MARKETING CAMPAIGN EFFECTIVENESS DASHBOARD

- KPIs
- Campaign Overview
- Audience Segmentation
- Channel Performance
- Conversion Funnel
- Campaign ROI Analysis

Key Performance Indicators

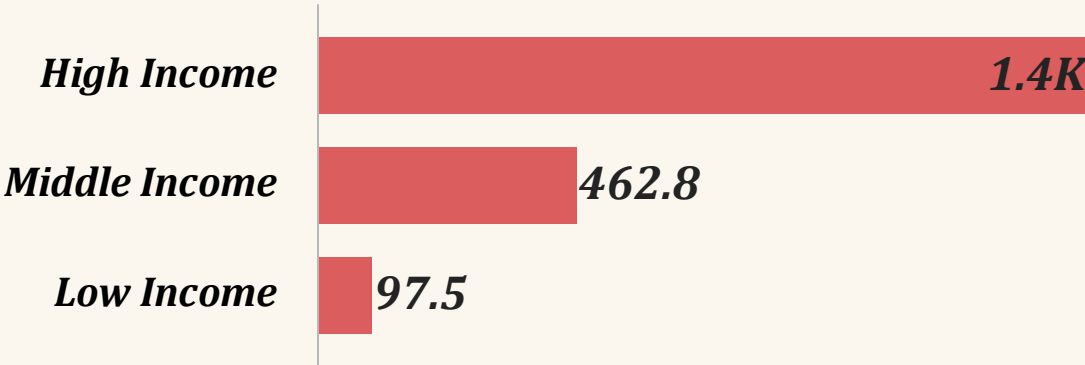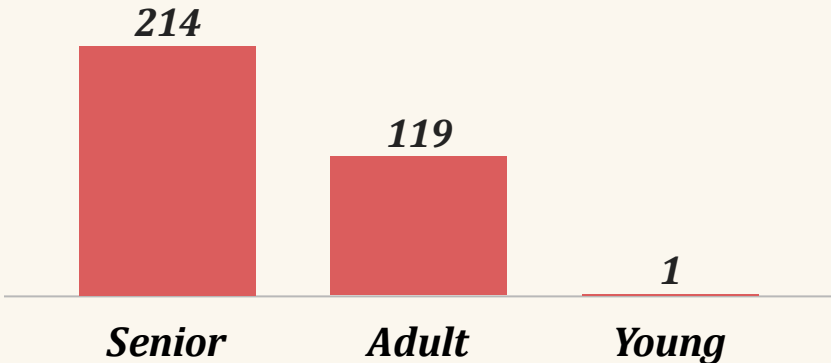| Total Campaign Runs	Total Revenue	Conversion Rate	Click Through Rate	ROI Per Campaign
667	$1.36M	2,067%	532%	$129K

Income Group Purchase Patterns

High Income	1.4K
Middle Income	462.8
Low Income	97.5

Age Group Engagement

Senior	Adult	Young
214	119	1

Recency Status vs Average Spend

Inactive	Active
926.1K	430.9K
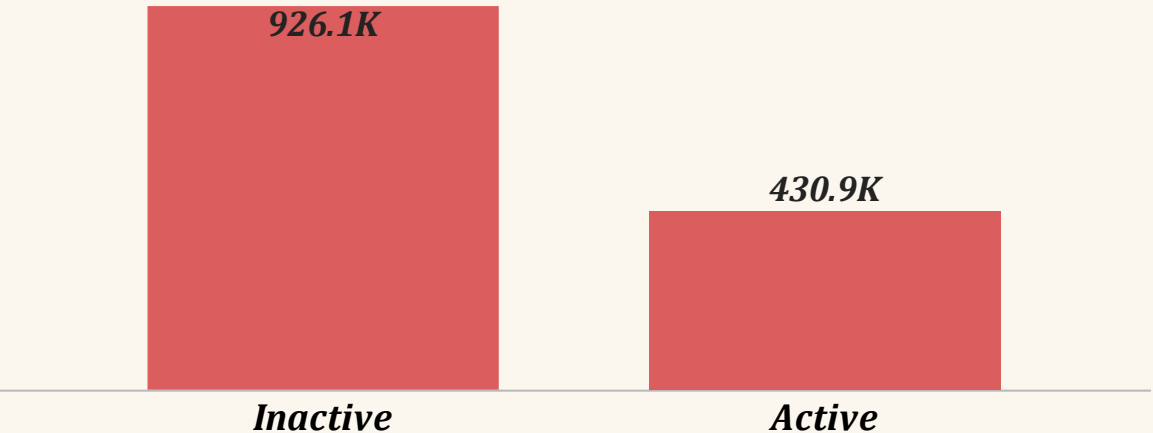
Best Performance Campaign Channel

