

# FullFast Fibre Broadband Dashboard | Sales

Welcome! | Explore FullFast Fibre's **Sales** analytics.



2023

2024

TOTAL SALES

6,925

+1.24% vs PY

TOTAL TCV

£4,037,675

+1.16% vs PY

BUSIEST MONTH

October

BUSIEST QUARTER

Q1

BUSIEST DAY

Monday



Sales



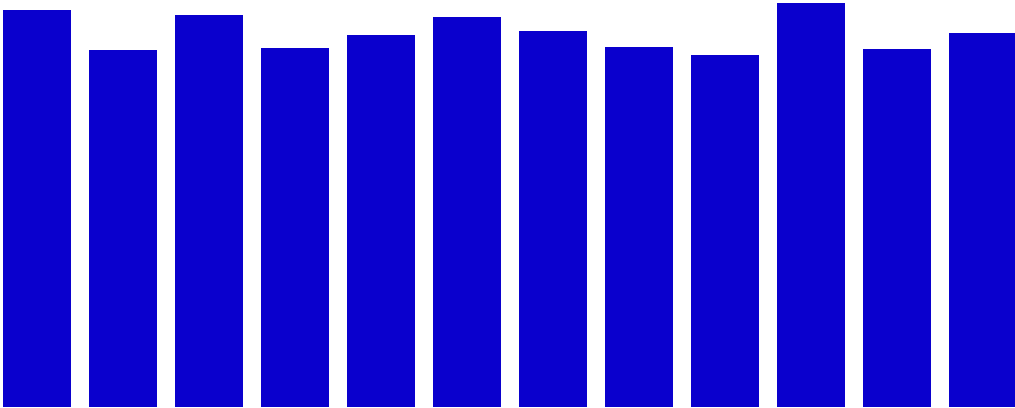
Marketing



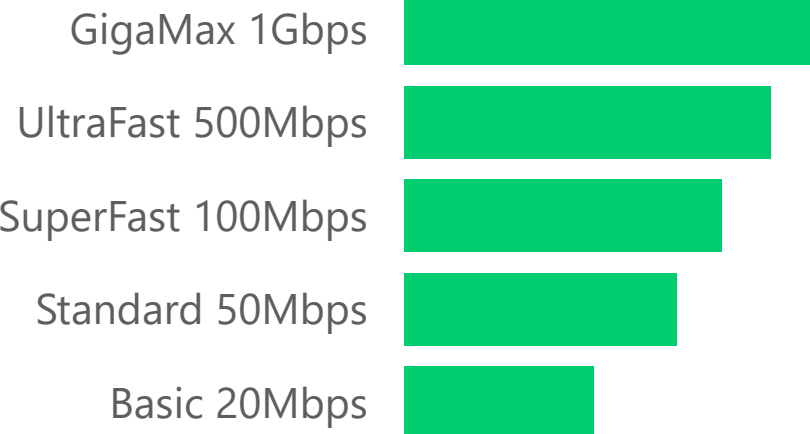
Network



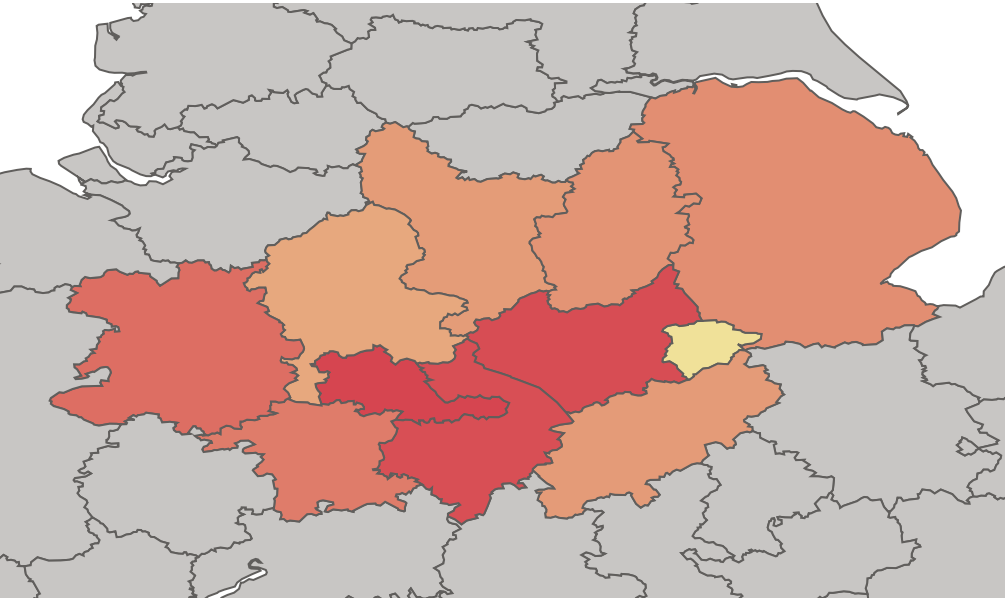
