

Nitrous Competitions

Last 10 Completed Competitions — Full Audit Report

Draws Sun 3rd May → Mon 4th May 2026

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£99,505.94

Combined revenue across 10 draws | 14,892 completed orders

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Executive Summary

COMBINED
REVENUE**£99,505.94**

TOTAL ORDERS

14,892AVG ORDER
VALUE**£6.68**

CARD REVENUE

£99,491.71SITE CREDIT
USED**£9,302.28**

1,929 orders

Per-Competition Headline

#	Competition	Draw	Orders	Revenue	AOV	Site Credit
1	2020 HUSQVARNA FE450 [Draw May 4th]	2026-05-04	870	£4,769.06	£5.48	£481.04
2	CASH QUEST PRIZE EVERY TIME MONDAY [Draw May 4th]	2026-05-04	317	£2,505.85	£7.90	£919.97
3	Draw 1, £1,000 Tax Free Cash [Draw May 4th]	2026-05-04	94	£1,215.07	£12.93	£112.55
4	Draw 2, £1,000 Tax Free Cash [Draw May 4th]	2026-05-04	157	£1,437.69	£9.16	£138.98
5	Draw 3, £10,000 TAX FREE CASH QUICK DRAW [Draw May 4th]	2026-05-04	2,660	£15,158.71	£5.70	£829.16
6	MINI OFF-ROAD INSTANT WINS [Draw May 4th]	2026-05-04	1,341	£6,704.41	£5.00	£971.62
7	2022 AUDI RSQ8 - 750BHP [Draw May 3rd]	2026-05-03	7,903	£61,267.53	£7.75	£3,553.96
8	APPLE IPHONE 17 PRO, 1TB + APPLE WATCH SERIES 11 [Draw May 3rd]	2026-05-03	756	£2,173.32	£2.87	£439.86
9	CASH QUEST PRIZE EVERY TIME SUNDAY [Draw May 3rd]	2026-05-03	414	£3,153.13	£7.62	£1,701.19
10	SAMSUNG 75" TV [Draw May 3rd]	2026-05-03	380	£1,121.17	£2.95	£153.95
TOTAL			14,892	£99,505.94	£6.68	£9,302.28

Combined Payment Method Breakdown

Method	Revenue	% of Total
Apple Pay	£56,956.78	57.2%
Card Payment	£34,889.91	35.1%
Google Pay	£7,645.02	7.7%
unknown	£14.23	0.0%

Combined Lead Source (Ads / Channel Audit)

Channel	Revenue	% of Total
Site Internal	£76,163.03	76.5%
Direct	£23,333.01	23.4%
Other	£9.90	0.0%

Top UTM Sources (Combined)

UTM Source	Revenue	% of Total
(none)	£50,085.98	50.3%
facebook.com	£10,442.37	10.5%
google	£9,548.42	9.6%
(direct)	£9,306.06	9.4%
Klaviyo	£8,444.89	8.5%
m.facebook.com	£4,244.80	4.3%
fb	£3,278.39	3.3%
ig	£1,304.90	1.3%
tiktok	£938.87	0.9%
lm.facebook.com	£835.17	0.8%
l.instagram.com	£251.13	0.3%
auth.truelayer.com	£202.16	0.2%

Top UTM Mediums

Medium	Revenue	% of Total
(none)	£59,392.04	59.7%
referral	£16,515.26	16.6%
organic	£9,387.98	9.4%
sms	£5,125.37	5.2%
paid_social	£4,192.46	4.2%
email	£3,235.59	3.3%
paid	£1,177.76	1.2%
cpc	£179.65	0.2%
social	£179.55	0.2%
campaign	£57.35	0.1%

Top Campaigns

Campaign	Revenue	% of Total
(none)	£93,843.28	94.3%

Campaign	Revenue	% of Total
ON_Zap_MOF_Spotlight_Adv+_ (Excl.CusList_MoM)	£1,479.89	1.5%
CNS Sales Smart+ Updt	£783.62	0.8%
Advantage++shopping+campaign+19/04/2024+Campaign	£637.50	0.6%
ON_Zap_BOF_Sales_UK_Loyalty	£506.26	0.5%
ON_Zap_BOF_Sales_UK_Engagers_Excl_Pur	£382.03	0.4%
Zap+ +MOF+ +Sales+(Adv+)+ +All+Draws+ +UK	£242.24	0.2%
ON_Zap_MOF_Sales_+Generic/Evergreen_UK_Excl_CusList_MoM	£238.31	0.2%
Advantage+	£227.71	0.2%
google_cpc	£160.44	0.2%
120248673834260196	£148.33	0.1%
CNS Sales Smart Updt	£134.01	0.1%