Email	Referral	Direct Mail	SMS	Social Media
41.8K	31.9K	28.9K	23.1K	2.9K
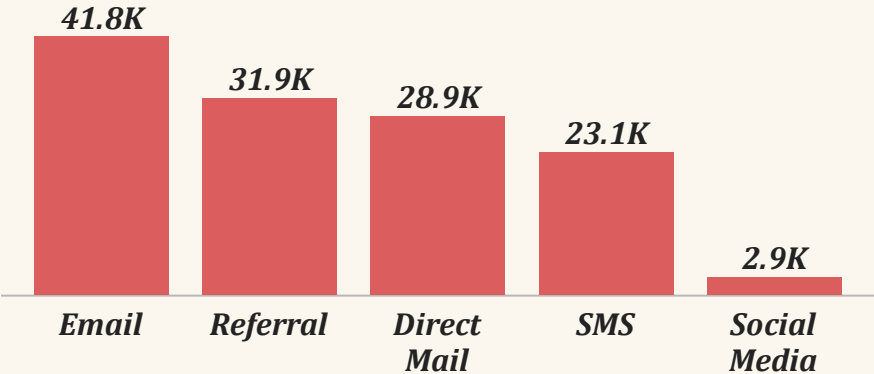
Total Campaign by Channel

- Social Media: 39
- SMS: 141
- Referral: 59
- No Response: 0
- Email: 296
- Direct Mail: 132
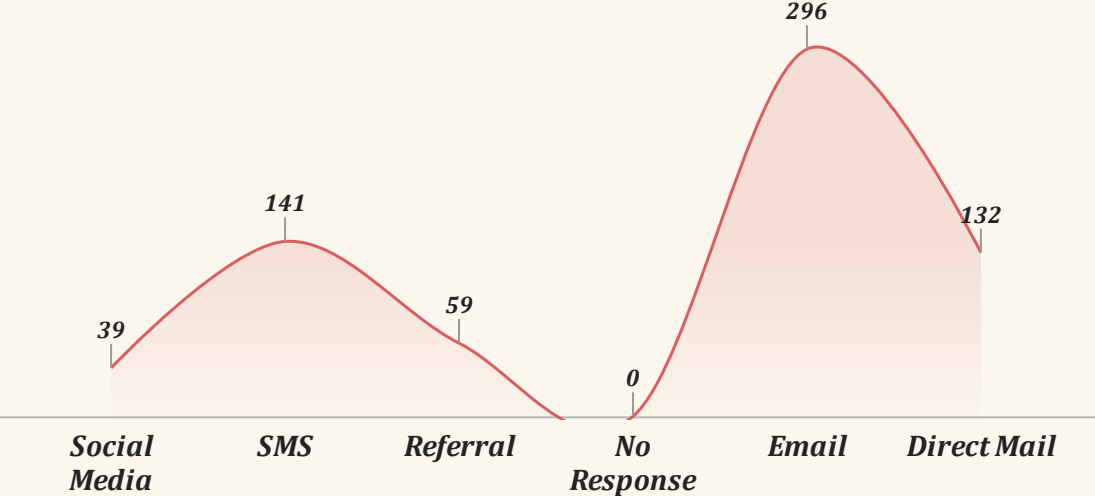
Total Campaign by Marital Status