Monthly Sales



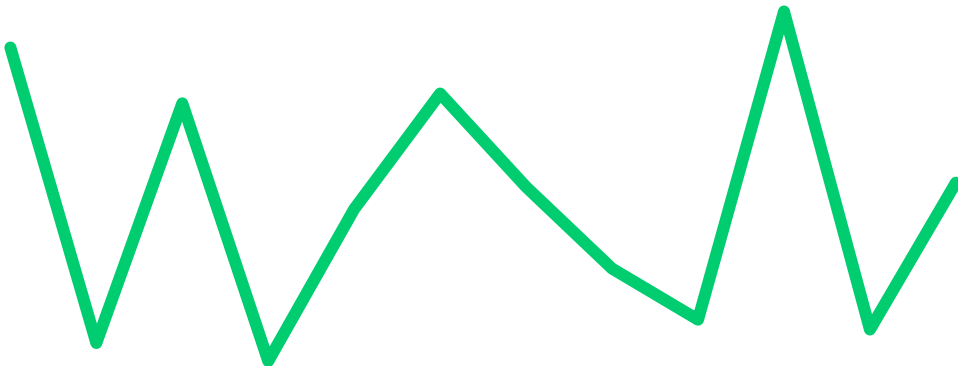
Annual Product TCV



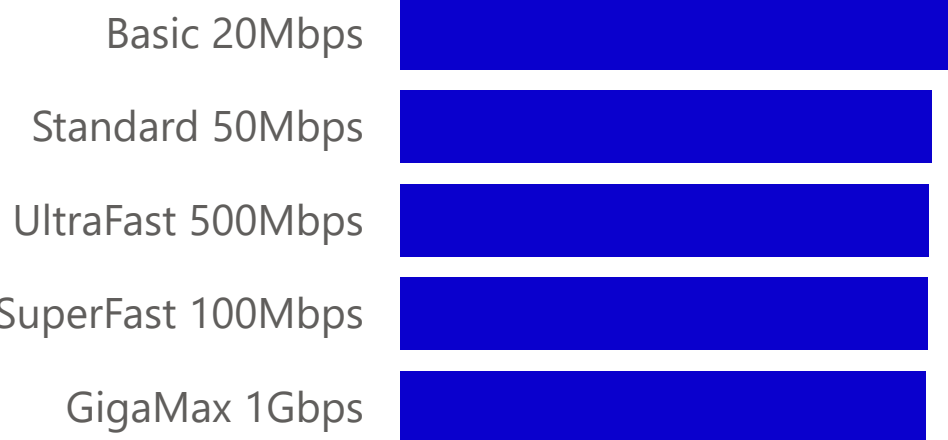
Sales & TCV by County



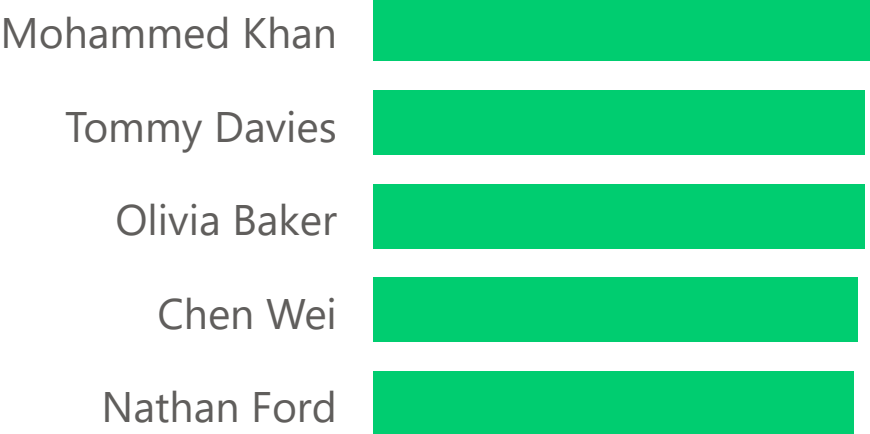
Monthly TCV Generated



Annual Product Sales



Total TCV by Account Manager



# FullFast Fibre Broadband Dashboard | Marketing

Welcome! | Explore FullFast Fibre's **Marketing** analytics.