Device Split (Combined)

Device	Revenue	% of Total
Mobile	£97,477.41	98.0%
Desktop	£2,028.53	2.0%

Combined Day-of-Week Pattern (UTC)

Day	Revenue	Bar
Sun	£42,243.72	
Mon	£25,034.29	
Tue	£3,690.21	
Wed	£4,026.66	
Thu	£5,556.50	
Fri	£8,446.04	
Sat	£10,508.52	

Combined Hour-of-Day Pattern — Peak Hours (UTC)

Hour	Revenue	Bar
00:00	£835.38	
01:00	£491.44	
02:00	£160.71	
03:00	£204.85	
04:00	£322.58	
05:00	£910.74	
06:00	£1,655.39	
07:00	£2,975.28	

Hour	Revenue	Bar
08:00	£2,682.39	
09:00	£2,635.01	
10:00	£3,174.81	
11:00	£2,563.79	
12:00	£3,204.69	
13:00	£4,850.52	
14:00	£4,288.18	
15:00	£5,267.45	
16:00	£6,990.42	
17:00	£9,341.49	
18:00	£10,856.31	
19:00	£14,032.91	
20:00	£10,846.42	
21:00	£7,404.72	
22:00	£2,813.08	
23:00	£997.38	

Key Findings

- **Mobile dominates:** 98.0% of revenue is mobile vs 2.0% desktop.
- **Apple Pay leads:** 57.2% of all revenue is Apple Pay (£56,956.78). Combined wallet payments (Apple+Google) = 64.9%.
- **Card payments:** Total card-funded revenue = £99,491.71 (100.0% of total).
- **Site credit usage:** £9,302.28 of site credit was applied across 1,929 orders. This is "outgoing" — not incoming cash.
- **The AUDI dominates the cohort:** 2022 AUDI RSQ8 alone generated £61,267.53 (61.6% of all 10-comp revenue).
- **Top paid-traffic UTM source:** facebook.com drove £10,442.37; Klaviyo email drove £8,444.89.
- **Internal site referrals are the largest source group** — customers browsing from one comp page to another generated £76,163.03.

Recommendations

- **Optimise the mobile checkout for Apple Pay first** — it's the single largest payment rail. Any friction here hits 50%+ of revenue.
- **Double down on Klaviyo email & Facebook ads** — they're the strongest paid levers consistently across draws.
- **Cross-promote within the site** — internal navigation drives the largest source bucket. Test "Other Live Comps" rails on every comp page.

- **Watch site credit drag** — £9,302.28 of credit consumed reduces cash inflow. Consider tracking credit-only buyer LTV.
- **Repeat the AUDI playbook** — high-ticket prestige cars at 999,999 ticket cap clearly resonate. Schedule next car flagship within 14 days of last draw to maintain hype.
- **Lean into 18:00–22:00 UTC** — the consistent peak window. Schedule push notifications and email blasts to land at 17:30 UTC for the next draw cycle.

1. 2020 HUSQVARNA FE450 [Draw May 4th]

Product ID 8086272 | Draw date 2026-05-04

TOTAL REVENUE

£4,769.06

ORDERS

870

AVG ORDER

£5.48

CARD REVENUE

£4,768.25

100.0%

SITE CREDIT

USED

£481.04

105 orders

Payment Method Breakdown

Method	Revenue	% of Revenue
Apple Pay	£2,413.22	50.6%
Card Payment	£1,281.89	26.9%
Google Pay	£1,073.14	22.5%
unknown	£0.81	0.0%

Lead Source (Grouped)

Source Group	Revenue	% of Revenue
Site Internal	£2,771.69	58.1%
Direct	£1,997.37	41.9%

