

Social Media  
Performance Dashboard

Summary

Year ▼  
2025 ▼

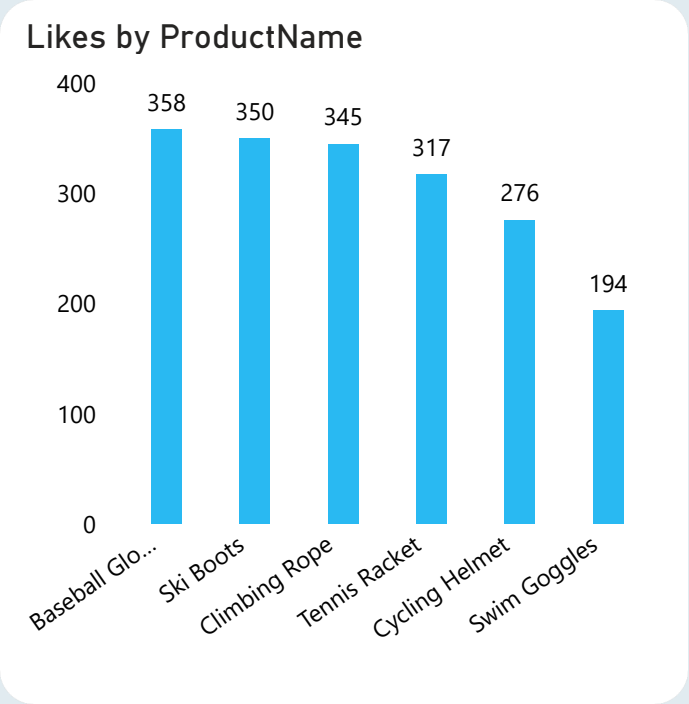
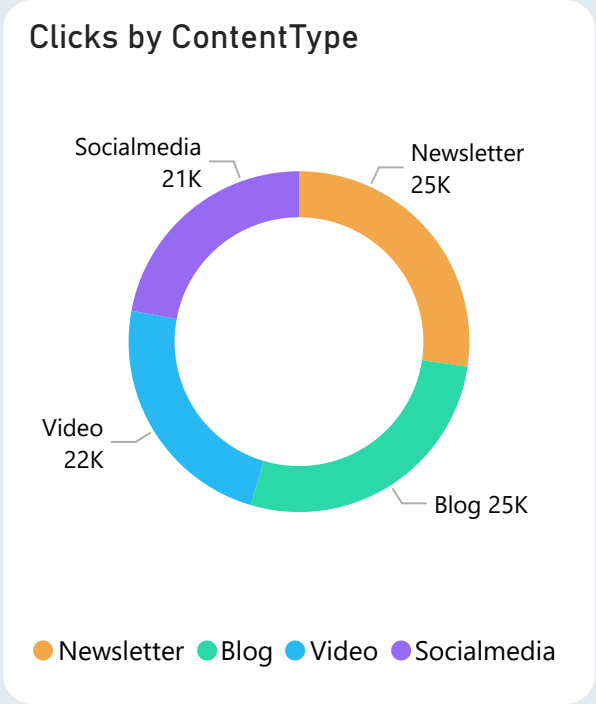
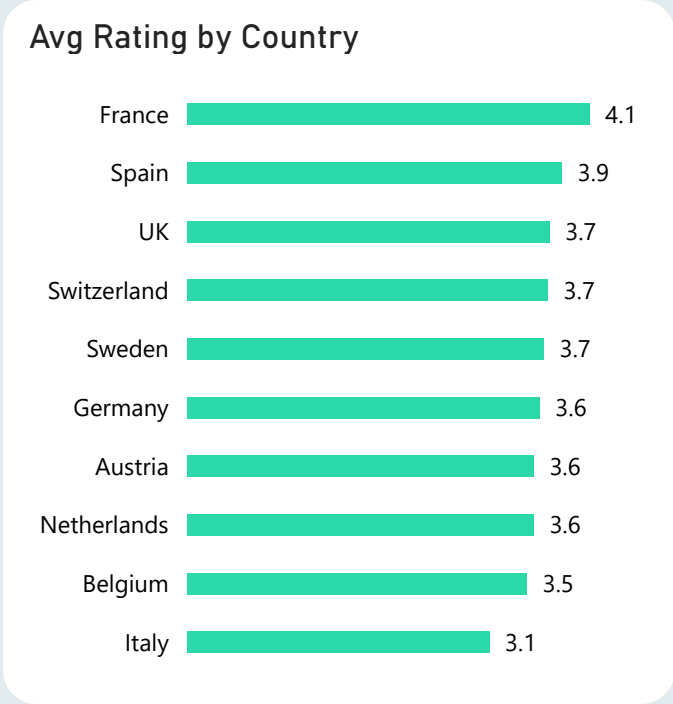
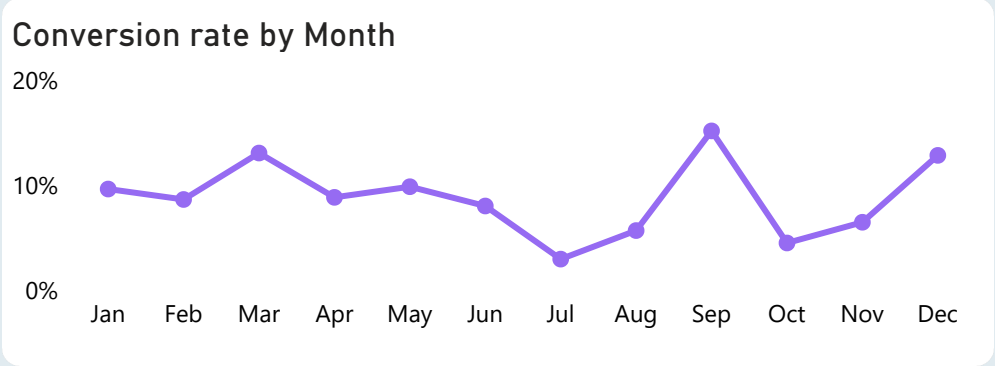
