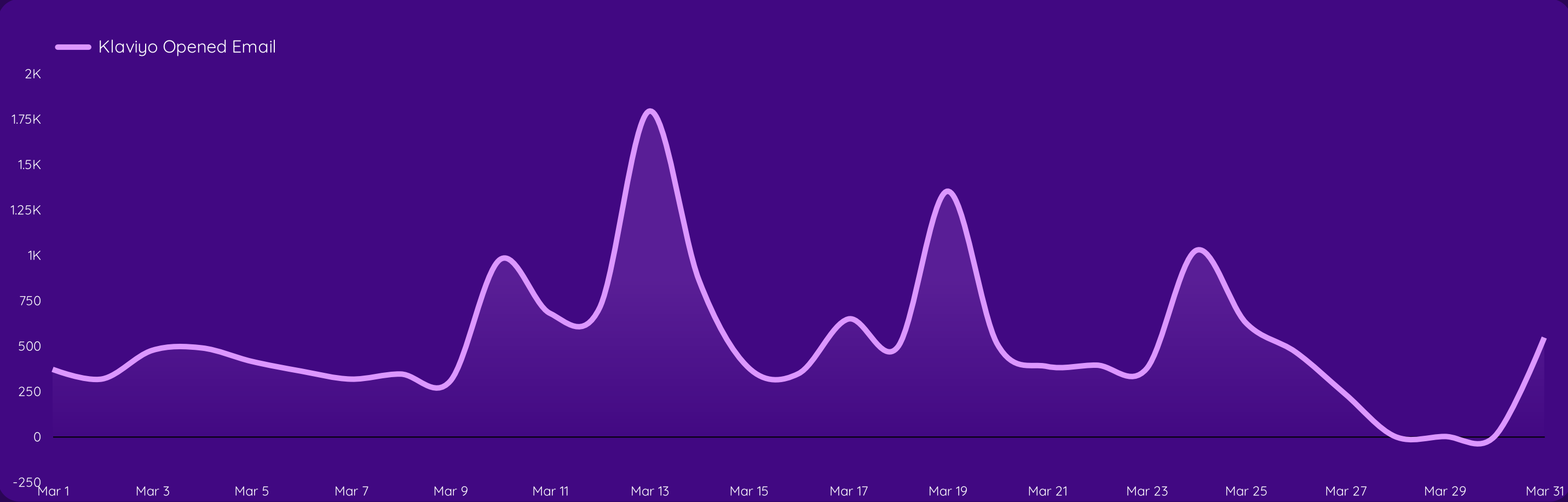
Summary

Blended Date	Blended Ad Spend	Google Ads Cost	Google Ads Conve...	Meta Ads Amount spent ▾	Meta Ads Purchases	TikTok Ads Spend	TikTok Ads Purchase
Mar 2, 2025	15.3M 	8.3M 	3.3K 	9.5K 	194 	7M 	11K 
Mar 1, 2025	15.7M 	8.4M 	3.6K 	8.4K 	183 	7.2M 	11K 
Mar 23, 2025	13.2M 	6.9M 	4K 	8.2K 	137 	6.3M 	959 
Mar 9, 2025	8.8M 	4.6M 	3.6K 	8.1K 	170 	4.2M 	712 
Mar 8, 2025	8.9M 	4.6M 	3.3K 	7.8K 	151 	4.3M 	680 
Mar 24, 2025	12.5M 	6.5M 	3.8K 	7.7K 	111 	6M 	996 
Mar 3, 2025	7.1M 	3.4M 	2.7K 	7.6K 	130 	3.8M 	517 
Mar 21, 2025	13.3M 	7.1M 	3.5K 	7.5K 	96 	6.2M 	1.2K 
Mar 22, 2025	13.8M 	7.6M 	3.6K 	7.2K 	125 	6.2M 	1.1K 
Mar 10, 2025	9.6M 	4.5M 	3.6K 	6.7K 	134 	5.1M 	659 
Mar 7, 2025	8.9M 	4.5M 	3.4K 	6.5K 	115 	4.4M 	716 
Mar 4, 2025	7.1M 	3.4M 	2.6K 	6.5K 	156 	3.7M 	457 
Mar 6, 2025	7.9M 	3.6M 	3.1K 	5.5K 	112 	4.3M 	693 
Mar 11, 2025	10M 	4.8M 	3.2K 	5.4K 	106 	5.1M 	576 
Mar 5, 2025	7M 	3.5M 	2.9K 	5.3K 	124 	3.5M 	485 
Mar 16, 2025	17M 	8.4M 	4.1K 	5.2K 	140 	8.6M 	757 
Mar 12, 2025	9.8M 	4.7M 	3.4K 	4.8K 	103 	5.1M 	599 
Mar 17, 2025	9.2M 	4.7M 	2.7K 	4.8K 	104 	4.5M 	466 
Mar 25, 2025	12.1M 	6.1M 	4K 	4.8K 	97 	6M 	1.2K 
Mar 13, 2025	17.5M 	8.1M 	4.8K 	4.8K 	101 	9.4M 	925 
Mar 18, 2025	10.1M 	5.5M 	3.1K 	4.7K 	103 	4.6M 	510 
Mar 15, 2025	17.5M 	8.6M 	4.3K 	4.6K 	126 	8.9M 	809 
Mar 14, 2025	17.6M 	8.5M 	4.8K 	4.6K 	69 	9.1M 	854 
Mar 19, 2025	9.7M 	5M 	3.5K 	4.5K 	109 	4.7M 	421 
Mar 20, 2025	10.8M 	5.2M 	3.2K 	4.4K 	89 	5.6M 	647 
Grand total	465M	203.9M	115.3K	175.8K	3.6K	260.9M	27.9K

