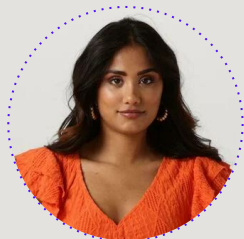


Appendix 1A

Persona A



S & M



S & M

4 products
Revenue: **€415,80**

Revenue



It seems that
persona A is more
valuable

Persona B



S

1 product
Revenue: **€103,95**

Appendix 1B

Persona A



S & M



S & M

4 products

Revenue: **€415,80**

Returned products: 3

Net margin: **€36,34**

Persona B



S

1 product

Revenue: **€103,95**

Returned products: 0

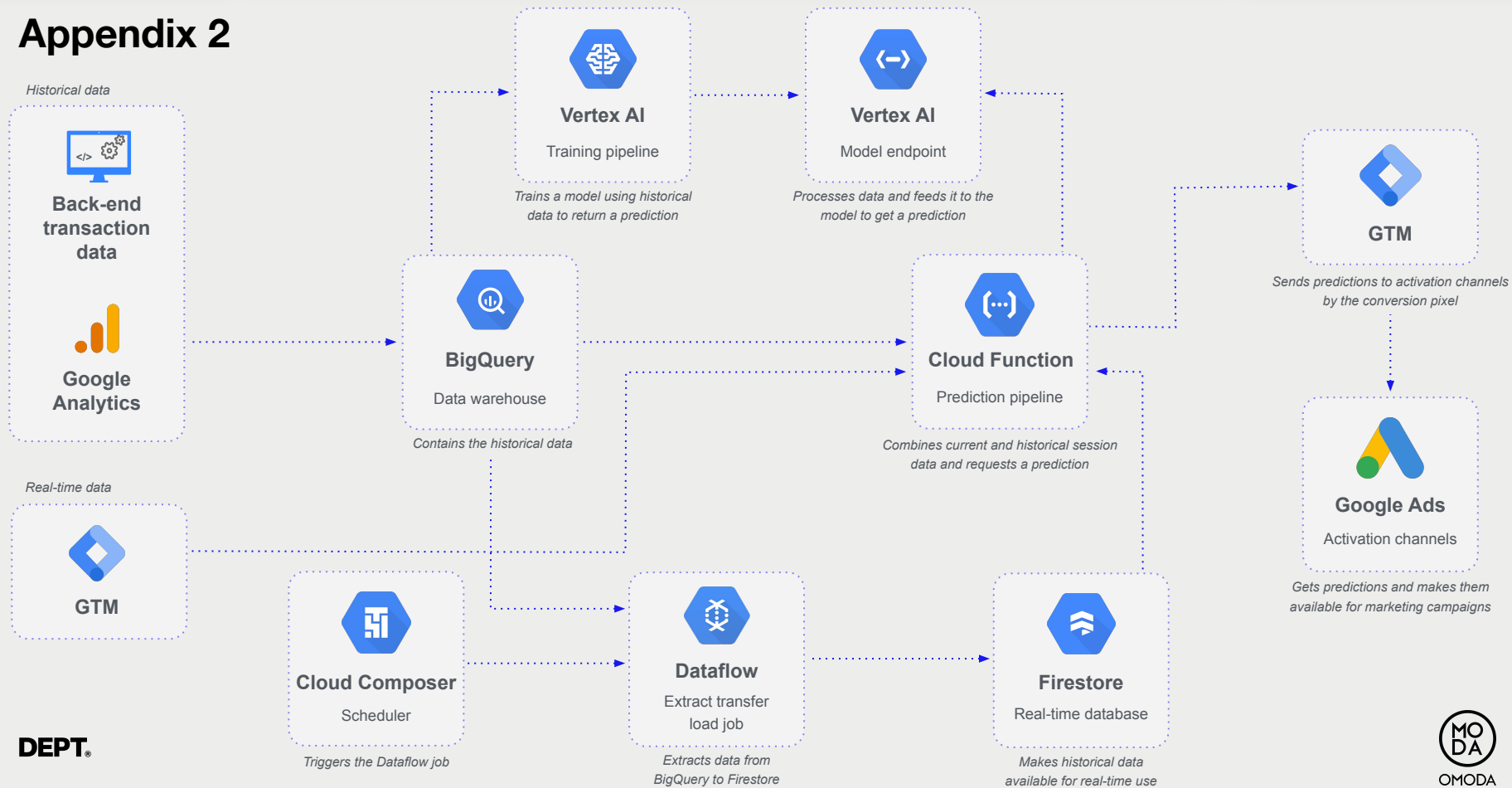
Net margin: **€48,34**

Margin



Actually, persona B is more valuable to Omoda

Appendix 2



Appendix 3

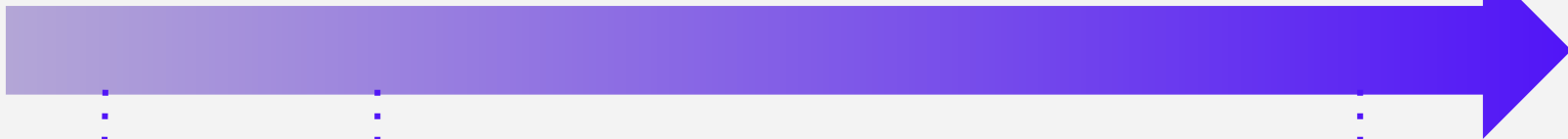
Previous situation: actual returns are allocated 22 days after the click

June 8
Day 1

June 12
Day 4

New situation: predicted returns are allocated 4 days after the click

June 30
Day 22



Click

Google assigns the conversion on the day of the click



Transaction



Return