Top UTM Sources

UTM Source	Revenue	% of Revenue
(none)	£3,132.63	65.7%
google	£381.24	8.0%
facebook.com	£335.97	7.0%
Klaviyo	£304.00	6.4%
(direct)	£286.55	6.0%
fb	£138.14	2.9%
m.facebook.com	£130.40	2.7%
lm.facebook.com	£22.67	0.5%
ig	£16.38	0.3%
tiktok	£9.36	0.2%

Device Split

Device	Revenue	% of Revenue
Mobile	£4,715.01	98.9%
Desktop	£54.05	1.1%

Daily Sales Timeline

Date	Revenue	Bar
2026-04-22	£76.24	
2026-04-23	£130.93	
2026-04-24	£109.78	
2026-04-25	£27.73	
2026-04-26	£26.20	
2026-04-27	£18.95	
2026-04-28	£64.59	
2026-04-29	£55.52	
2026-04-30	£74.67	
2026-05-01	£69.03	
2026-05-02	£92.87	
2026-05-03	£466.39	
2026-05-04	£3,556.16	

Day of Week (UTC)

Day	Revenue	Bar
Sun	£492.59	
Mon	£3,575.11	
Tue	£64.59	
Wed	£131.76	
Thu	£205.60	
Fri	£178.81	
Sat	£120.60	

Hour of Day (UTC) — when sales boom

Hour	Revenue	Bar
00:00	£8.78	
01:00	£22.98	
02:00	£2.61	
03:00	£2.90	
04:00	£4.91	
05:00	£31.50	
06:00	£100.97	
07:00	£1,050.05	
08:00	£109.27	
09:00	£50.68	

Hour	Revenue	Bar
10:00	£49.54	
11:00	£108.86	
12:00	£105.18	
13:00	£155.88	
14:00	£207.05	
15:00	£161.48	
16:00	£261.95	
17:00	£388.77	
18:00	£439.71	
19:00	£703.32	
20:00	£686.75	
21:00	£37.71	
22:00	£62.97	
23:00	£15.24	

2. CASH QUEST PRIZE EVERY TIME MONDAY [Draw May 4th]

Product ID 8128660 | Draw date 2026-05-04

TOTAL REVENUE

£2,505.85

ORDERS

317

AVG ORDER

£7.90

CARD REVENUE

£2,505.85

100.0%

SITE CREDIT
USED

£919.97

144 orders

Payment Method Breakdown

Method	Revenue	% of Revenue
Apple Pay	£1,534.54	61.2%
Card Payment	£931.95	37.2%
Google Pay	£39.36	1.6%

Lead Source (Grouped)

Source Group	Revenue	% of Revenue
Site Internal	£1,372.05	54.8%
Direct	£1,133.80	45.2%

Top UTM Sources

UTM Source	Revenue	% of Revenue
(none)	£1,767.89	70.6%
google	£186.67	7.4%
(direct)	£184.47	7.4%
auth.truelayer.com	£111.07	4.4%
facebook.com	£97.09	3.9%
Klaviyo	£70.93	2.8%
fb	£44.87	1.8%
ig	£15.92	0.6%
mail.google.com	£9.95	0.4%
tiktok	£7.96	0.3%

Device Split

Device	Revenue	% of Revenue
Mobile	£2,492.04	99.4%
Desktop	£13.81	0.6%

Daily Sales Timeline

Date	Revenue	Bar
2026-05-03	£707.78	
2026-05-04	£1,798.07	

Day of Week (UTC)

Day	Revenue	Bar
Sun	£707.78	
Mon	£1,798.07	

Hour of Day (UTC) — when sales boom

Hour	Revenue	Bar
00:00	£59.52	
02:00	£3.98	
05:00	£29.36	
06:00	£30.74	
07:00	£50.42	
08:00	£199.35	
09:00	£56.75	
10:00	£79.64	
11:00	£71.64	
12:00	£130.82	
13:00	£428.37	
14:00	£130.48	
15:00	£64.21	
16:00	£185.31	
17:00	£94.49	
18:00	£141.52	
19:00	£153.67	
20:00	£277.08	
21:00	£217.37	
22:00	£59.65	
23:00	£41.48	

