

$$\frac{\text{Invest. (\$)}}{\text{Impressions}} \times 1000 = \text{CPM}$$

À quel point mes impressions sont bon marché (\$).

$$\frac{\text{Clics}}{\text{Impressions}} = \text{CTR}$$

Pour cent affichage, combien d'utilisateurs cliquent (%).

$$\frac{\text{Invest. (\$)}}{\text{Clics}} = \text{CPC}$$

À quel point mes clics sont bon marché (\$).

$$\frac{\text{Ventes}}{\text{Clics}} = \text{CR}$$

Pour cent clics, combien donnent lieu à un achat (%).

$$\frac{\text{Ventes}}{\text{Clics}} = \text{CPA}$$

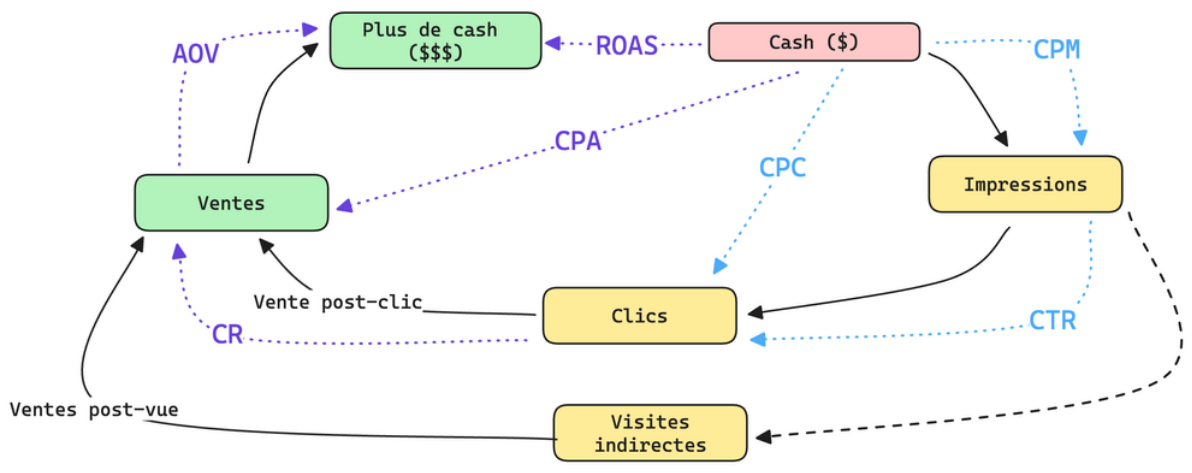
Combien ça coûte de déclencher un achat (\$).

$$\frac{\text{CA des ventes (\$)}}{\text{Ventes}} = \text{AOV}$$

Ce que vaut un achat (\$).

$$\frac{\text{CA des ventes (\$)}}{\text{Invest. (\$)}} = \text{ROAS}$$

Pour 1\$ investi en pub, combien de CA est généré.



