

# Sales by Campaign

This report will show a breakdown of company-wide sales within a given period; the value of sales will be split by Campaign. A Campaign may be defined as:

- Referral links, e.g. Google Ads and affiliates (Referral links should include "utm\_source" and "utm\_campaign" parameters)
- Newsletter emails (Referral links should include "utm\_source" and "utm\_campaign" parameters)
- Automated site emails, e.g. back-in-stock or your-account-password
- 'How did you find us' recorded against each customer

'Campaign' is limited to 50 characters

## Sales By Campaign

Source: All Device: All Store: ALL Store user: ALL Specify dates from: 16/10/2020 to: 15/11/2024 Update Reset

Download report as CSV Note: This report includes discounts and postage.

By Affiliate	By Campaign	Total Orders	Total Revenue	Average Order Value	Items Sold	Average Selling Price	Average Cost Price*	Average Profit Margin*
		1412	£1,472,073.54	£1,042.55	22603	£251.72	£173.17	24%
AUTOGEN		34	£71,374.81	£2,099.26	183	£53.72	Unknown	Unknown
DIRECT	iconography	7	£22,955.48	£3,279.35	193	£84.30	£374.84	-409%
DIRECT	Website	4	£5,402.36	£1,350.59	7	£1,105.52	£603.75	21%
DIRECT	Search	2	£1,589.00	£794.50	4	£523.17	£258.00	23%

## Filters

This report may be filtered by:

- Source
- Device
- Store
- Store User

## Key to icons

↓ = download report

## FAQs

FAQs for Sales Reports may be viewed [here](#).

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