2023

2024

TOTAL MARKETING SPEND

£1,918,405

+0.49% vs PY

ACTIVITIES SPEND

£1,741,530

+0.55% vs PY

DISCOUNT SPEND

£176,875

-0.09% vs PY

ROMI

110%

ROMI RATIO

2.10 : 1



Sales



Marketing

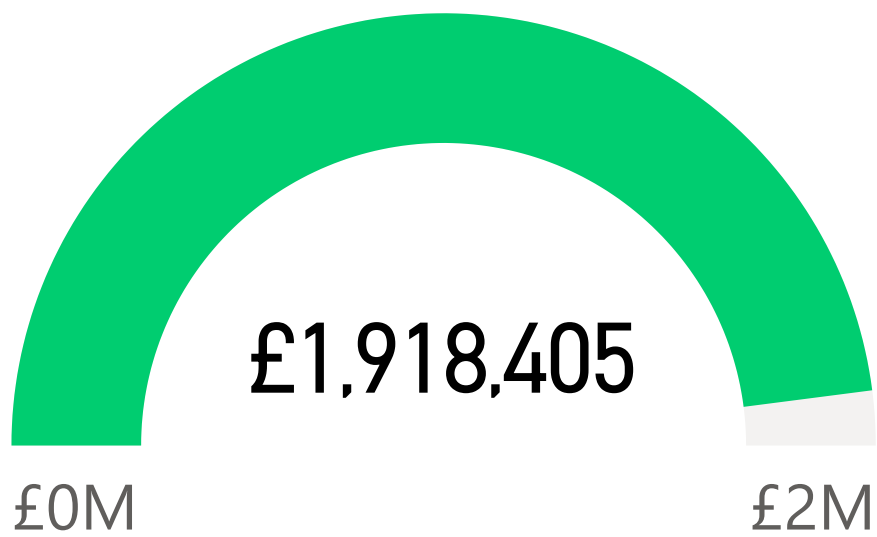


Network

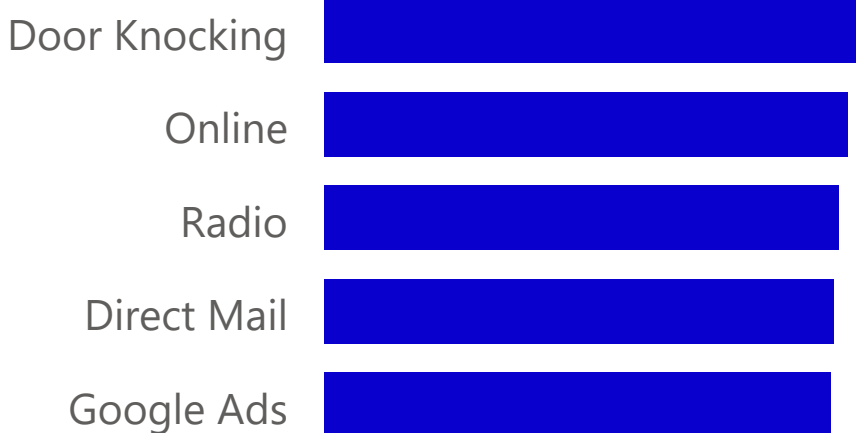


Jr

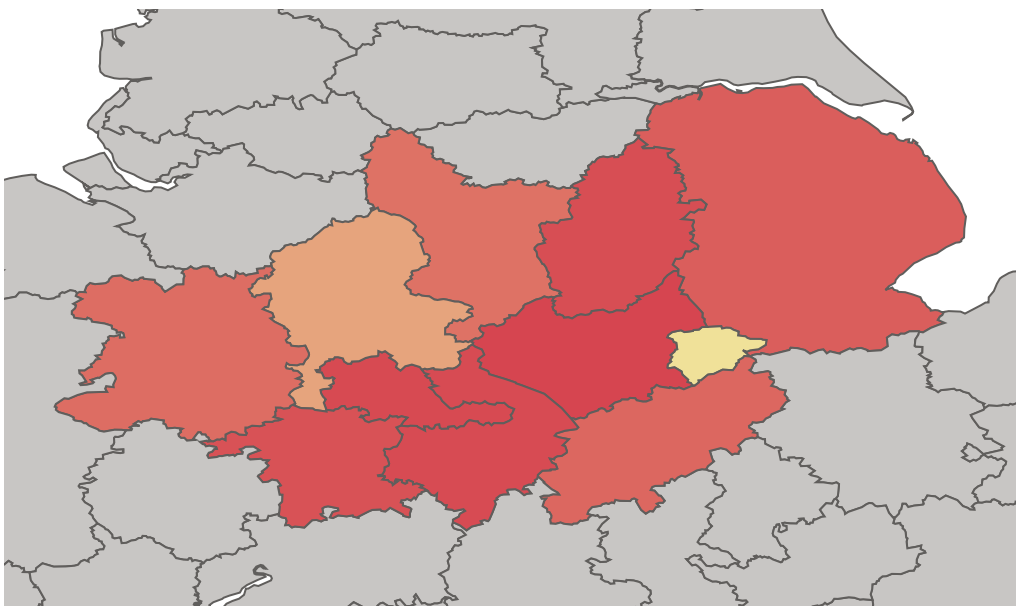
Marketing Budget Spend



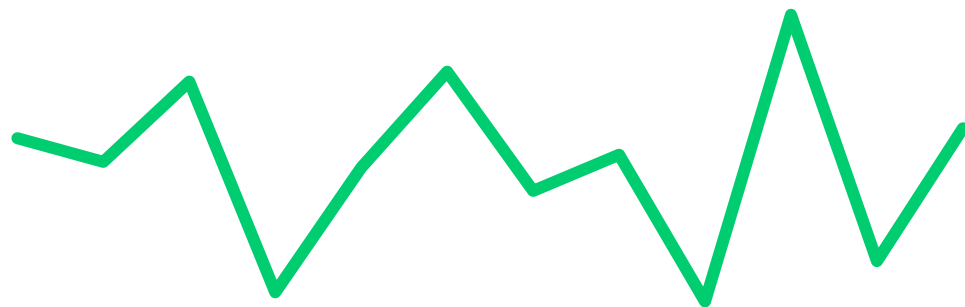