Gold Tier Metrics

ROAS

CPA

Silver Tier Metrics

CPC

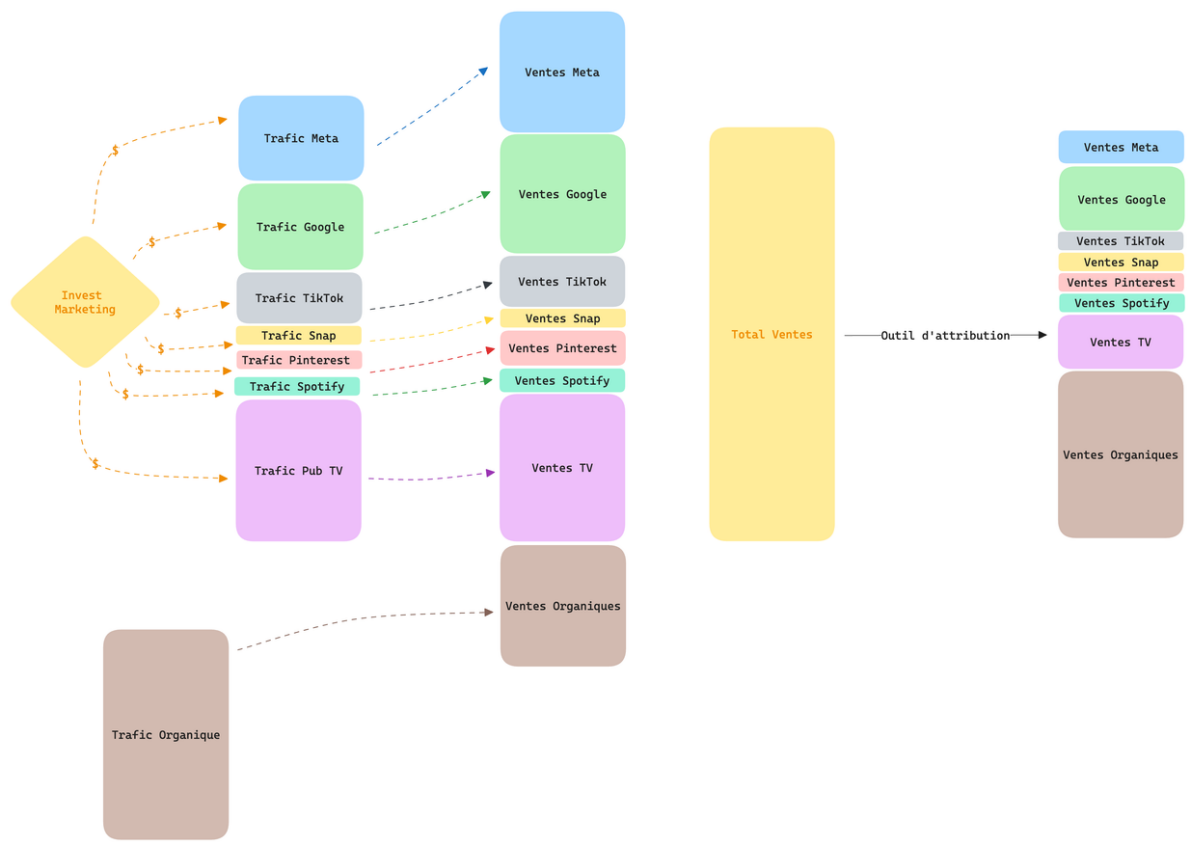
CPM

Bronze Tier Metrics

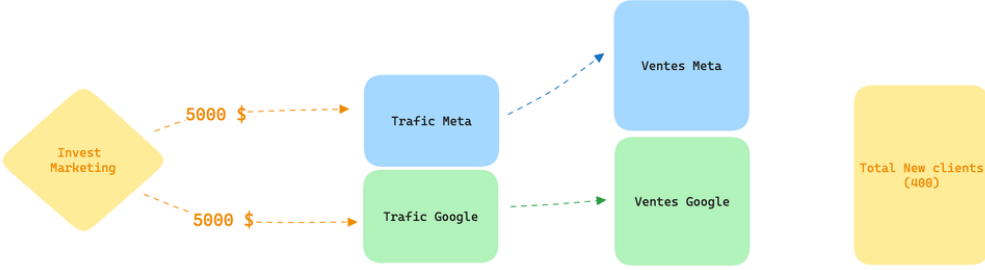
CTR

CR

