

WooCommerce Report for UTM data

We are happy to announce that we released report utility for WooCommerce

You can access via WP Dashboard > WooCommerce > Reports > UTM Stats

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UTM Stats

HandL Campaign

HandL Source

HandL Medium

UTM Campaign

Year

Last month

This month

Last 7 days

Custom: yyyy-mm-dd – yyyy-mm-dd

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Export CSV

UTM Campaign	Number Sales	Total	Ad Spend	ROAS	Order IDs
BlackFriday2021	95	£6283.22	£15	418.88	1632, 1637, 1661, 1668, 1701, 1705, 1725, 1738, 1767, 1776, 1782, 1809, 1813, 1814, 1815, 1869, 1871, 1876, 1909, 1979, 1987, 1993, 2009, 2012, 2041, 2066, 2103, 2106, 2112, 2120, 2123, 2151, 2153, 2161, 2176, 2178, 2220, 2221, 2223, 2242, 2243, 2276, 2282, 2288, 2291, 2300, 2306, 2309, 2329, 2331, 2362, 2364, 2370, 2392, 2437, 2438, 2464, 2465, 2473, 2482, 2483, 2489, 2504, 2537, 2546, 2548, 2549, 2552, 2575, 2578, 2580, 2587, 2594, 2607, 2616, 2620, 2626, 2627, 2648, 2650, 2652, 2667, 2669, 2676, 2689, 2714, 2716, 2717, 2718, 2719, 2725, 2728, 2800, 2803, 2823
CyberMonday2021	89	£6174.14	£0	NA	1419, 1435, 1446, 1463, 1484, 1510, 1550, 1570, 1594, 1611, 1640, 1644, 1672, 1673, 1674, 1676, 1690, 1697, 1698, 1723, 1745, 1751, 1771, 1773, 1774, 1777, 1793, 1823, 1847, 1868, 1900, 1906, 1942, 1997, 2017, 2027, 2044, 2058, 2137, 2146, 2194, 2228, 2247, 2254, 2257, 2258, 2260, 2269, 2281, 2289, 2294, 2305, 2330, 2377, 2380, 2406, 2443, 2452, 2515, 2531,

You can also easily calculate ROAS by typing your Ad Spend for the given period.

Also see this insightful video:

Revision #3

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