- Married: 39.3%
- Together: 25.2%
- Single: 20.7%
- Divorced: 10.2%
- Widow
- Absurd
- Alone
- YOLO
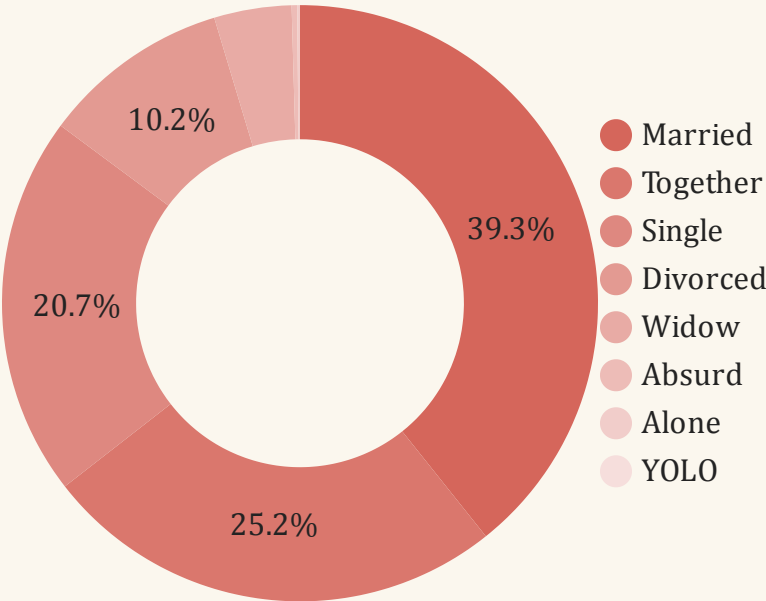
Total Campaign by Education

- Graduation: 343
- PhD: 164
- Master: 103
- 2n Cycle: 51
- Basic: 6

Campaign Response

- Not Responded: 50.5%
- Responded: 49.5%
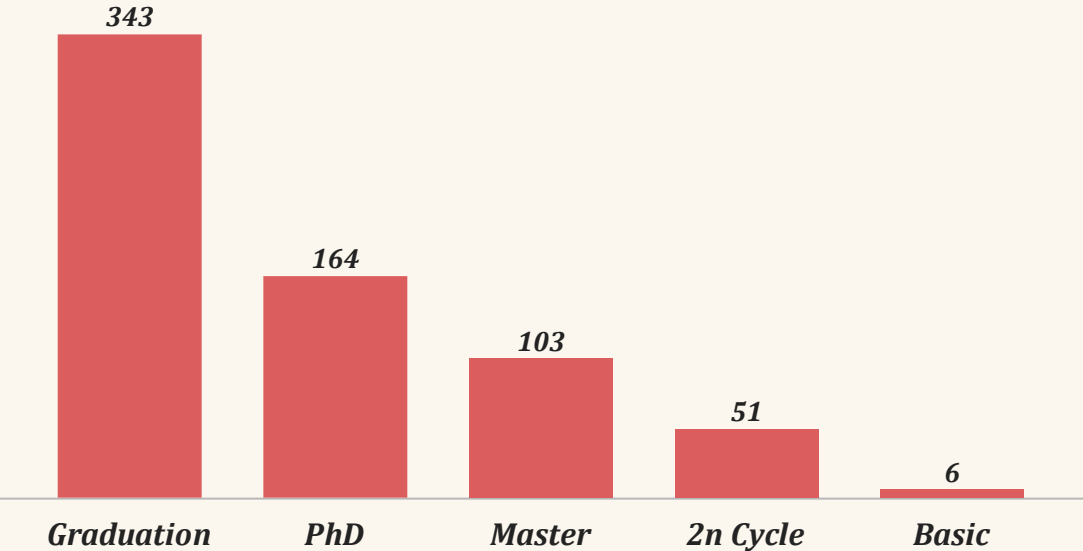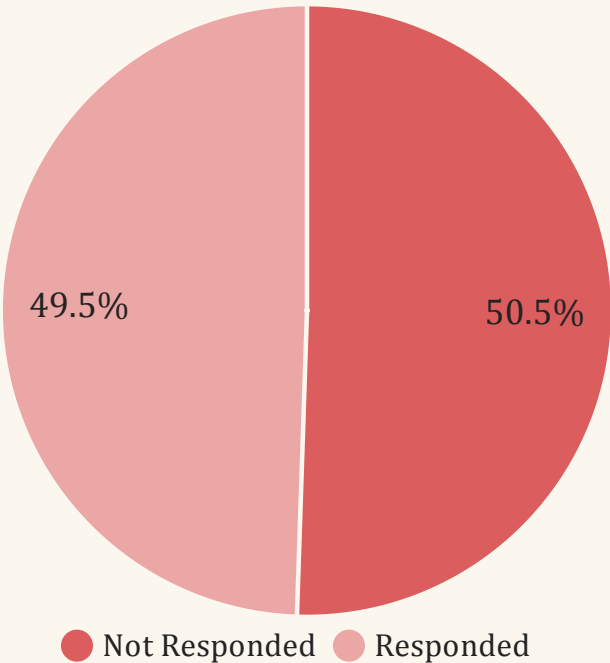
Audience Segmentation