3. Draw 1, £1,000 Tax Free Cash [Draw May 4th]

Product ID 8128657 | Draw date 2026-05-04

TOTAL REVENUE £1,215.07	ORDERS 94	AVG ORDER £12.93	CARD REVENUE £1,215.07 100.0%	SITE CREDIT USED £112.55 14 orders
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Payment Method Breakdown

Method	Revenue	% of Revenue
Card Payment	£517.51	42.6%
Apple Pay	£512.59	42.2%
Google Pay	£184.97	15.2%

Lead Source (Grouped)

Source Group	Revenue	% of Revenue
Site Internal	£690.76	56.8%
Direct	£524.31	43.2%

Top UTM Sources

UTM Source	Revenue	% of Revenue
(none)	£1,017.61	83.7%
facebook.com	£73.30	6.0%
Klaviyo	£41.61	3.4%
google	£39.44	3.2%
m.facebook.com	£19.20	1.6%
(direct)	£16.93	1.4%
fb	£3.49	0.3%
ig	£3.49	0.3%

Device Split

Device	Revenue	% of Revenue
Mobile	£1,211.71	99.7%
Desktop	£3.36	0.3%

Daily Sales Timeline

Date	Revenue	Bar
2026-05-03	£170.49	
2026-05-04	£1,044.58	

Day of Week (UTC)

Day	Revenue	Bar
Sun	£170.49	
Mon	£1,044.58	

Hour of Day (UTC) — when sales boom

Hour	Revenue	Bar
00:00	£134.37	
06:00	£19.20	
07:00	£10.47	
08:00	£181.48	
09:00	£6.98	
10:00	£184.97	
11:00	£24.43	
12:00	£6.98	
13:00	£19.20	
14:00	£6.98	
15:00	£26.18	
16:00	£48.17	
17:00	£161.95	
18:00	£83.76	
19:00	£149.87	
20:00	£134.37	
22:00	£15.71	

4. Draw 2, £1,000 Tax Free Cash [Draw May 4th]

Product ID 8128659 | Draw date 2026-05-04

TOTAL REVENUE £1,437.69	ORDERS 157	AVG ORDER £9.16	CARD REVENUE £1,437.69 100.0%	SITE CREDIT USED £138.98 22 orders
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Payment Method Breakdown

Method	Revenue	% of Revenue
Card Payment	£787.56	54.8%
Apple Pay	£551.26	38.3%
Google Pay	£98.87	6.9%

Lead Source (Grouped)

Source Group	Revenue	% of Revenue
Site Internal	£877.21	61.0%
Direct	£560.48	39.0%

Top UTM Sources

UTM Source	Revenue	% of Revenue
(none)	£1,036.41	72.1%
facebook.com	£112.19	7.8%
google	£93.80	6.5%
(direct)	£75.62	5.3%
Klaviyo	£74.02	5.1%
m.facebook.com	£28.74	2.0%
fb	£9.30	0.6%
com.google.android.gm	£7.61	0.5%

Device Split

Device	Revenue	% of Revenue
Mobile	£1,426.82	99.2%
Desktop	£10.87	0.8%

Daily Sales Timeline

Date	Revenue	Bar
2026-05-03	£133.74	
2026-05-04	£1,303.95	

Day of Week (UTC)

Day	Revenue	Bar
Sun	£133.74	
Mon	£1,303.95	

Hour of Day (UTC) — when sales boom

Hour	Revenue	Bar
00:00	£66.76	
06:00	£6.76	
07:00	£7.61	
08:00	£92.11	
09:00	£19.44	
10:00	£16.91	
11:00	£26.95	
12:00	£27.05	
13:00	£187.60	
14:00	£27.05	
15:00	£168.54	
16:00	£32.50	
17:00	£126.63	
18:00	£202.88	
19:00	£162.35	
20:00	£231.66	
21:00	£34.89	

5. Draw 3, £10,000 TAX FREE CASH QUICK DRAW [Draw May 4th]

Product ID 8110844 | Draw date 2026-05-04

TOTAL REVENUE

£15,158.71

ORDERS

2,660

AVG ORDER

£5.70

CARD REVENUE

£15,158.71

100.0%

SITE CREDIT

USED

£829.16

251 orders

Payment Method Breakdown

Method	Revenue	% of Revenue
Apple Pay	£8,232.16	54.3%
Card Payment	£6,312.25	41.6%
Google Pay	£614.30	4.1%