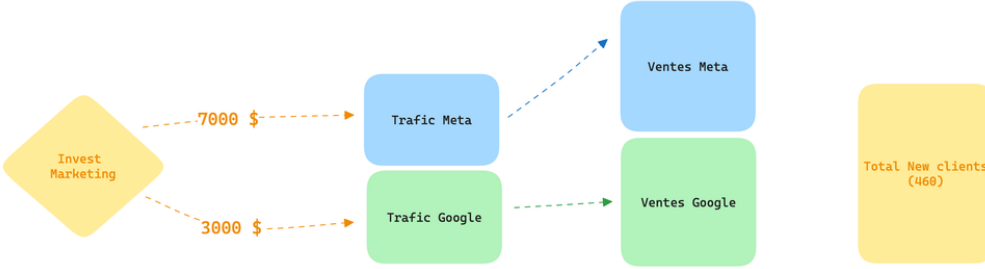
AOV



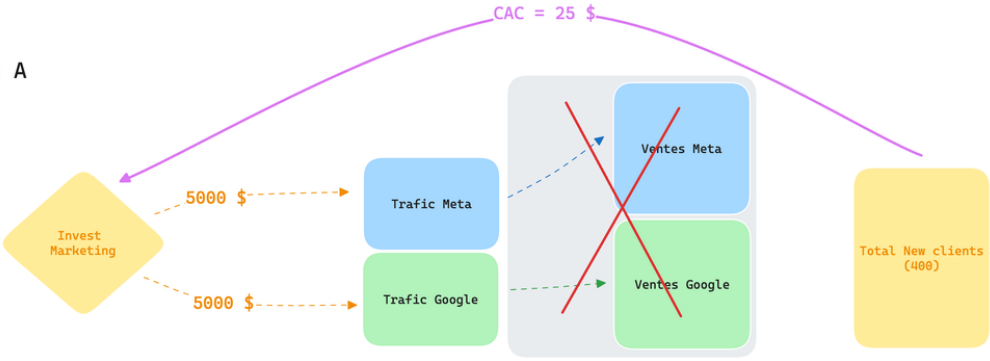
Scenario A



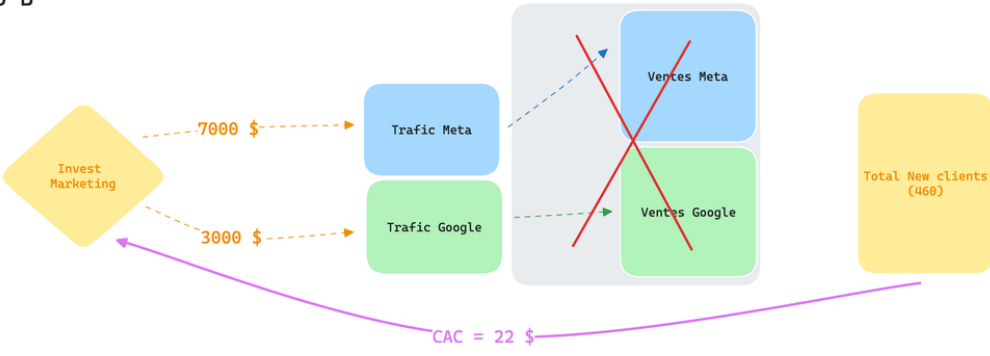
Scenario B

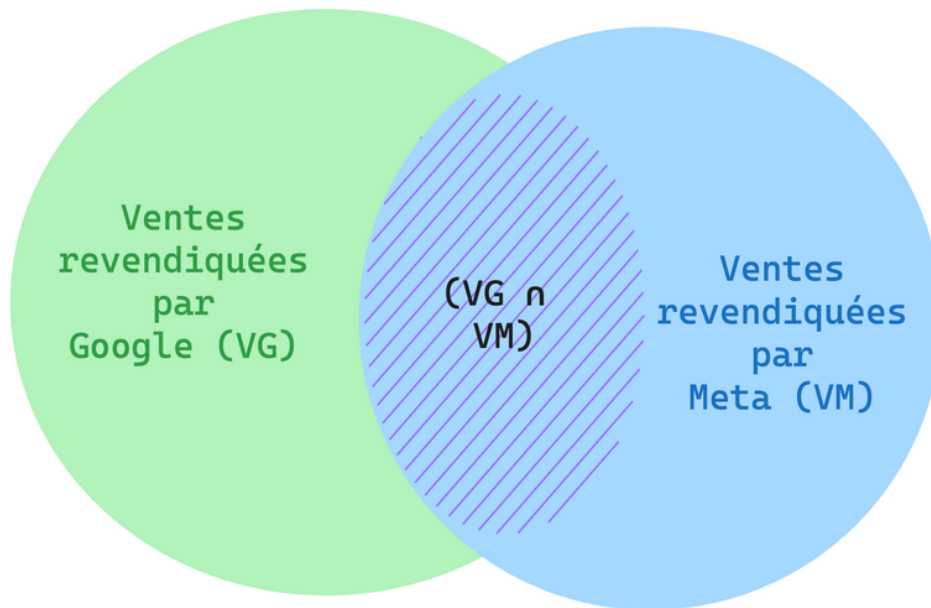


