

KDML	Tháng 1			Tháng 2			Tháng 3			Tháng 4		
	Actual	KPI	%	Actual	KPI	%	Actual	KPI	%	Actual	KPI	%
Form	275,315	380,030	72%	321,217	221,923	145%	373,741	307,774	121%	214,189	197,469	108%
Owned	7,783	9,862	79%	7,774	6,821	114%	8,227	8,401	98%	7,485	7,190	104%
Paid	63,482	74,381	85%	50,632	51,200	99%	61,705	60,850	101%	56,859	49,695	114%
Affiliate	24,575	38,967	63%	29,951	28,917	104%	34,440	40,811	84%	-	-	#DIV/0!
3P Leads	61,946	119,618	52%	92,517	37,706	245%	129,456	47,613	272%	-	-	#DIV/0!
Digital ML	50,302	51,039	99%	61,489	38,964	158%	64,880	60,200	108%	67,555	55,686	121%
Trade MKT	45,741	62,783	73%	57,253	35,008	164%	60,681	59,437	102%	60,131	56,951	106%
F88 Partner	21,486	23,380	92%	21,601	23,308	93%	14,352	30,462	47%	22,159	27,947	79%
HĐMM	28,282	33,467	85%	22,543	22,282	101%	29,818	26,481	113%	26,248	23,402	112%
Owned	2,296	2,761	83%	2,091	1,944	108%	2,672	2,310	116%	2,620	2,308	114%
Paid	5,974	6,545	91%	4,540	4,608	99%	5,617	5,477	103%	5,629	5,218	108%
Affiliate	974	1,403	69%	770	1,099	70%	971	1,306	74%	-	-	#DIV/0!
3P Leads	1,835	2,632	70%	1,358	1,282	106%	1,775	1,524	116%	-	-	#DIV/0!
Digital ML	6,488	7,656	85%	5,225	5,065	103%	7,220	6,020	120%	6,928	5,847	118%
Trade MKT	9,556	11,301	85%	7,761	7,002	111%	10,456	8,321	126%	9,916	8,771	113%
F88 Partner	1,159	1,169	99%	798	1,282	62%	1,107	1,523	73%	1,155	1,258	92%
F2S	10.27%	8.81%	117%	7.02%	10.04%	70%	7.98%	8.60%	93%	12.25%	11.85%	103%
Owned	29.50%	28.00%	105%	26.90%	28.50%	94%	32.48%	27.50%	118%	35.00%	32.10%	109%
Paid	9.41%	8.80%	107%	8.97%	9.00%	100%	9.10%	9.00%	101%	9.90%	10.50%	94%
Affiliate	3.96%	3.60%	110%	2.57%	3.80%	68%	2.82%	3.20%	88%	#DIV/0!	#DIV/0!	#DIV/0!
3P Leads	2.96%	2.20%	135%	1.47%	3.40%	43%	1.37%	3.20%	43%	#DIV/0!	#DIV/0!	#DIV/0!
Digital ML	12.90%	15.00%	86%	8.50%	13.00%	65%	11.13%	10.00%	111%	10.26%	10.50%	98%
Trade MKT	20.89%	18.00%	116%	13.56%	20.00%	68%	17.23%	14.00%	123%	16.49%	15.40%	107%
F88 Partner	5.39%	5.00%	108%	3.69%	5.50%	67%	7.71%	5.00%	154%	5.21%	4.50%	116%
FORM Ô TÔ	28,547	48,823	58%	35,462	13,668	259%	36,368	32,335	112%	37,684	31,198	121%
Owned	580	858	68%	527	365	144%	647	723	89%	703	724	97%
Paid	2,893	4,381	66%	2,379	1,858	128%	2,484	2,516	99%	2,266	2,516	90%
Affiliate	39	476	8%	34	264	13%	30	284	11%	-	-	#DIV/0!
3P Leads	72	1,014	7%	40	562	7%	45	854	5%	-	-	#DIV/0!
Digital ML	12,143	19,273	63%	16,084	4,412	365%	16,267	13,508	120%	16,847	13,508	125%
Trade MKT	12,523	22,560	56%	16,226	5,965	272%	16,681	13,920	120%	17,579	13,920	126%
F88 Partner	297	261	114%	172	242	71%	214	530	40%	289	530	55%
SALE Ô TÔ	3,187	3,880	82%	2,658	1,397	190%	3,432	2,745	125%	3,091	1,465	211%
Owned	294	349	84%	228	194	118%	311	318	98%	304	241	126%
Paid	225	272	83%	165	151	110%	210	226	93%	211	222	95%
Affiliate	77	77	100%	64	43	149%	74	87	85%	-	-	#DIV/0!
3P Leads	173	291	59%	137	161	85%	158	192	82%	-	-	#DIV/0!