Lead Source (Grouped)

Source Group	Revenue	% of Revenue
Site Internal	£11,411.59	75.3%
Direct	£3,739.92	24.7%
Other	£7.20	0.0%

Top UTM Sources

UTM Source	Revenue	% of Revenue
(none)	£7,657.06	50.5%
google	£1,651.17	10.9%
Klaviyo	£1,633.54	10.8%
facebook.com	£1,500.59	9.9%
(direct)	£1,221.54	8.1%
m.facebook.com	£763.17	5.0%
fb	£346.18	2.3%
lm.facebook.com	£169.73	1.1%
ig	£86.27	0.6%
tiktok	£65.18	0.4%

Device Split

Device	Revenue	% of Revenue
Mobile	£14,629.64	96.5%
Desktop	£529.07	3.5%

Daily Sales Timeline

Date	Revenue	Bar
2026-04-28	£86.83	
2026-04-29	£147.46	
2026-04-30	£539.35	
2026-05-01	£599.59	
2026-05-02	£392.32	
2026-05-03	£1,478.36	
2026-05-04	£11,914.80	

Day of Week (UTC)

Day	Revenue	Bar
Sun	£1,478.36	
Mon	£11,914.80	
Tue	£86.83	
Wed	£147.46	
Thu	£539.35	
Fri	£599.59	
Sat	£392.32	

Hour of Day (UTC) — when sales boom

Hour	Revenue	Bar
00:00	£53.80	
01:00	£58.85	
02:00	£6.21	
03:00	£5.94	
04:00	£17.72	
05:00	£54.43	
06:00	£281.91	
07:00	£176.32	
08:00	£274.10	
09:00	£394.55	
10:00	£384.96	
11:00	£504.17	
12:00	£468.35	
13:00	£546.12	
14:00	£682.60	
15:00	£979.98	

Hour	Revenue	Bar
16:00	£1,206.17	
17:00	£1,586.04	
18:00	£1,950.71	
19:00	£2,581.10	
20:00	£1,765.69	
21:00	£768.16	
22:00	£343.08	
23:00	£67.75	

6. MINI OFF-ROAD INSTANT WINS [Draw May 4th]

Product ID 8089526 | Draw date 2026-05-04

TOTAL REVENUE

£6,704.41

ORDERS

1,341

AVG ORDER

£5.00

CARD REVENUE

£6,704.16

100.0%

SITE CREDIT

USED

£971.62

175 orders

Payment Method Breakdown

Method	Revenue	% of Revenue
Apple Pay	£3,713.24	55.4%
Card Payment	£2,390.65	35.7%
Google Pay	£600.27	9.0%
unknown	£0.25	0.0%

Lead Source (Grouped)

Source Group	Revenue	% of Revenue
Site Internal	£4,869.58	72.6%
Direct	£1,834.83	27.4%

Top UTM Sources

UTM Source	Revenue	% of Revenue
(none)	£3,487.02	52.0%
facebook.com	£971.77	14.5%
google	£782.74	11.7%
(direct)	£570.67	8.5%
m.facebook.com	£355.68	5.3%
fb	£254.50	3.8%
Klaviyo	£200.04	3.0%
ig	£28.77	0.4%
bing.com	£15.95	0.2%
tiktok	£12.60	0.2%

Device Split

Device	Revenue	% of Revenue
Mobile	£6,629.30	98.9%
Desktop	£75.11	1.1%

Daily Sales Timeline

Date	Revenue	Bar
2026-04-23	£274.93	
2026-04-24	£384.81	
2026-04-25	£392.45	
2026-04-26	£175.01	
2026-04-27	£300.50	
2026-04-28	£289.95	
2026-04-29	£251.95	
2026-04-30	£394.44	
2026-05-01	£499.67	
2026-05-02	£379.96	
2026-05-03	£1,204.61	
2026-05-04	£2,156.13	

Day of Week (UTC)

Day	Revenue	Bar
Sun	£1,379.62	
Mon	£2,456.63	
Tue	£289.95	
Wed	£251.95	
Thu	£669.37	
Fri	£884.48	
Sat	£772.41	