Scenario A



Scenario B

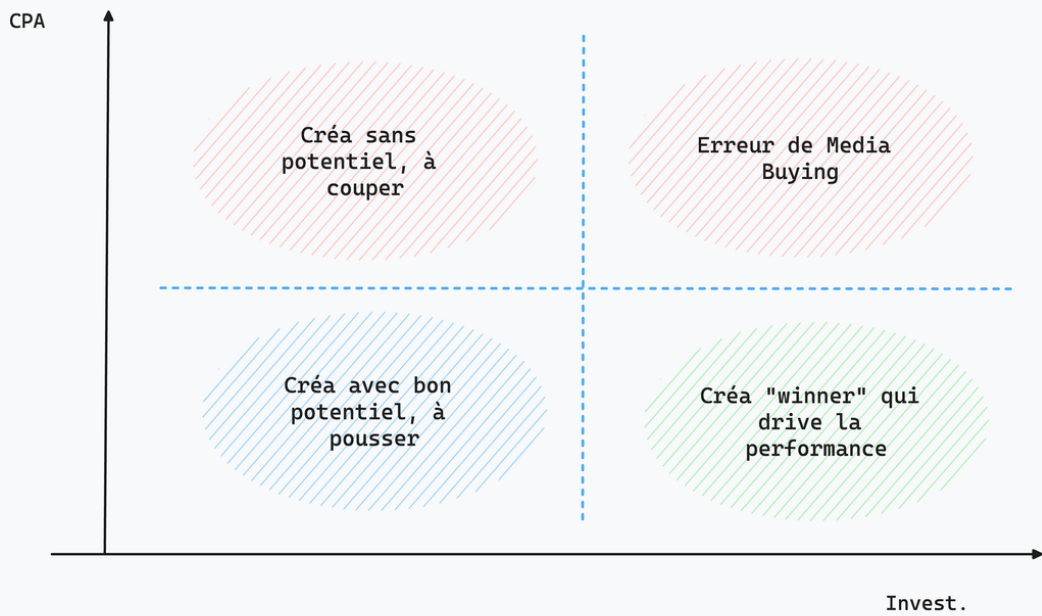




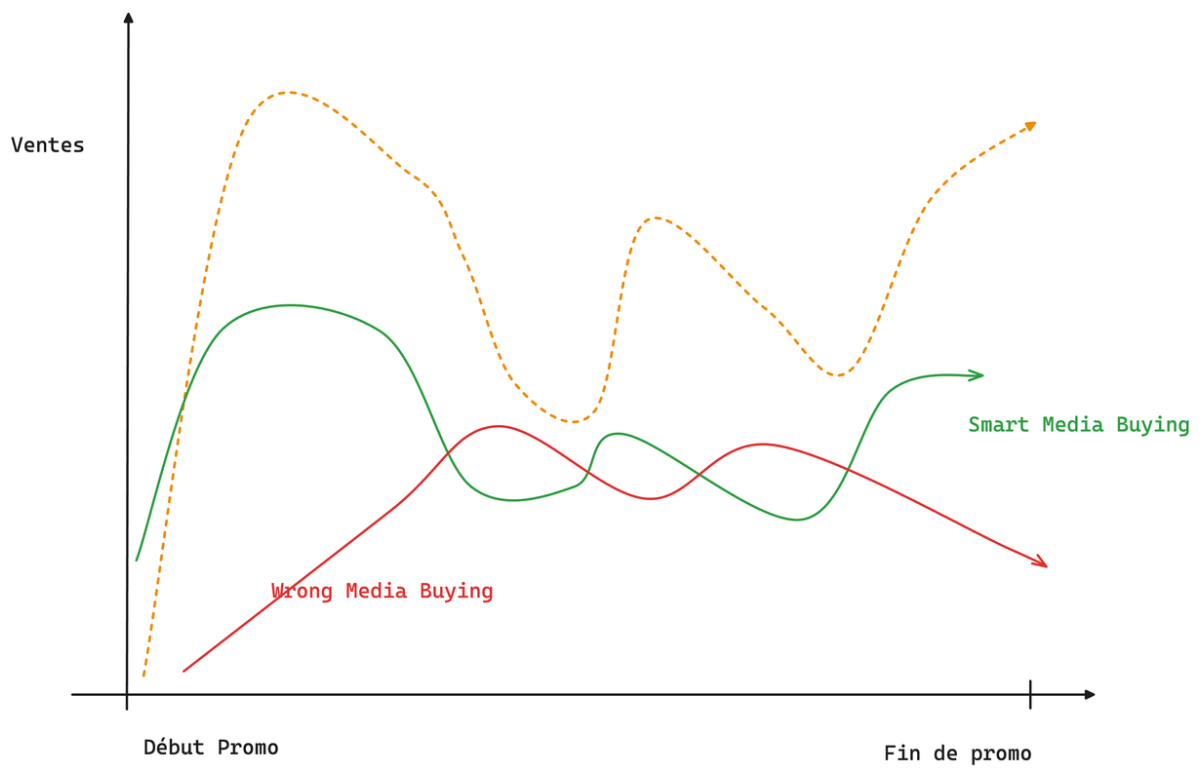
$(VM) - (VG \cap VM) < \text{Ventes réellement attribuables à Meta}$

