

PAID MEDIA PERFORMANCE

Northwind Media

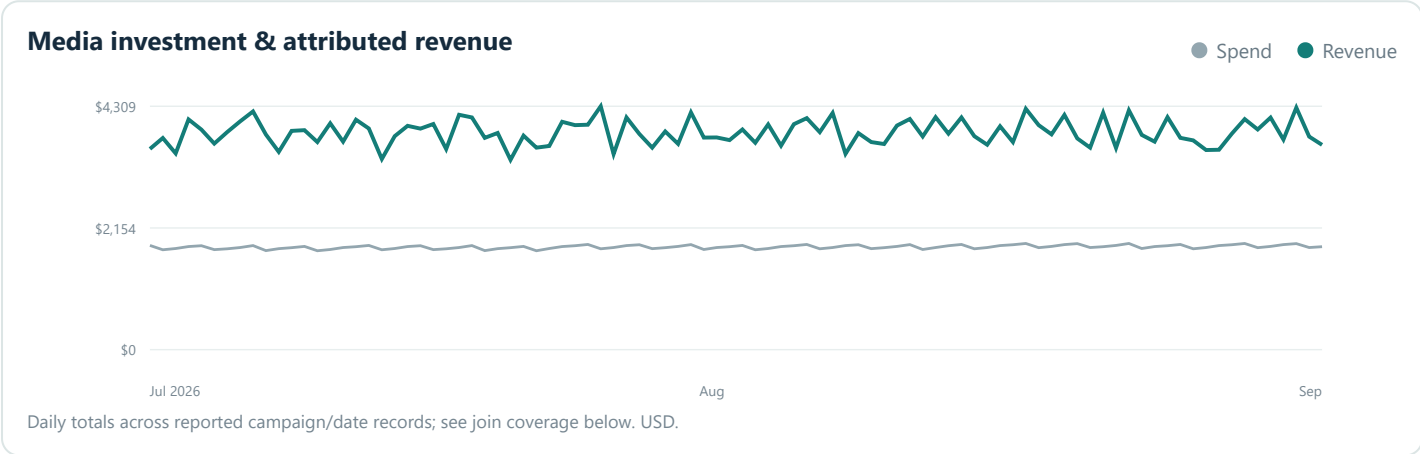
Channel performance readout · 2026-07-01 to 2026-09-30

MEDIA SPEND
\$167,262.30
USD across all listed channels

ATTRIBUTED REVENUE
\$353,650.00
Platform-reported conversion value

CONVERSIONS
3,690
As recorded in the conversion exports

ROAS
2.11x
Attributed revenue ÷ media spend



WHAT STANDS OUT

TikTok | Catalog Retargeting recorded the period's highest campaign ROAS at 4.06x, on \$10,227.80 in spend. Google | Shopping Core accounted for 12.2% of period spend. Use these as review cues; attributed ROAS alone does not establish profitability.

How to read this report

All values are synthetic and denominated in USD. Revenue is platform-attributed conversion value. It is not net profit or a causal lift estimate; fees, refunds, margin and customer lifetime value are not included.

PERFORMANCE BY CHANNEL

Where the reported value came from

Google

2.00x ROAS

\$50,646.30 spend · \$101,260.90 attributed revenue · 3 campaigns

LinkedIn

2.69x ROAS

\$41,351.70 spend · \$111,153.80 attributed revenue · 3 campaigns

Meta

1.86x ROAS

\$39,490.40 spend · \$73,266.04 attributed revenue · 3 campaigns

TikTok

1.90x ROAS

\$35,773.90 spend · \$67,969.26 attributed revenue · 3 campaigns

Campaign detail

CAMPAIGN	CHANNEL	SPEND	CLICKS	CONV.	REVENUE	CPA	ROAS
Google Shopping Core	Google	\$20,455.60	9,707	390	\$46,764.00	\$52.45	2.29x
Google Brand Search	Google	\$16,720.20	8,170	448	\$42,529.60	\$37.32	2.54x
Meta Prospecting	Meta	\$15,791.30	13,523	226	\$16,934.25	\$69.87	1.07x
LinkedIn Thought Leadership	LinkedIn	\$14,876.80	2,433	184	\$32,175.50	\$80.85	2.16x
LinkedIn Lead Generation	LinkedIn	\$14,862.40	2,546	227	\$47,644.80	\$65.47	3.21x
Google Nonbrand Search	Google	\$13,470.50	3,919	133	\$11,967.30	\$101.28	0.89x
TikTok Creator Prospecting	TikTok	\$13,004.60	19,497	277	\$14,394.12	\$46.95	1.11x
Meta Video Test	Meta	\$12,541.50	11,289	176	\$14,945.55	\$71.26	1.19x
TikTok Shop Test	TikTok	\$12,541.50	11,406	178	\$12,092.44	\$70.46	0.96x
LinkedIn Site Retargeting	LinkedIn	\$11,612.50	3,612	190	\$31,333.50	\$61.12	2.70x
Meta Catalog Retargeting	Meta	\$11,157.60	14,877	668	\$41,386.24	\$16.70	3.71x
TikTok Catalog Retargeting	TikTok	\$10,227.80	14,770	593	\$41,482.70	\$17.25	4.06x

CPA = media spend ÷ recorded conversions. ROAS = attributed revenue ÷ media spend. Campaigns sorted by media spend.

Processing & coverage

Source exports processed

8 spend/conversion file(s) validated before consolidation.

Identical repeated records removed

2. Identical repeated records removed; conflicting keys are still refused.

Join coverage

1,104 matched key(s) out of 1,104 spend row(s) and 1,104 conversion row(s); 0 spend row(s) and 0 conversion row(s) unmatched.

Warnings and data notes

No calculation or join warnings in this run.