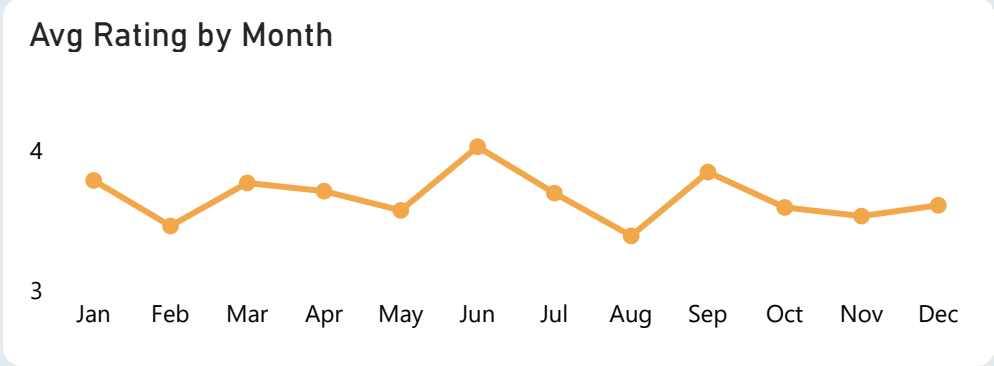
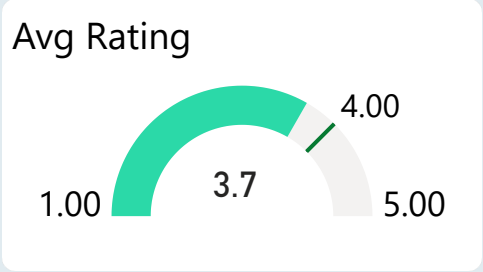
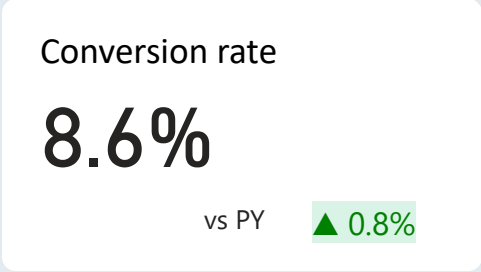
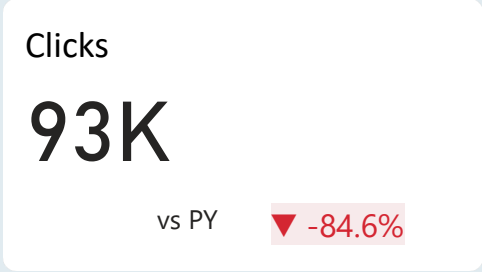
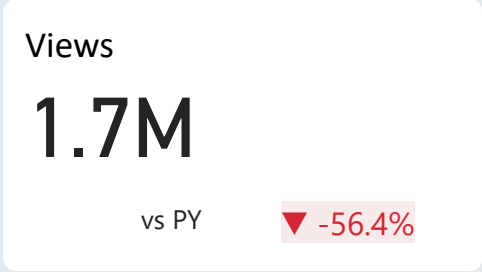
ProductName ▼  
All ▼

