

PULSE MEDIA — INTERACTIVE EXCEL & BI DASHBOARD

Marketing & Social Analytics Dashboard

Stop guessing which channel works. This tells you.

■ Explore it live data.vexloft.com/marketing

Every marketing budget has money quietly leaking into channels that don't pay back. This dashboard puts Pulse Media's spend, revenue and ROAS side by side for every channel, tracks the funnel from visitor to customer, and shows exactly where the leads come from. The channel earning a 6x return and the one burning cash both become obvious in seconds.



Live interactive dashboard — filter, drill down, then open the real Excel file behind it.

WHAT IT DELIVERS

- Blended ROAS, CAC, leads and conversion-rate KPIs
- ROAS and spend-vs-revenue by channel
- Visitor-to-customer conversion funnel
- Monthly leads trend and a full channel scorecard

WHY IT MATTERS

- Move budget to the channels that actually pay back
- See your true cost per customer, per channel
- Spot exactly where the funnel leaks
- Report performance without touching a spreadsheet

HEADLINE METRICS

€412K

MARKETING SPEND

3.3x

BLENDED ROAS

€314

AVG CAC

11,669

TOTAL LEADS