1 - 31 / 31



Performance over time



Campaign

B...	Klaviyo Campaign Name	Klaviyo Opened Email ▾	Klaviyo Clicked Email
		11.4K	2.1K
	2025 - PF al 13/03/25 (30% off)	1.9K	173
	2025 - PF al 19/03/25 (30% off)	1.2K	89
	2025 - PF al 24/03/25 (30% off)	719	11
	2025 - PF al 27/02/25 (50% off)	329	22
	2025 - PF al 24/02/25 (50% off)	159	5
	2025 - PF al 19/02/25 (50% off)	105	0
	2025 - PF al 13/02/25 (30% off)	401	21
	Grand total	16.2K	2.4K

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Flows

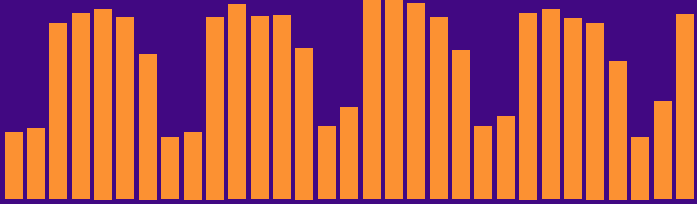
B...	Klaviyo Flow Name	Klaviyo Opened Email ▾	Klaviyo Clicked Email
		4.7K	307
	Suscripciones - Newsletter Welcome Series (clone)	2.3K	380
	API - Pago Fallido General	1.7K	379
	Happy Birthday Email - Standard	1.2K	83
	Shopify - Newsletter Welcome Series (clone)	964	119
	API - Reactivación Pago Fallido (clone)	916	34
	API - Suscripción Exitosa (permanente)	861	332
	API - Cancelación Suscripción 30	540	7
	Grand total	16.2K	2.4K

