CONSUMER GOODS

Google Annual Report

2020 VS 2016

In a 4 year period since commencing, we increased the ROAS by 98%, the Revenue by 784% and the Average Order Value by 938%

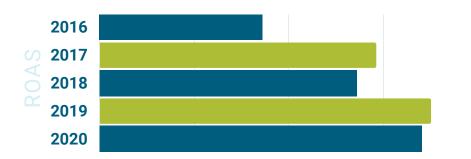


† 784% † 938%

ROAS

Revenue

AOV



30%

When we Introduced MLoD onto the account in 2019 the ROAS Improved by 30%