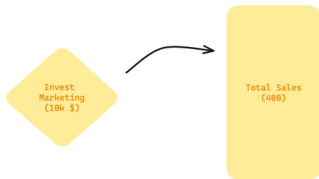
$(VG) - (VG \cap VM) < \text{Ventes réellement attribuables à Google}$

Creative Data Center

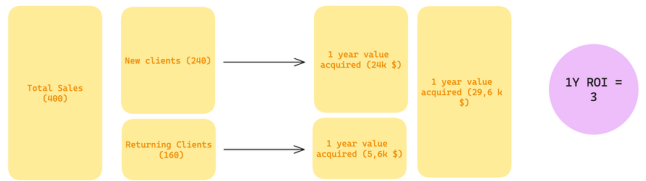






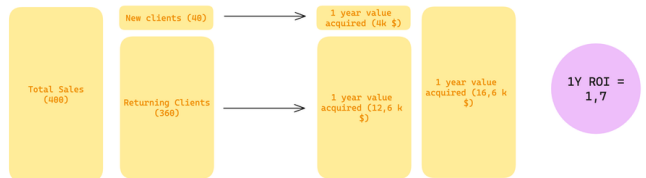


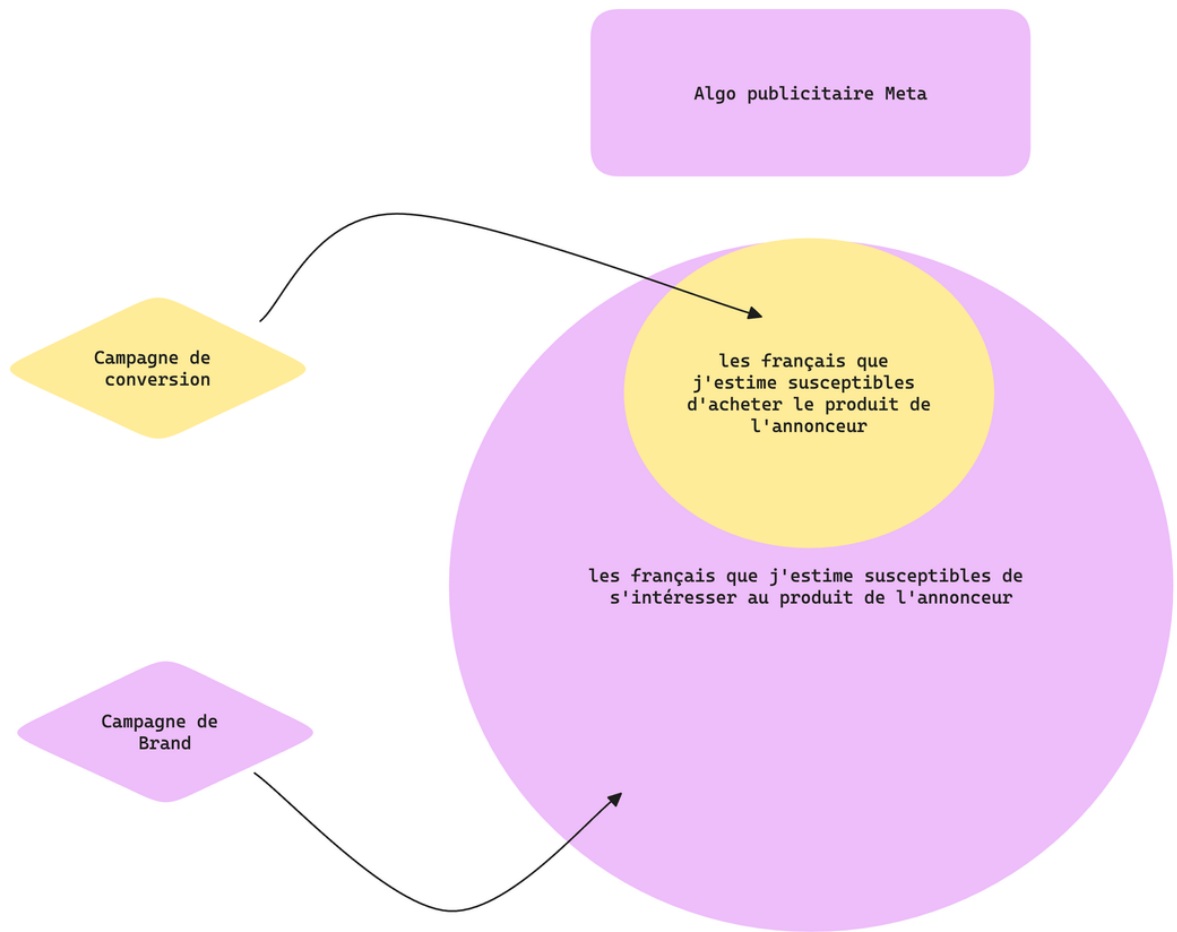
- 1 year value new client = 100 €
- 1 year value returning client = 35 €