Conversion Rate by Marital_Status

- Absurd: 150
- Alone: 189
- Widow: 5,141
- Married: 47,904
- Single: 25,705
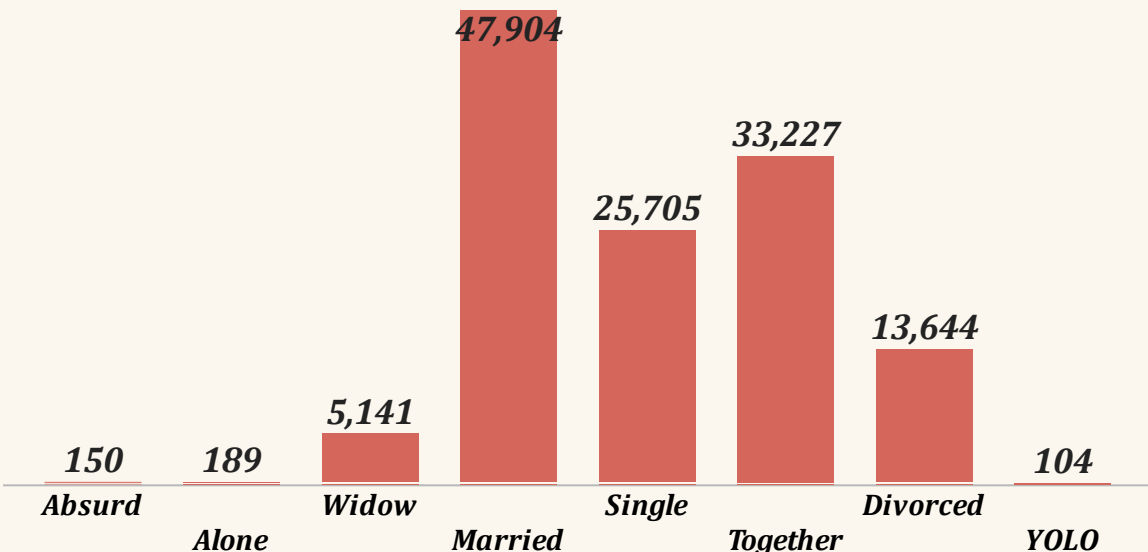- Together: 33,227
- Divorced: 13,644
- YOLO: 104