Total Channel Conversions



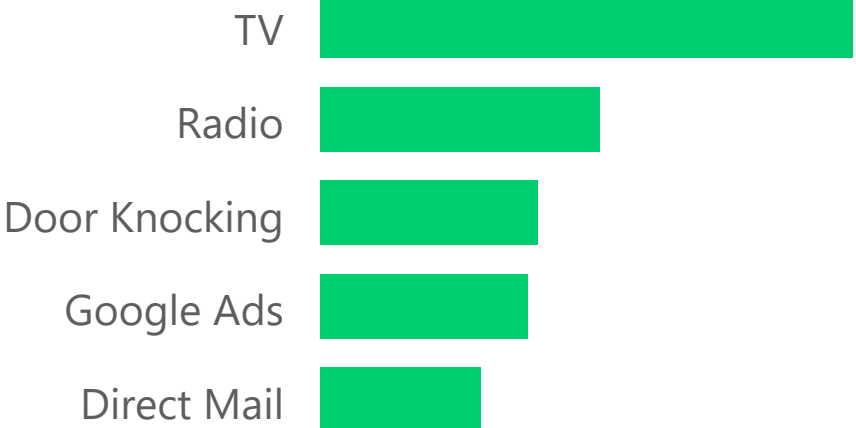
Marketing Spend by County



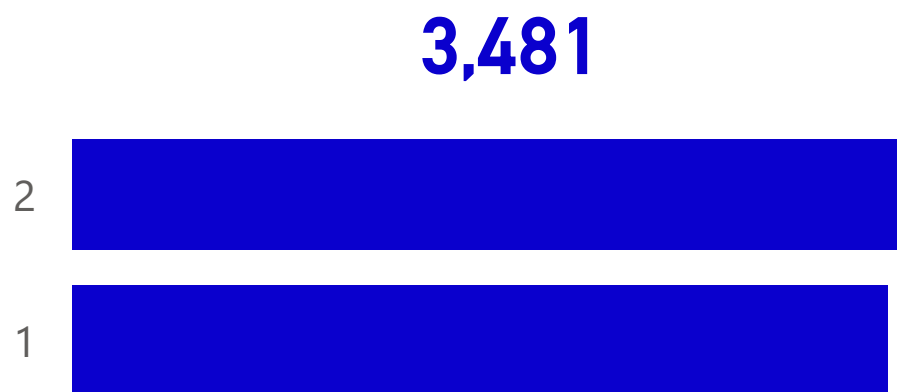
Monthly Total Marketing Spend



Total Spends by Channel



Total Discounts Applied vs Month's Free





# FullFast Fibre Broadband Dashboard | Network



2023

2024

Welcome! | Explore FullFast Fibre's **Network Penetration** analytics.

