



SALES PORTFOLIO

Andrew Magda

10/1 - Present

280
Clients

\$694k
Expected Revenue

INFO | Data in PST. Sourced by NAM and Salesforce

HOW TO USE | Change dashboard filter (Owner = 'your name') to update reports for your accounts. Reference the help text of each component (below title) to explain the report.

<p>CQ Total Spend</p> <p>\$111,790</p> <p>▼ -91% Q/Q</p>	<p>CQ Run Rate</p> <p>\$693.7K</p> <p>▲ 22% Q/Q</p>	<p>Yesterday's Spend</p> <p>\$13,478</p> <p>▲ 3% D/D</p>	<p>CQ Avg. Daily Spend</p> <p>\$13,902</p> <p>▼ -1% Q/Q</p>	<p>CQ Avg. Spend / Advertiser</p> <p>\$4,473</p> <p>▲ 450% Q/Q</p>	<p>CQ Spending Customers</p> <p>280</p> <p>▼ -50% Q/Q</p>
---	--	---	--	---	--

D/D Spend | QTD

- Monitor D/D trends across key performance metrics, such as spend, delivery metrics (e.g. impressions, clicks), # of active Customers and Customer performance metrics (e.g. CTR, eCPM, eCPC).
- If spend, impressions or clicks increases or decreases significantly d/d (> +/- 5%), investigate if the change is coming from a specific Customer or across all Customers by reviewing the details in the D/D Gainers and Decliners tables below.
- If the change is across all Customers, this could indicate a reporting and product issue. Escalate the feedback to [NAM Feedback form](#).
- If the change is across specific set of Customers, investigate to determine the cause and if unknown, reach out to get feedback from the Customer.

Date	Spend	Live Custom...	Impressions	Clicks	CTR	eCPM	eCPC	D/D Spend \$	D/D Spend %
2024-10-08	\$13,478	239	1,560,155	8,735	0.56%	\$8.64	\$1.54	\$451.34	▲ 3%
2024-10-07	\$13,027	232	1,712,513	8,332	0.49%	\$7.61	\$1.56	-\$1,412.18	▼ -10%
2024-10-06	\$14,439	228	1,762,129	11,140	0.63%	\$8.19	\$1.30	-\$229.76	▼ -2%
2024-10-05	\$14,669	227	1,684,969	11,403	0.68%	\$8.71	\$1.29	\$443.93	▲ 3%
2024-10-04	\$14,225	236	1,734,255	11,302	0.65%	\$8.20	\$1.26	\$647.79	▲ 5%
2024-10-03	\$13,577	233	1,591,337	9,736	0.61%	\$8.53	\$1.39	\$81.10	▲ 1%

Owner

is Andrew Magda

Account Manager

is any value

Service Tier

is any value

Vertical

is any value

Deal Sizes

I secured deals with Nextdoor's top 10 clients.

	Owner	Advertiser Name	Last Spend Date	Budget	eCPM	Total Spend
1	Andrew Magda	A...	2024-10-07	\$964,820	\$1.80	\$180
2	Andrew Magda	T...	2024-10-07	\$243,650	\$2.17	\$170
3	Andrew Magda	A...	2024-10-07	\$97,552	\$11.83	\$130
4	Andrew Magda	ES...	2024-10-07	\$103,239	\$14.98	\$90
5	Andrew Magda	T...	2024-10-07	\$63,580	\$11.57	\$70
6	Andrew Magda	Ni...	2024-10-07	\$58,310	\$10.55	\$40
7	Andrew Magda	E...	2024-10-07	\$13,670	\$8.94	\$40
8	Andrew Magda	S...	2024-10-07	\$27,720	\$5.89	\$40
9		N...	2024-02-27	\$60,745	\$12.55	\$20
Totals				\$6,128,574	\$6.25	\$4,330



THANK YOU

Email: andrewmagda8@yahoo.com Phone

Number: 734-497-4231

LinkedIn: [linkedin.com/in/magdaandrew](https://www.linkedin.com/in/magdaandrew)