Summary

Conversion Analysis

Product Performance

Feedback



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▼

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▼

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Conversion rate

8.6%

vs PY ▲ 0.8%

Click Through Rate

5.5%

vs PY ▼ -64.7%

Drop-Off Rate

0.21%

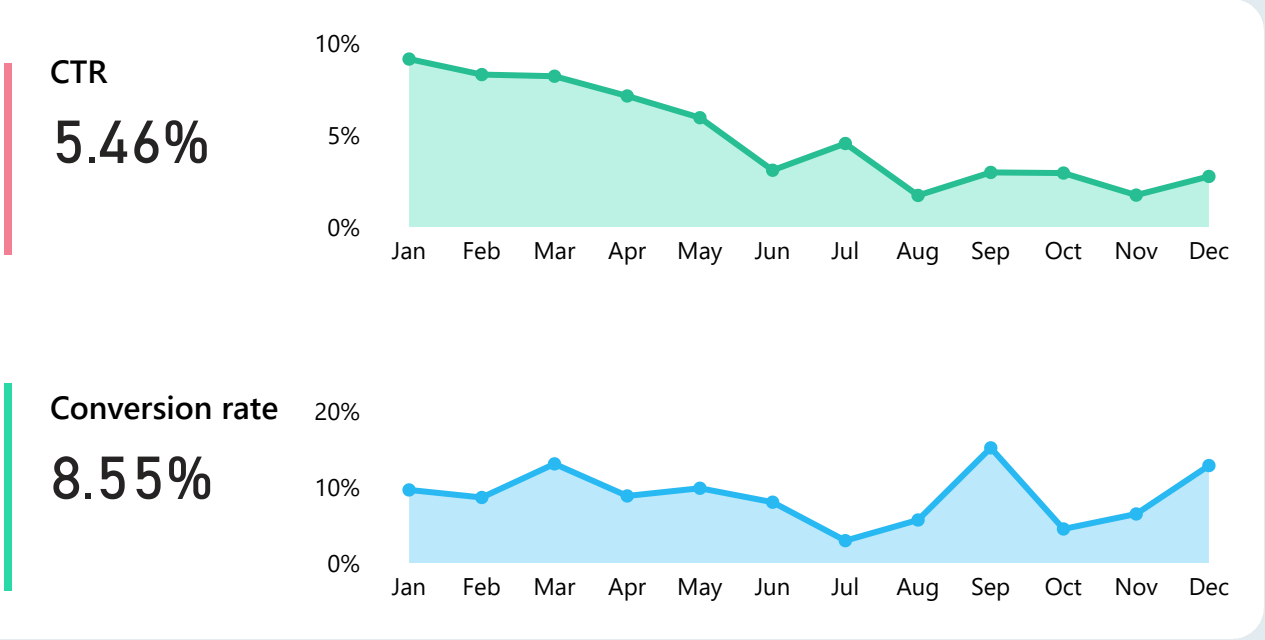
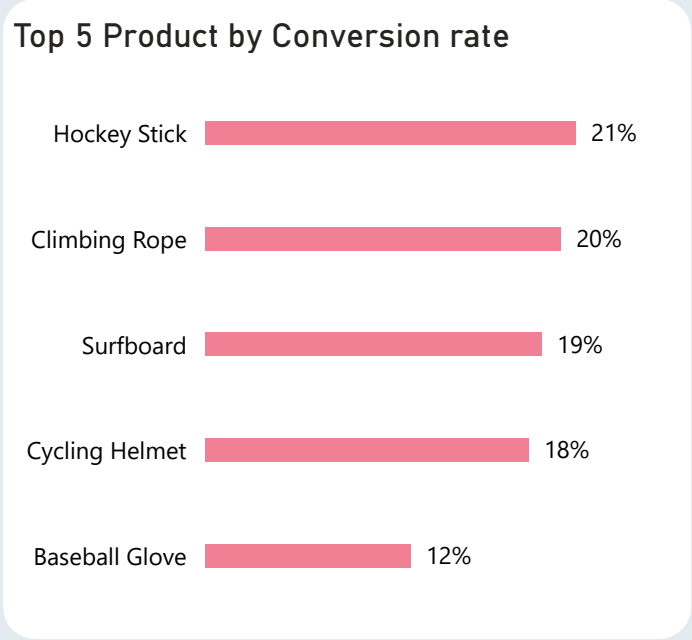
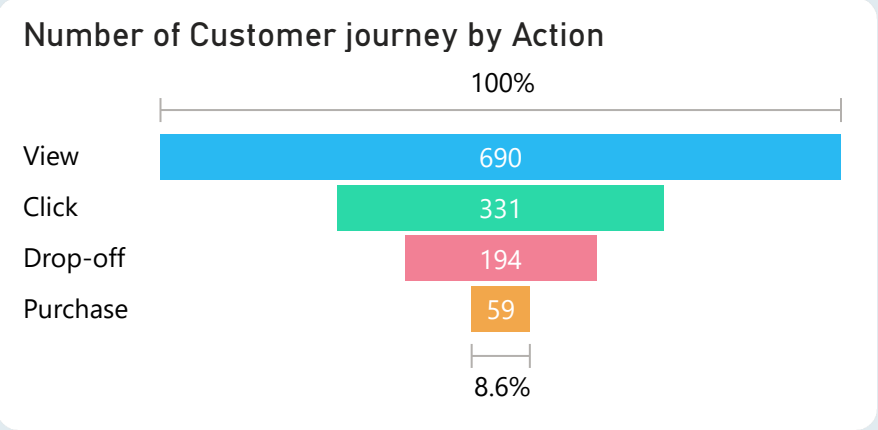
vs PY ▲ 5.8%

