

## Fitness/Wellness App/Web

### Benchmarks over 90+ days

Traffic Source	Platform	Geo	CTR (%)	IR (%)	CPI	CR Sub (%)	CPA Sub (\$)	ROAS 180d+ (%)
Facebook	iOS SKAD	US / T1	1,34	32,68	1,92	7,53	25,54	125,12
		Europe	1,82	26,12	1,06	4,90	21,55	117,90
		Asia	1,95	20,02	0,91	4,15	21,11	116,51

Traffic Source	Platform	Geo	CTR (%)	CR Sub (%)	CPA Sub (\$)	ROAS 180d+ (%)
Facebook	Web	US	4,72	0,91	61,26	134
		Europe	3,69	0,33	54,17	116
		LATAM	4,36	0,12	44,57	144
		Arab	2,52	0,73	46,01	144