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Google Analytics 4 Sessions

55.8K

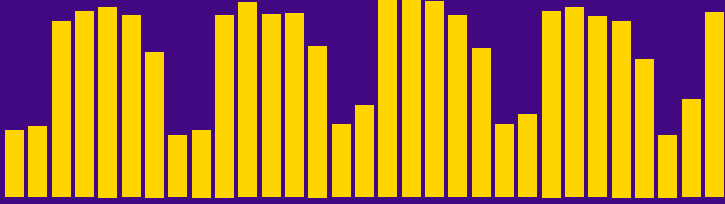
📈 6.1%



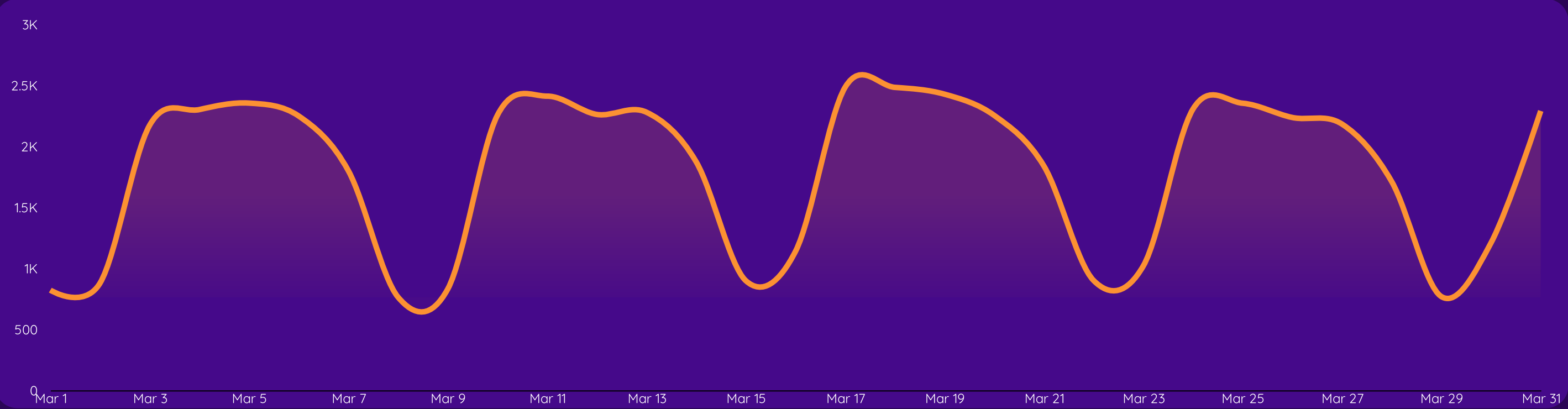
Google Analytics 4 Sessions

55.8K

📈 6.1%



Time



Content

	Google Analytics 4 Page Title	Google Analytics 4 Sessions
	Porter	127,758
	Onboarding- pick a connector	11,696
	Free Google Looker Studio marketing report templates (2024)	9,338
	No-code Business Intelligence tool Porter	8,057
	Pricing	7,032
	Instagram Reporting Tool	6,814
	Grand total	55,773

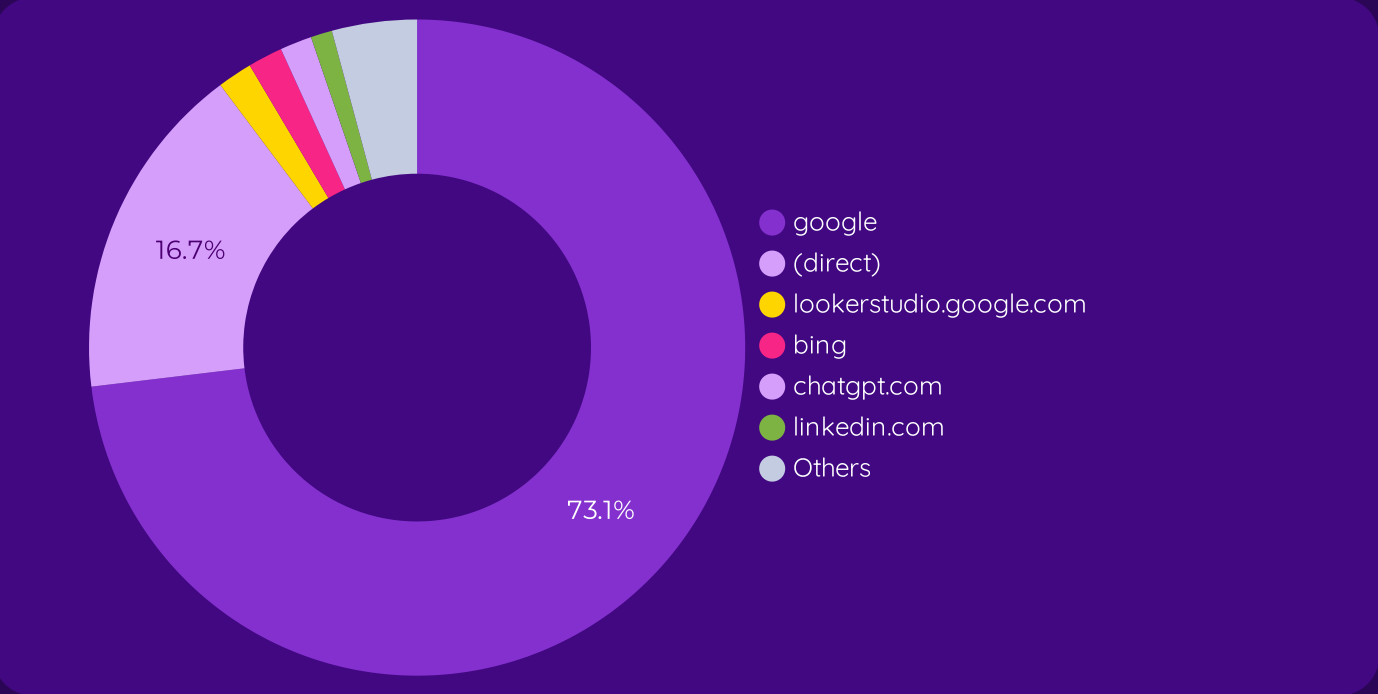
1 - 100 / 3404

Country

	Google Analytics 4 Country	Google Analytics 4 Sessions
	India	7,133
	United States	4,729
	Colombia	4,177
	Brazil	3,906
	Spain	3,491
	Mexico	3,080
	Grand total	55,773

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Acquisition



Demographics