Audience Response by Age

- Senior (100%)
- Adult (36.82%)
- Young (0.06%)
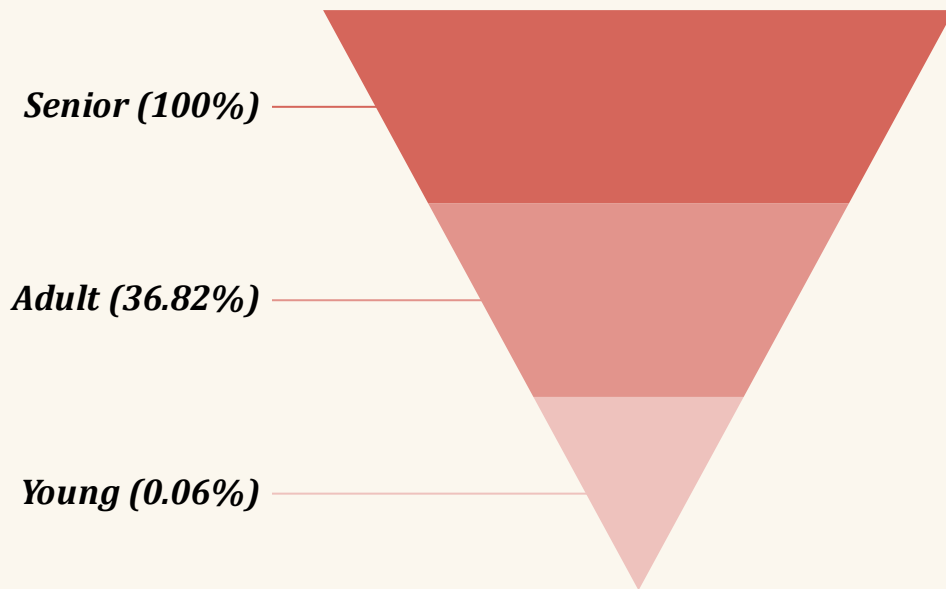
Segment-wise Customer Value

- Graduation - Absurd: 1,216
- Master - Absurd: 1,169
- Master - Widow: 880
- PhD - Widow: 798
- Master - Single: 746
- PhD - Married: 716
- 2n Cycle - Widow: 677
- Graduation - Widow: 677
- Graduation - Together: 659
- 2n Cycle - Divorced: 651
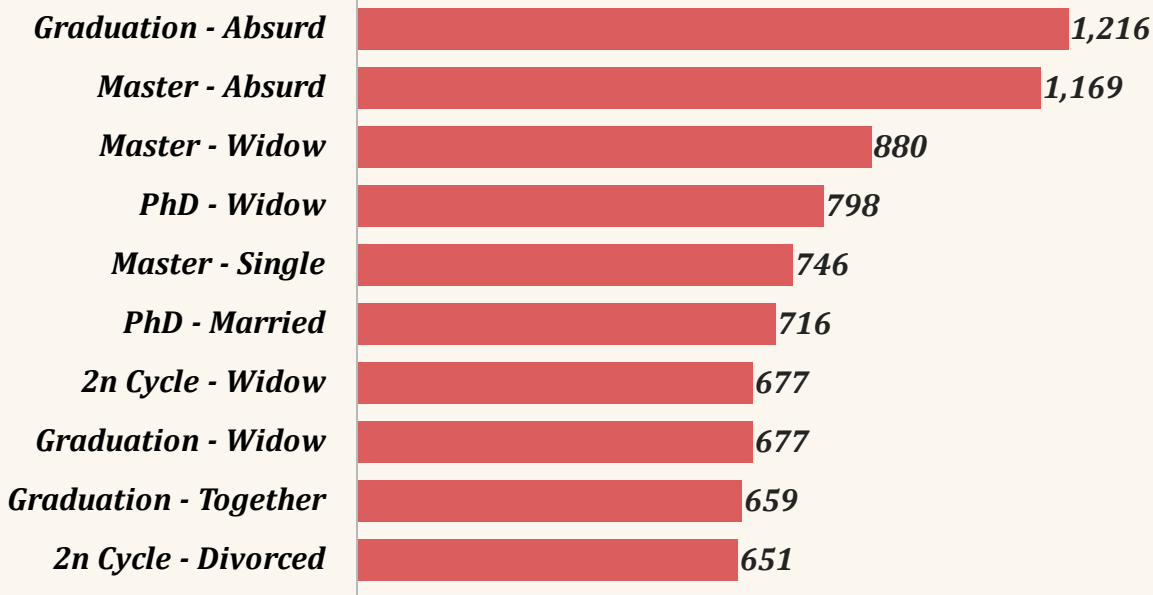
Conversion Rate by Education Level