SELECT A COUNTY

All

▼

SERVICEABLE PROPERTIES

142,810

ANNUAL SALES

6,925

+1.24% vs PY

TOTAL SALES

13,765

+101.24% vs PY

PENETRATION %



10%

+5% PP vs PY



Sales



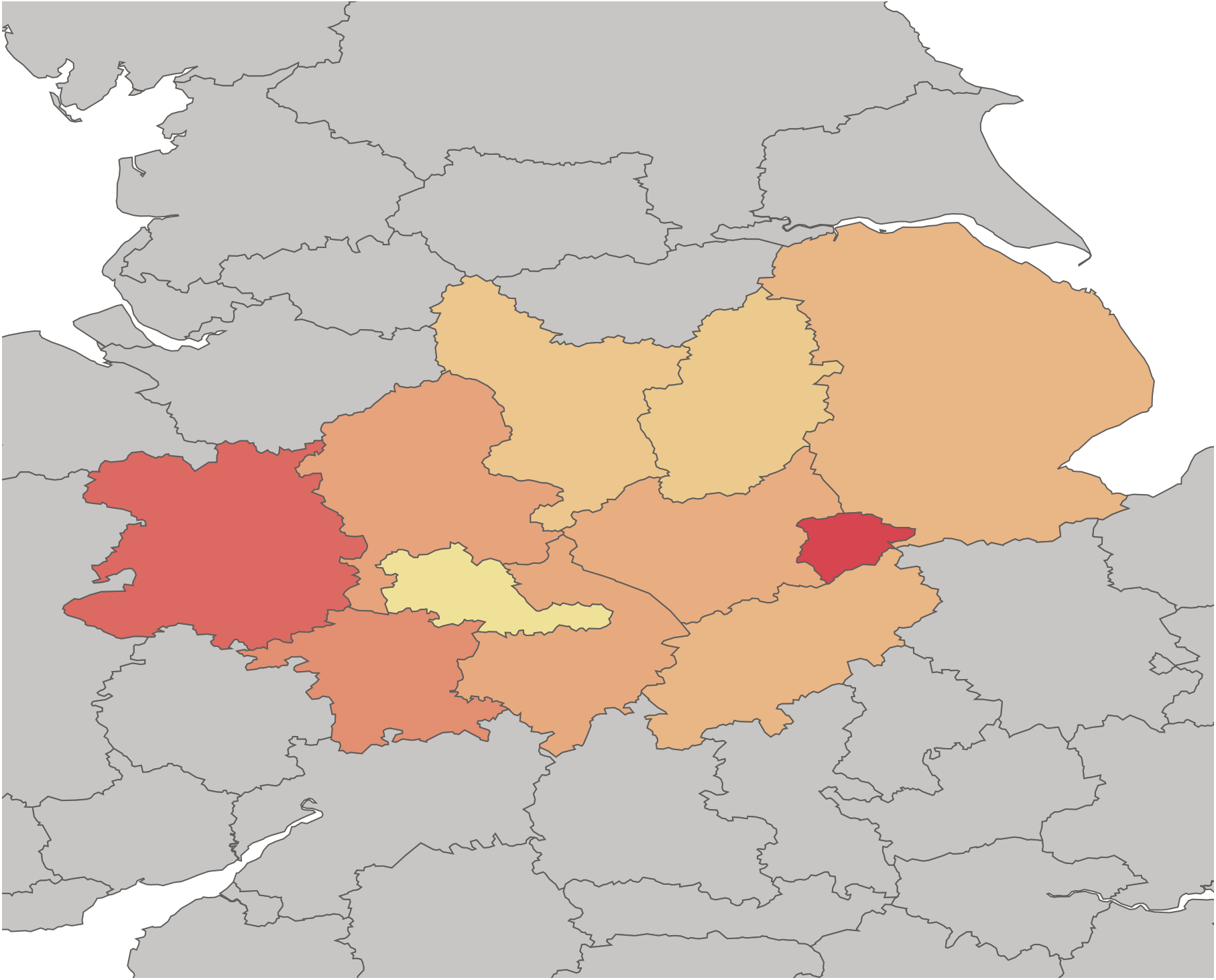
Marketing



Network



(Current) Sales Penetration by County



(Future) Sales Opportunity by County