Digital ML	1,060	1,164	91%	894	322	278%	1,224	810	151%	1,139	364	313%
Trade MKT	1,201	1,552	77%	1,074	429	250%	1,334	974	137%	1,295	462	280%
F88 Partner	157	175	90%	96	97	99%	121	138	88%	142	176	81%
F2S Ô TÔ	11.16%	7.95%	140%	7.50%	10.22%	73%	9.44%	8.49%	111%	8.20%	4.70%	175%
Owned	50.69%	40.68%	125%	43.26%	53.00%	82%	48.07%	43.98%	109%	43.24%	33.29%	130%
Paid	7.78%	6.21%	125%	6.94%	8.10%	86%	8.45%	8.98%	94%	9.31%	8.82%	106%
Affiliate	197.44%	16.18%	1221%	188.24%	16.30%	1155%	246.67%	30.63%	805%	#DIV/0!	#DIV/0!	#DIV/0!
3P Leads	240.28%	28.70%	837%	342.50%	28.70%	1193%	351.11%	22.48%	1562%	#DIV/0!	#DIV/0!	#DIV/0!
Digital ML	8.73%	6.04%	145%	5.56%	7.30%	76%	7.52%	6.00%	125%	6.76%	2.69%	251%

Trade MKT	9.59%	6.88%	139%	6.62%	7.20%	92%	8.00%	7.00%	114%	7.37%	3.32%	222%
F88 Partner	52.86%	67.05%	79%	55.81%	40.03%	139%	56.54%	26.04%	217%	49.13%	33.21%	148%
KHM	18,280	20,341	90%	13,211	13,620	97%	16,645	16,187	103%	15,606	14,829	105%
Owned	1,499	1,601	94%	1,252	1,062	118%	1,505	1,262	119%	1,478	1,257	118%
Paid	5,349	5,630	95%	3,960	3,732	106%	4,839	4,435	109%	4,899	4,213	116%
Affiliate	715	869	82%	488	584	84%	562	694	81%	-	-	#DIV/0!
3P Leads	778	1,053	74%	453	585	77%	586	695	84%	-	-	#DIV/0!
Digital ML	3,164	3,560	89%	2,202	2,751	80%	2,883	3,270	88%	2,893	3,333	87%
Trade MKT	5,735	6,611	87%	4,177	4,127	101%	5,324	4,905	109%	5,287	4,999	106%
F88 Partner	1,040	1,017	102%	679	779	87%	946	926	102%	1,049	1,027	102%
KHM Ô TÔ	1,208	1,359	89%	744	766	97%	985	961	102%	899	876	103%
Owned	177	122	145%	117	110	106%	164	151	109%	146	114	128%
Paid	188	95	198%	122	127	96%	173	154	112%	160	157	102%
Affiliate	35	27	130%	27	30	91%	26	35	74%	-	-	#DIV/0!
3P Leads	44	52	85%	18	34	53%	22	23	96%	-	-	#DIV/0!
Digital ML	243	408	60%	145	139	105%	180	188	96%	169	198	85%
Trade MKT	376	544	69%	236	229	103%	308	307	100%	294	272	108%
F88 Partner	145	111	131%	79	97	81%	112	103	109%	130	135	96%
KHM XE MÁY	17,072	18,982	90%	12,467	12,854	97%	15,660	15,226	103%	14,707	13,953	105%
Owned	1,322	1,479	89%	1,135	952	119%	1,341	1,111	121%	1,332	1,143	117%
Paid	5,161	5,535	93%	3,838	3,605	106%	4,666	4,281	109%	4,739	4,056	117%
Affiliate	680	842	81%	461	554	83%	536	659	81%	-	-	#DIV/0!
3P Leads	734	1,001	73%	435	551	79%	564	672	84%	-	-	#DIV/0!
Digital ML	2,921	3,152	93%	2,057	2,612	79%	2,703	3,082	88%	2,724	3,135	87%
Trade MKT	5,359	6,067	88%	3,941	3,898	101%	5,016	4,598	109%	4,993	4,727	106%
F88 Partner	895	906	99%	600	682	88%	834	823	101%	919	892	103%
Chi phí	6,378,059,476	7,921,013,595	124%	4,666,212,403	4,665,212,981	100%	6,194,164,801	5,779,063,824	93%	7,003,165,332	6,931,527,441	99%
Tiếp thị Online	4,226,956,415	5,601,148,763	133%	3,889,807,686	3,870,093,183	99%	4,432,671,617	4,561,492,674	103%	4,266,096,732	4,210,892,841	99%
Owned	4,017,303	6,500,000	162%	8,431,660	6,500,000	77%	4,407,102	6,500,000	147%	4,433,958	6,500,000	147%
Paid	4,221,244,299	5,594,648,763	133%	3,878,991,390	3,863,593,183	100%	4,418,056,161	4,554,992,674	103%	4,236,263,365	4,204,392,841	99%
Digital ML	1,694,813		0%	2,384,636		0%	10,208,354		0%	25,399,409		0%
Tiếp thị liên kết	550,756,916	719,518,687	131%	470,272,736	488,987,817	104%	532,718,768	619,156,676	116%	292,874,000	276,440,000	94%
Affiliate	253,182,916	286,129,032	113%	161,130,736	219,769,805	136%	191,424,768	261,192,623	136%		-	#DIV/0!