- 25%
- 21.7%
- 21.6%
- 19.9%
- 11.8%

Legend: PhD, Graduation, Master, 2n Cycle, Basic
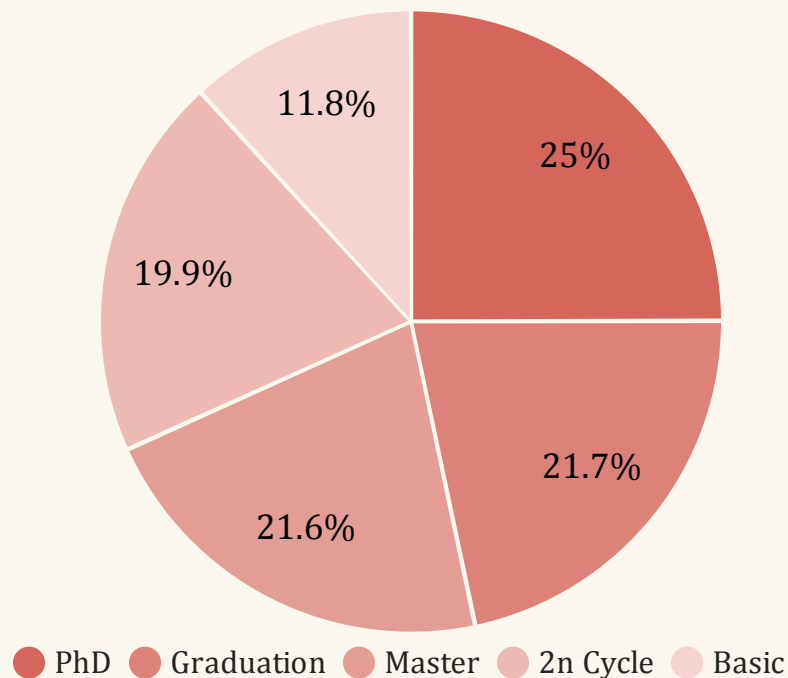
Channel Performance

Total Revenue by Education

Education	Revenue
Graduation	699K
PhD	327K
Master	226K
2n Cycle	101K
Basic	4K
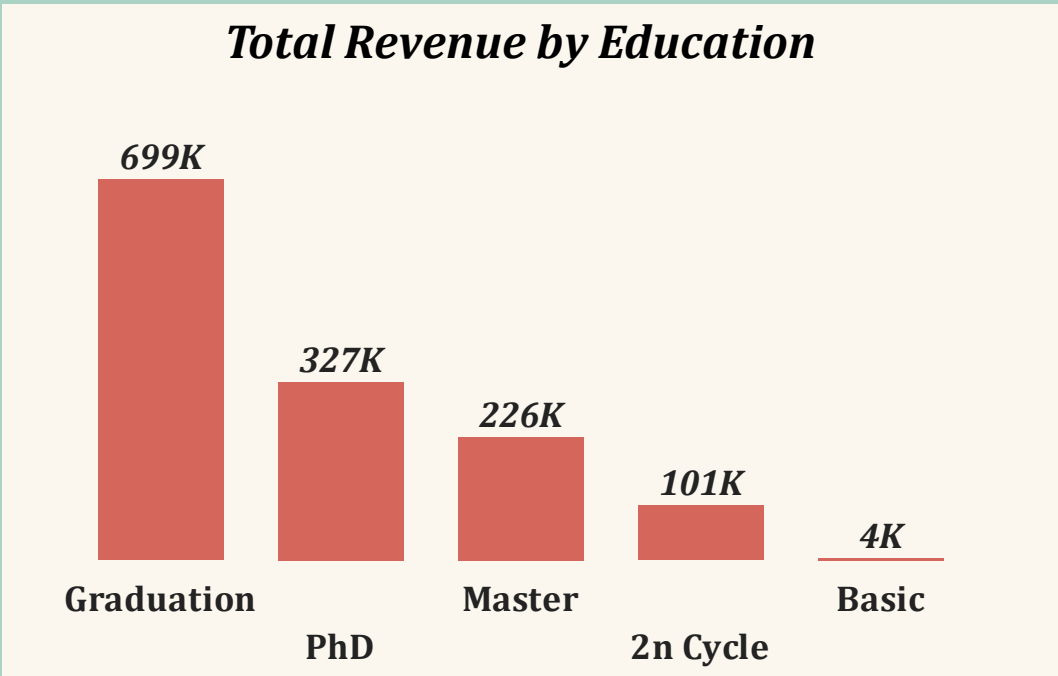
Total Revenue by Channel