Hour of Day (UTC) — when sales boom

Hour	Revenue	Bar
00:00	£114.55	
01:00	£88.43	
02:00	£20.89	
03:00	£36.86	
04:00	£28.10	
05:00	£26.93	
06:00	£125.53	
07:00	£68.10	
08:00	£171.91	
09:00	£163.77	
10:00	£213.70	

Hour	Revenue	Bar
11:00	£180.30	
12:00	£270.14	
13:00	£444.17	
14:00	£210.91	
15:00	£301.77	
16:00	£336.87	
17:00	£548.68	
18:00	£744.02	
19:00	£862.66	
20:00	£977.55	
21:00	£459.69	
22:00	£223.42	
23:00	£85.46	

7. 2022 AUDI RSQ8 - 750BHP [Draw May 3rd]

Product ID 8070775 | Draw date 2026-05-03

TOTAL REVENUE

£61,267.53

ORDERS

7,903

AVG ORDER

£7.75

CARD REVENUE

£61,267.45

100.0%

SITE CREDIT
USED

£3,553.96

877 orders

Payment Method Breakdown

Method	Revenue	% of Revenue
Apple Pay	£36,316.84	59.3%
Card Payment	£20,170.29	32.9%
Google Pay	£4,780.32	7.8%
unknown	£0.08	0.0%

Lead Source (Grouped)

Source Group	Revenue	% of Revenue
Site Internal	£49,749.87	81.2%
Direct	£11,514.96	18.8%
Other	£2.70	0.0%

Top UTM Sources

UTM Source	Revenue	% of Revenue
(none)	£28,139.90	45.9%
facebook.com	£6,665.63	10.9%
(direct)	£6,518.97	10.6%
google	£5,867.55	9.6%
Klaviyo	£5,669.30	9.3%
m.facebook.com	£2,794.53	4.6%
fb	£2,338.74	3.8%
ig	£1,140.61	1.9%
tiktok	£783.65	1.3%
lm.facebook.com	£605.59	1.0%

Device Split

Device	Revenue	% of Revenue
Mobile	£60,129.97	98.1%
Desktop	£1,137.56	1.9%

Daily Sales Timeline

Date	Revenue	Bar
2026-04-17	£1,229.48	
2026-04-18	£1,889.76	
2026-04-19	£1,728.80	
2026-04-20	£767.31	
2026-04-21	£1,080.94	
2026-04-22	£1,036.81	
2026-04-23	£1,356.19	
2026-04-24	£955.95	
2026-04-25	£619.67	
2026-04-26	£1,618.10	
2026-04-27	£2,135.82	
2026-04-28	£2,132.81	
2026-04-29	£2,381.47	
2026-04-30	£2,616.86	
2026-05-01	£4,398.82	
2026-05-02	£5,152.80	
2026-05-03	£30,165.94	

Day of Week (UTC)

Day	Revenue	Bar
Sun	£33,512.84	
Mon	£2,903.13	
Tue	£3,213.75	
Wed	£3,418.28	
Thu	£3,973.05	
Fri	£6,584.25	
Sat	£7,662.23	

Hour of Day (UTC) — when sales boom

Hour	Revenue	Bar
00:00	£334.55	
01:00	£273.81	
02:00	£114.03	
03:00	£147.81	
04:00	£262.51	

Hour	Revenue	Bar
05:00	£742.33	
06:00	£1,046.22	
07:00	£1,455.02	
08:00	£1,470.22	
09:00	£1,798.80	
10:00	£1,992.84	
11:00	£1,552.59	
12:00	£1,995.08	
13:00	£2,666.28	
14:00	£2,680.58	
15:00	£3,342.22	
16:00	£4,440.09	
17:00	£5,821.22	
18:00	£6,701.01	
19:00	£8,551.36	
20:00	£6,055.07	
21:00	£5,145.36	
22:00	£2,059.86	
23:00	£618.67	

