


# SOCIAL MEDIA CAMPAIGN PERFORMANCE TRACKER

CLICKS  
5,446,101,111

IMPRESSIONS  
16,810,270,916

CONVERSIONS  
436,013,770.43

Location ▼

Date 

Return on Investment  
953,307.43

Click Through Rate

94,246.81

Cost Per Acquisition  
2,714,810.31

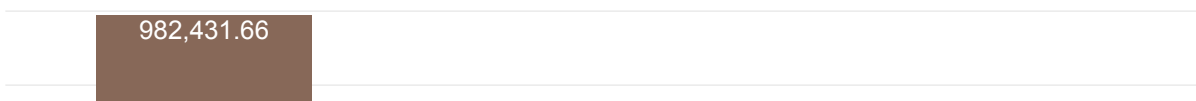
Company ▼

Channel

A horizontal bar chart comparing impressions for five locations: Miami, Los Angeles, New York, Austin, and Las Vegas. Each location has five bars representing different categories: 1965.6 (brown), 1942.2 (green), 1507.2 (red), 798.84 (cyan), and 2253.3 (purple). The x-axis represents impressions from 0 to 350K. The y-axis lists the locations. The chart shows that Las Vegas has the highest impressions for the red category (1507.2), while Miami has the highest for the green category (1942.2). New York has the highest impressions for the cyan category (798.84).

location	1965.6	1942.2	1507.2	798.84	2253.3
Miami	290K	240K	120K	160K	330K
Los Angeles	140K	280K	90K	60K	280K
New York	45K	180K	190K	320K	50K
Austin	190K	230K	120K	310K	80K
Las Vegas	140K	100K	340K	30K	100K


Channel	Click Through Rate
Instagram	24,131.21
Facebook	24,154.62
Pinterest	21,953.71
Twitter	24,007.26



Channel	Cost Per Acquisition
Pinterest	982,431.66
Instagram	583,587.11
Facebook	579,268.76
Twitter	569,522.77

A bar chart titled 'conversions' on the y-axis and 'channel\_used' on the x-axis. The y-axis ranges from 0 to 125M with increments of 25M. There are four bars representing different channels: Twitter, Facebook, Instagram, and Pinterest. The values for each bar are displayed above them: Twitter (121,746,863.3), Facebook (121,633,195.05), Instagram (121,035,093.63), and Pinterest (71,598,618.45). A legend indicates that the brown bars represent 'conversions'.

channel_used	conversions
Twitter	121,746,863.3
Facebook	121,633,195.05
Instagram	121,035,093.63
Pinterest	71,598,618.45



A horizontal bar chart titled 'channel\_clicks' showing the number of clicks for four different channels. The y-axis is labeled 'channel\_used' and lists Facebook, Twitter, Instagram, and Pinterest. The x-axis is labeled 'clicks' and ranges from 0 to 1.6B with major ticks every 200M. Facebook has the highest number of clicks at 1,520,264,076, followed by Twitter at 1,515,770,057, Instagram at 1,515,298,729, and Pinterest at 894,768,249. The bars are dark blue, and the exact click count is displayed at the end of each bar.

channel_used	clicks
Facebook	1,520,264,076
Twitter	1,515,770,057
Instagram	1,515,298,729
Pinterest	894,768,249

location	conversions
Los Angeles	88,275,930.93
Miami	87,447,316.46
New York	86,995,377.07
Austin	86,696,715.97
Las Vegas	86,598,430

A stacked bar chart titled 'clicks' on the y-axis and 'channel\_used' on the x-axis. The y-axis ranges from 0 to 2B (2 billion) with major gridlines at 0, 500M, 1B, 1.5B, and 2B. The x-axis lists four channels: Facebook, Twitter, Instagram, and Pinterest. Each bar is stacked with five cities: Miami (brown), Los Angeles (green), New York (red), Austin (cyan), and Las Vegas (purple). The total click count for each channel is displayed at the top of each bar. The data values for each city are labeled on the segments of the bars.

channel_used	Miami	Los Angeles	New York	Austin	Las Vegas	Total
Facebook	305,237,314	305,211,699	305,413,397	301,030,145	303,371,521	1,516,264,076
Twitter	307,016,118	305,925,483	299,945,412	299,198,135	303,684,909	1,515,770,057
Instagram	304,506,526	304,770,364	303,753,782	304,506,681	297,761,376	1,515,302,729
Pinterest	180,570,088	178,011,895	177,374,818	180,090,364	178,721,084	794,768,250

A bar chart titled 'clicks' comparing the number of clicks for ten different companies. The y-axis is labeled 'clicks' and has a scale from 0 to 15,000,000, with major grid lines at 0, 5,000,000 (5M), 10,000,000 (10M), and 15,000,000 (15M). The x-axis is labeled 'company' and lists the following companies from left to right: Space Spruce, Tech Titans, Balance Beam, Attire Artistry, Aura Align, Vigor Valley, Palate Paradise, Dine Divine, Glam Garments, and Nest Neat. Each bar is brown and has its exact value displayed on top. The values are: Space Spruce (112,351,935), Tech Titans (112,018,527), Balance Beam (111,864,560), Attire Artistry (110,625,670), Aura Align (110,553,637), Vigor Valley (110,545,175), Palate Paradise (110,490,042), Dine Divine (110,477,902), Glam Garments (110,429,250), and Nest Neat (110,231,483).

company	clicks
Space Spruce	112,351,935
Tech Titans	112,018,527
Balance Beam	111,864,560
Attire Artistry	110,625,670
Aura Align	110,553,637
Vigor Valley	110,545,175
Palate Paradise	110,490,042
Dine Divine	110,477,902
Glam Garments	110,429,250
Nest Neat	110,231,483

	location	conversions	impressions	clicks	channel_used	cpa	ctr	roi
1.	Miami	3.33	2068	333	Pinterest	150.1501502	0.161025145	1.337029532
2.	New York	3.35	2076	335	Pinterest	149.2537313	0.161368015	0.575566189
3.	New York	3.37	2079	337	Pinterest	148.3679525	0.162097162	0.239521333
4.	Austin	3.4	2088	340	Pinterest	147.0588235	0.162835249	1.415678328
5.	Austin	3.48	2117	348	Pinterest	143.6781609	0.164383562	1.374566458
6.	Las Vegas	3.58	2147	358	Pinterest	139.6648045	0.166744294	0.089373632
7.	New York	3.67	2176	367	Pinterest	136.239782	0.168658088	0.384306617
8.	Las Vegas	3.68	2182	368	Pinterest	135.8695652	0.168652612	0.016087254
9.	New York	3.78	2214	378	Pinterest	132.2751323	0.170731707	0.618465532
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