Channel	Revenue
No Response	849K
Email	213K
Direct Mail	104K
Referral	96K
SMS	74K

Total Spend by Channel

Channel	Spend
No Response	849K
Email	213K
Direct Mail	104K
Referral	96K
SMS	74K
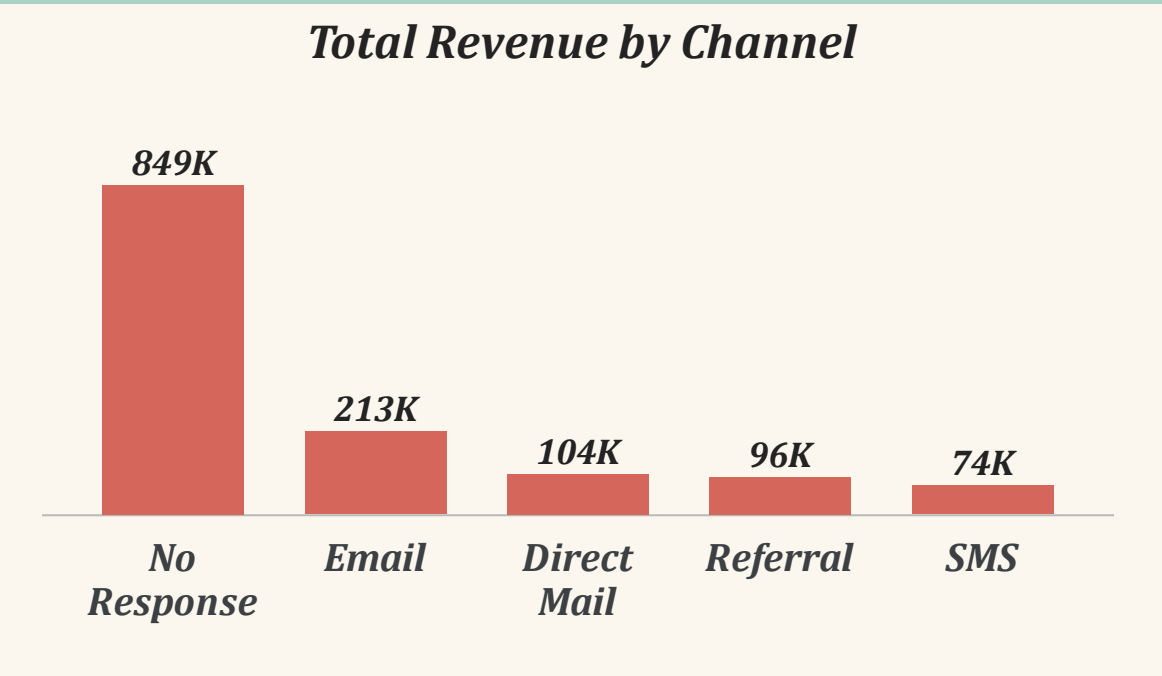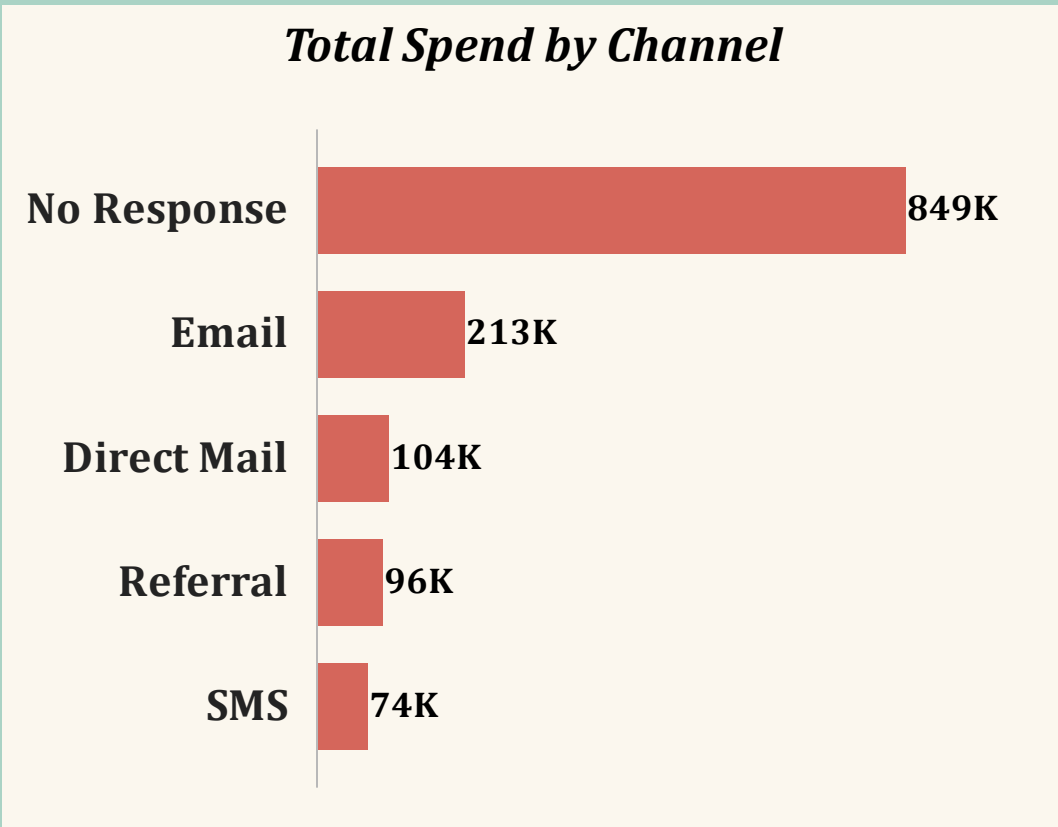
Marketing Campaign Effectiveness Table