3P Leads	113,685,000	189,700,000	167%	73,832,000	76,919,432	104%	153,120,000	91,417,418	60%		-	#DIV/0!
F88 Partner	183,889,000	243,689,655	133%	235,310,000	192,298,580	82%	188,174,000	266,546,636	142%	292,874,000	276,440,000	94%
TTĐPoffline (Trade)	1,600,346,145	1,600,346,145	100%	306,131,981	306,131,981	100%	1,228,774,416	598,414,474	49%	2,444,194,600	2,444,194,600	100%
CPS	225,517	236,681	105%	206,992	209,374	101%	207,732	218,234	105%	266,808	296,194	111%
Tiếp thị Online	286,418	330,217	115%	328,088	333,132	102%	285,813	330,375	116%	281,090	314,880	112%
Owned	1,750	2,354	135%	4,032	3,344	83%	1,649	2,814	171%	1,692	2,816	166%
Paid	706,603	854,797	121%	854,403	838,453	98%	786,551	831,658	106%	752,578	805,748	107%
Digital ML	261	-	0%	456	-	0%	1,414	-	0%	3,666	-	0%
Tiếp thị liên kết	138,800	138,263	100%	160,722	133,500	83%	138,261	142,237	103%	253,571	219,746	87%
Affiliate	259,941	203,941	78%	209,261	200,000	96%	197,142	199,994	101%	#DIV/0!	#DIV/0!	#DIV/0!
3P Leads	61,954	72,074	116%	54,368	60,000	110%	86,265	59,985	70%	#DIV/0!	#DIV/0!	#DIV/0!
F88 Partner	158,662	208,460	131%	294,875	150,000	51%	169,986	175,014	103%	253,571	219,746	87%
TTĐPoffline (Trade)	167,470	141,611	85%	39,445	43,723	111%	117,519	71,916	61%	246,490	278,668	113%
CPF	23,166	20,843	90%	14,527	21,022	145%	16,573	18,777	113%	32,696	35,102	107%
Tiếp thị Online	34,771	41,404	119%	32,443	39,904	123%	32,880	35,237	107%	32,344	37,407	116%

<i>Owned</i>	516	659	128%	1,085	953	88%	536	774	144%	592	904	153%
<i>Paid</i>	66,495	75,216	113%	76,611	75,461	98%	71,600	74,856	105%	74,505	84,604	114%
<i>Digital ML</i>	34	-	0%	39	-	0%	157	-	0%	376	-	0%
Tiếp thị liên kết	5,099	3,954	78%	3,264	5,437	167%	2,989	5,208	174%	13,217	9,892	75%
<i>Affiliate</i>	10,302	7,343	71%	5,380	7,600	141%	5,558	6,400	115%	#DIV/0!	#DIV/0!	#DIV/0!
<i>3P Leads</i>	1,835	1,586	86%	798	2,040	256%	1,183	1,920	162%	#DIV/0!	#DIV/0!	#DIV/0!
<i>F88 Partner</i>	4,020	10,423	259%	4,110	8,250	201%	3,101	8,750	282%	4,871	9,892	203%
TTĐPoffline (Trade)	34,987	25,490	73%	5,347	8,745	164%	20,250	10,068	50%	40,648	42,918	106%
CAC	348,909	389,411	112%	353,207	342,530	97%	372,134	357,019	96%	448,748	467,431	104%
Tiếp thị Online	422,189	519,057	123%	524,657	512,921	98%	480,402	508,698	106%	460,205	478,347	104%
<i>Owned</i>	2,680	4,060	151%	6,735	6,121	91%	2,928	5,151	176%	3,000	5,171	172%
<i>Paid</i>	789,165	993,721	126%	979,543	1,035,261	106%	913,010	1,027,056	112%	864,720	997,957	115%
<i>Digital ML</i>	536	-	0%	1,083	-	0%	3,541	-	0%	8,780	-	0%
Tiếp thị liên kết	217,433	244,818	113%	290,292	251,035	86%	254,402	267,454	105%	279,194	269,172	96%
<i>Affiliate</i>	354,102	329,262	93%	330,186	376,318	114%	340,613	376,358	110%	#DIV/0!	#DIV/0!	#DIV/0!
<i>3P Leads</i>	146,125	180,152	123%	162,985	131,594	81%	261,297	131,536	50%	#DIV/0!	#DIV/0!	#DIV/0!
<i>F88 Partner</i>	176,816	239,616	136%	346,554	246,738	71%	198,915	287,847	145%	279,194	269,172	96%
TTĐPoffline (Trade)	279,049	242,073	87%	73,290	74,181	101%	230,799	122,001	53%	462,303	488,937	106%
Thuế chi trả	240,505,082			206,887,485			248,991,710			209,599,935		