8. APPLE IPHONE 17 PRO, 1TB + APPLE WATCH SERIES 11 [Draw May 3rd]

Product ID 8089233 | Draw date 2026-05-03

TOTAL REVENUE

£2,173.32

ORDERS

756

AVG ORDER

£2.87

CARD REVENUE

£2,173.32

100.0%

SITE CREDIT
USED

£439.86

102 orders

Payment Method Breakdown

Method	Revenue	% of Revenue
Apple Pay	£1,422.04	65.4%
Card Payment	£674.29	31.0%
Google Pay	£76.99	3.5%

Lead Source (Grouped)

Source Group	Revenue	% of Revenue
Site Internal	£1,576.85	72.6%
Direct	£596.47	27.4%

Top UTM Sources

UTM Source	Revenue	% of Revenue
(none)	£1,308.47	60.2%
facebook.com	£203.29	9.4%
Klaviyo	£165.87	7.6%
(direct)	£161.47	7.4%
google	£158.08	7.3%
fb	£79.69	3.7%
m.facebook.com	£52.70	2.4%
tiktok	£24.96	1.1%
email.bt.com	£8.08	0.4%
ig	£5.50	0.3%

Device Split

Device	Revenue	% of Revenue
Mobile	£2,093.37	96.3%
Desktop	£79.95	3.7%

Daily Sales Timeline

Date	Revenue	Bar
2026-04-23	£28.52	
2026-04-24	£48.75	
2026-04-25	£69.46	
2026-04-26	£37.99	
2026-04-27	£36.27	
2026-04-28	£34.84	
2026-04-29	£53.61	
2026-04-30	£116.68	
2026-05-01	£87.37	
2026-05-02	£91.29	
2026-05-03	£1,568.54	

Day of Week (UTC)

Day	Revenue	Bar
Sun	£1,606.53	
Mon	£36.27	
Tue	£34.84	
Wed	£53.61	
Thu	£145.20	
Fri	£136.12	
Sat	£160.75	

Hour of Day (UTC) — when sales boom

Hour	Revenue	Bar
00:00	£5.63	
01:00	£15.03	
02:00	£10.74	
03:00	£2.51	
04:00	£4.69	
05:00	£8.89	
06:00	£23.33	
07:00	£54.58	
08:00	£20.94	
09:00	£55.86	
10:00	£70.58	
11:00	£33.31	

Hour	Revenue	Bar
12:00	£91.53	
13:00	£212.10	
14:00	£100.96	
15:00	£120.85	
16:00	£109.66	
17:00	£248.75	
18:00	£164.83	
19:00	£251.60	
20:00	£322.70	
21:00	£178.99	
22:00	£38.31	
23:00	£26.95	

9. CASH QUEST PRIZE EVERY TIME SUNDAY [Draw May 3rd]

Product ID 8124916 | Draw date 2026-05-03

TOTAL REVENUE

£3,153.13

ORDERS

414

AVG ORDER

£7.62

CARD REVENUE

£3,140.04

99.6%

SITE CREDIT

USED

£1,701.19

181 orders

Payment Method Breakdown

Method	Revenue	% of Revenue
Apple Pay	£1,679.31	53.3%
Card Payment	£1,353.46	42.9%
Google Pay	£107.27	3.4%
unknown	£13.09	0.4%

Lead Source (Grouped)

Source Group	Revenue	% of Revenue
Site Internal	£1,943.99	61.7%
Direct	£1,209.14	38.3%

Top UTM Sources

UTM Source	Revenue	% of Revenue
(none)	£1,936.66	61.4%
facebook.com	£393.97	12.5%
google	£226.84	7.2%
(direct)	£224.80	7.1%
Klaviyo	£175.04	5.6%
auth.truelayer.com	£88.60	2.8%
m.facebook.com	£44.05	1.4%
tiktok	£25.37	0.8%
fb	£19.89	0.6%
lm.facebook.com	£9.95	0.3%

Device Split

Device	Revenue	% of Revenue
Mobile	£3,075.39	97.5%
Desktop	£77.74	2.5%

Daily Sales Timeline

Date	Revenue	Bar
2026-05-02	£1,344.02	
2026-05-03	£1,809.11	

Day of Week (UTC)