Total Purchase

59

vs PY ▲ 3.5%

ContentType	Views	Clicks	Conversion rate	CTR	Drop-Off Rate
Blog	26.2%	27.2%	8.55%	5.7%	0.77%
Newsletter	25.0%	27.4%	8.55%	6.0%	0.76%
Socialmedia	25.1%	22.1%	8.55%	4.8%	0.94%
Video	23.8%	23.3%	8.55%	5.4%	0.89%



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Views

1.7M

vs PY ▼ -56.4%

Clicks

93K

vs PY ▼ -84.6%

Total Purchase

59

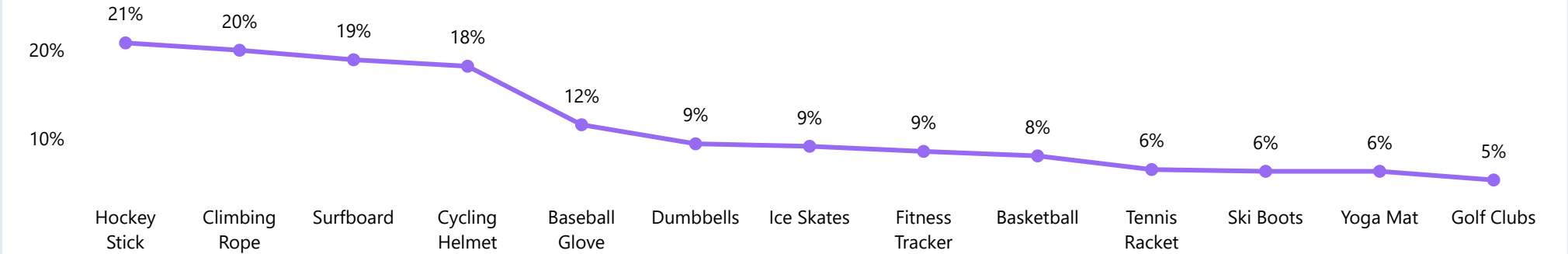
vs PY ▲ 3.5%

Conversion rate

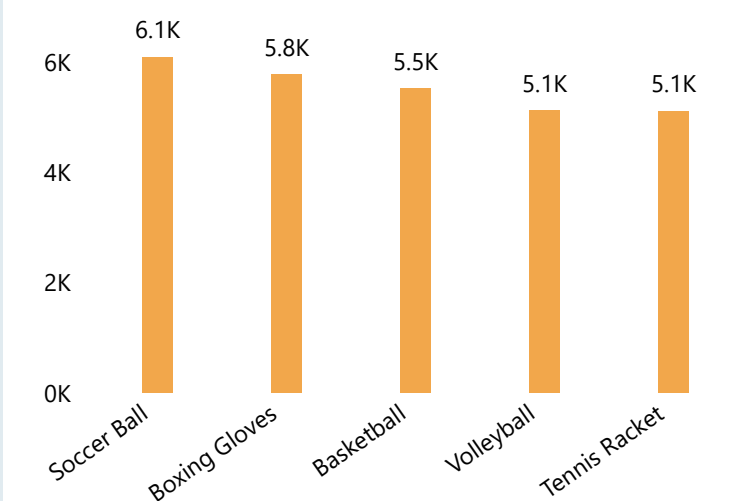
8.6%

vs PY ▲ 0.8%

Conversion rate by Product



Top 5 Products by clicks



ProductName	Total Campaigns	Click Through Rate	Conversion rate	Total Purchase
Baseball Glove	823	6.6%	11.5%	3
Basketball	1035	6.2%	8.0%	2
Boxing Gloves	951	6.7%	5.1%	2
Climbing Rope	879	6.9%	20.0%	7
Cycling Helmet	721	6.6%	18.2%	6
Dumbbells	944	3.4%	9.4%	3
Fitness Tracker	765	4.0%	8.5%	4
Football Helmet	768	6.7%	2.8%	1
Golf Clubs	816	6.5%	5.3%	2
Hockey Stick	820	5.7%	20.8%	5

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Total Feedback

477

vs PY ▲ 7.0%

Avg Rating

3.7

vs PY ▼ -0.34%

Good Rating >=4

61.2%

vs PY ▼ -0.01%

Low Rating <=2

18.2%

vs PY ▼ -0.02%

Rating 1

🤔

Rating 2

😞

Rating 3

😐

Rating 4

😊

Rating 5

😄

CustomerID	Customer Name	Rating Bar	Rating	Feedback Text	Star
1	Emma Anderson	<div><div></div></div>	5	Exceeded my expectations!	★★★★★
10	Chris Davis	<div><div></div></div>	2	Not worth the money.	★★
10	Chris Davis	<div><div></div></div>	2	The product arrived late.	★★
10	Chris Davis	<div><div></div></div>	3	The product is okay but the instructions were unclear.	★★★
100	Jane Brown	<div><div></div></div>	2	Average experience nothing special.	★★
100	Jane Brown	<div><div></div></div>	3	Average experience nothing special.	★★★
100	Jane Brown	<div><div></div></div>	2	Disappointed with the performance.	★★
100	Jane Brown	<div><div></div></div>	2	Good quality but could be cheaper.	★★
100	Jane Brown	<div><div></div></div>	3	Great purchase very satisfied.	★★★
100	Jane Brown	<div><div></div></div>	4	Great purchase very satisfied.	★★★★
100	Jane Brown	<div><div></div></div>	3	I love this product will buy again!	★★★