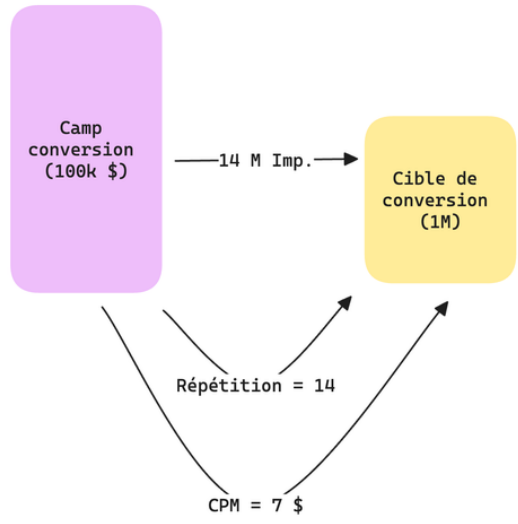
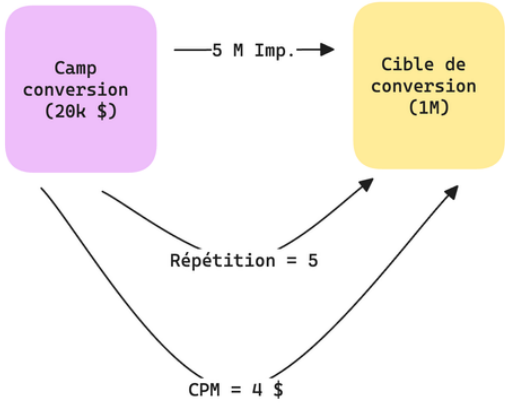