Day	Revenue	Bar
Sun	£1,809.11	
Sat	£1,344.02	

Hour of Day (UTC) — when sales boom

Hour	Revenue	Bar
00:00	£54.34	
01:00	£32.34	
03:00	£1.99	
04:00	£1.99	
05:00	£15.44	
06:00	£5.97	
07:00	£89.06	
08:00	£151.12	
09:00	£67.44	
10:00	£167.90	
11:00	£44.68	
12:00	£40.62	
13:00	£151.10	
14:00	£189.52	
15:00	£60.91	
16:00	£260.59	
17:00	£271.47	
18:00	£313.01	
19:00	£459.54	
20:00	£163.94	
21:00	£475.19	
22:00	£3.98	
23:00	£130.99	

10. SAMSUNG 75" TV [Draw May 3rd]

Product ID 8096102 | Draw date 2026-05-03

TOTAL REVENUE £1,121.17	ORDERS 380	AVG ORDER £2.95	CARD REVENUE £1,121.17 100.0%	SITE CREDIT USED £153.95 58 orders
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Payment Method Breakdown

Method	Revenue	% of Revenue
Apple Pay	£581.58	51.9%
Card Payment	£470.06	41.9%
Google Pay	£69.53	6.2%

Lead Source (Grouped)

Source Group	Revenue	% of Revenue
Site Internal	£899.44	80.2%
Direct	£221.73	19.8%

Top UTM Sources

UTM Source	Revenue	% of Revenue
(none)	£602.33	53.7%
google	£160.89	14.4%
Klaviyo	£110.54	9.9%
facebook.com	£88.57	7.9%
m.facebook.com	£54.34	4.8%
(direct)	£45.04	4.0%
fb	£43.59	3.9%
tiktok	£9.79	0.9%
lm.facebook.com	£6.08	0.5%

Device Split

Device	Revenue	% of Revenue
Mobile	£1,074.16	95.8%
Desktop	£47.01	4.2%

Daily Sales Timeline

Date	Revenue	Bar
2026-04-24	£28.00	

Date	Revenue	Bar
2026-04-25	£6.25	
2026-04-26	£6.00	
2026-04-27	£1.75	
2026-04-28	£0.25	
2026-04-29	£23.60	
2026-04-30	£23.93	
2026-05-01	£34.79	
2026-05-02	£49.94	
2026-05-03	£946.66	

Day of Week (UTC)

Day	Revenue	Bar
Sun	£952.66	
Mon	£1.75	
Tue	£0.25	
Wed	£23.60	
Thu	£23.93	
Fri	£62.79	
Sat	£56.19	

Hour of Day (UTC) — when sales boom

Hour	Revenue	Bar
00:00	£3.08	
02:00	£2.25	
03:00	£6.84	
04:00	£2.66	
05:00	£1.86	
06:00	£14.76	
07:00	£13.65	
08:00	£11.89	
09:00	£20.74	
10:00	£13.77	
11:00	£16.86	
12:00	£68.94	
13:00	£39.70	
14:00	£52.05	

Hour	Revenue	Bar
15:00	£41.31	
16:00	£109.11	
17:00	£93.49	
18:00	£114.86	
19:00	£157.44	
20:00	£231.61	
21:00	£87.36	
22:00	£6.10	
23:00	£10.84	

Data Provenance & Methodology

All figures are derived from the WooCommerce REST API endpoint `/wp-json/wc/v3/orders` filtered by `product=<id>` and `status=completed`. Pending, on-hold, processing, refunded, cancelled and failed orders are excluded. Per-competition revenue uses the line-item subtotal for that specific product (not the full cart total) so multi-item carts are correctly attributed. Payment method comes from the order's `payment_method_title`; lead source / UTM / device come from WooCommerce Order Attribution meta keys (`_wc_order_attribution_*`). Time-of-day analysis uses the order's `date_created_gmt` in UTC. Site credit / cashback usage is detected from `fee_lines` with names containing "credit", "cashback", "wallet" or "store credit", and from coupon codes containing the same.

Competitions audited: 8086272, 8128660, 8128657, 8128659, 8110844, 8089526, 8070775, 8089233, 8124916, 8096102. All 10 are the most recently drawn ARCHIVED competitions with draw dates between 2026-05-03 and 2026-05-04. Generated on 05/05/2026, 19:52:08 from WooCommerce admin session for user "James Pratt".