Scenario A

Scenario B

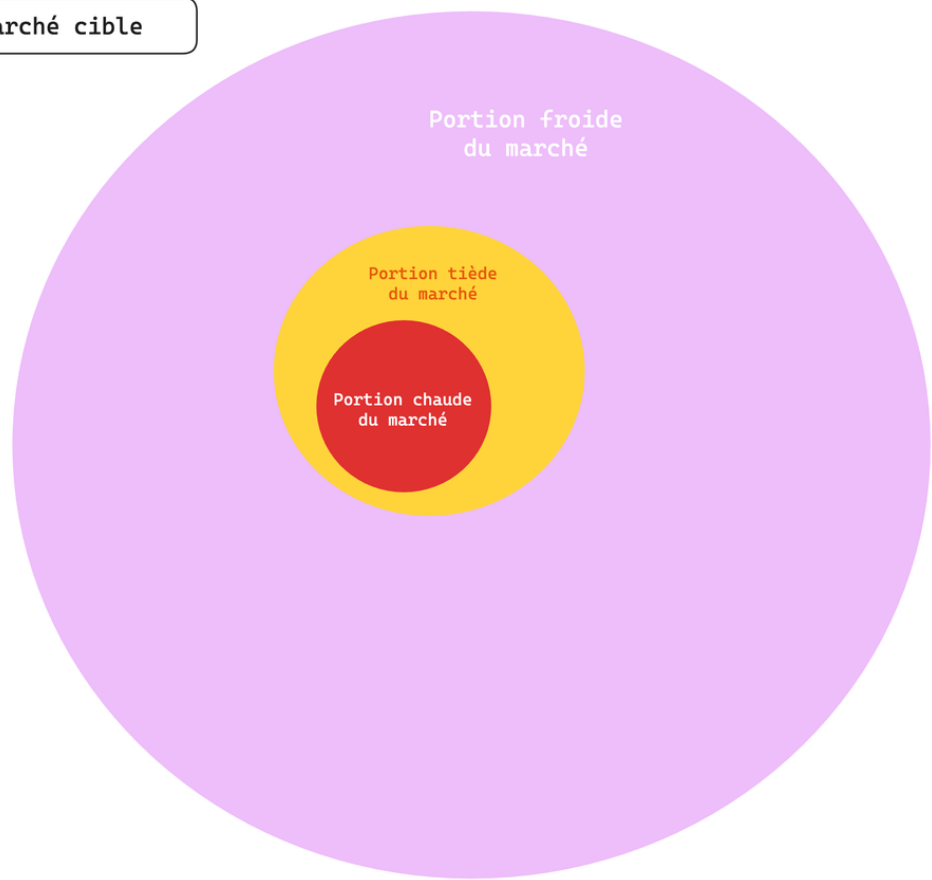






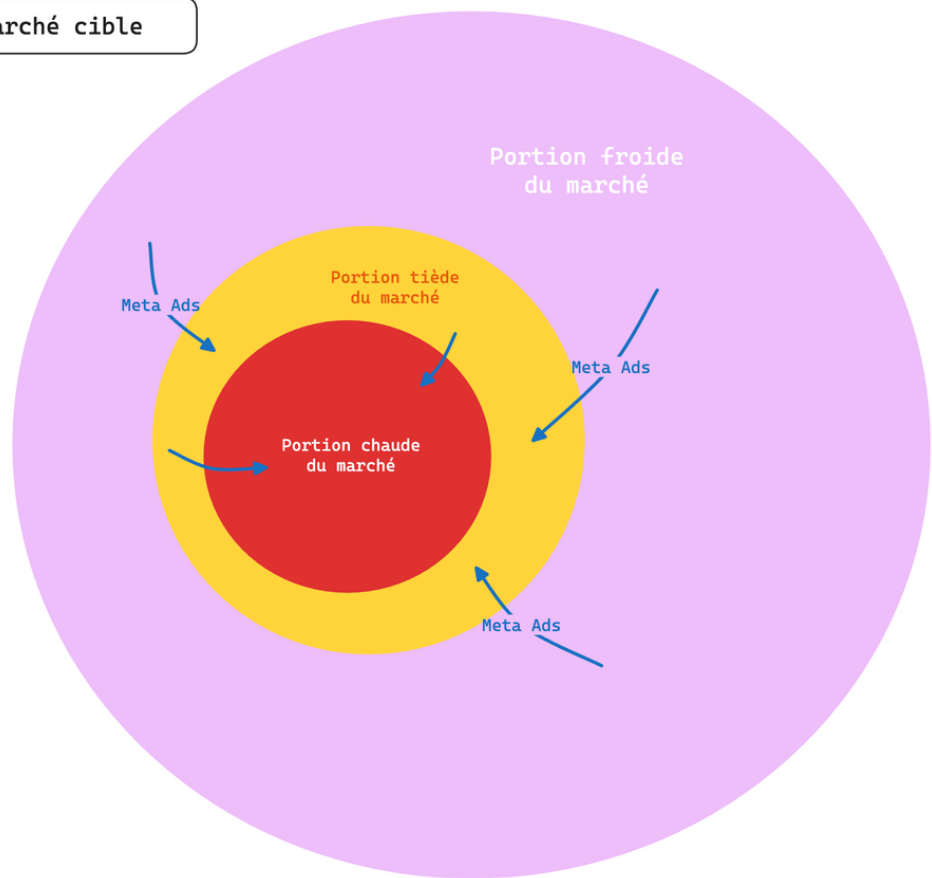
Année 1

Totalité du marché cible



Année 2

Totalité du marché cible



Année 3

Totalité du marché cible