Age Group	Education	Marital Status	Income	Response ▾
Senior	Graduation	Single	37070	2
Adult	Graduation	Divorced	15287	2
Senior	PhD	Divorced	25509	2
Senior	Master	Married	35178	2
Senior	Graduation	Married	80134	2
Senior	PhD	Single	86857	2
Adult	PhD	Married	84169	2
Senior	PhD	Divorced	85696	2
Senior	Graduation	Together	42586	2
Adult	PhD	Single	42000	2

Conversion Funnel

Campaign-Wise Conversion

Campaign	Value
Campaign 1	144
Campaign 3	135
Campaign 4	108
Campaign 5	59
Campaign 2	17
	0

Response Rate

- Did Not Respond — 85.1%
- Responded — 14.9%
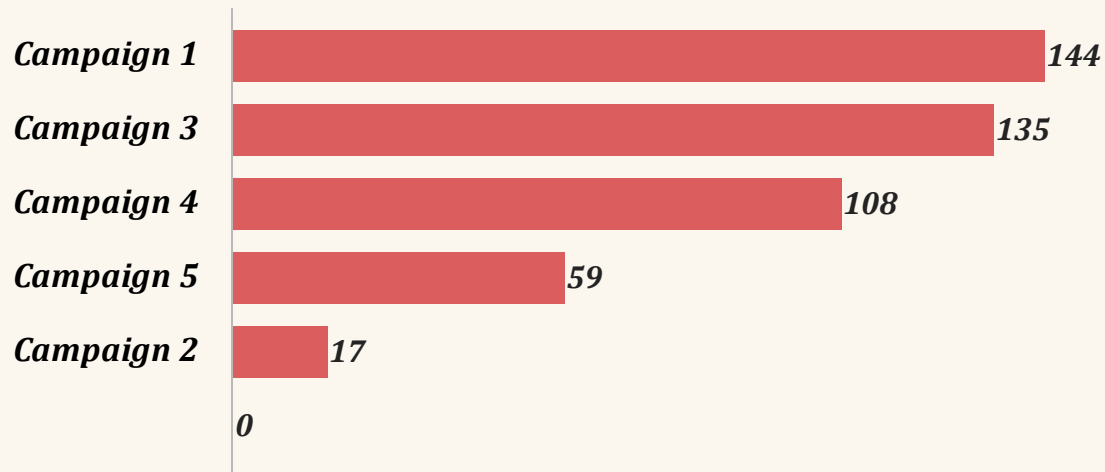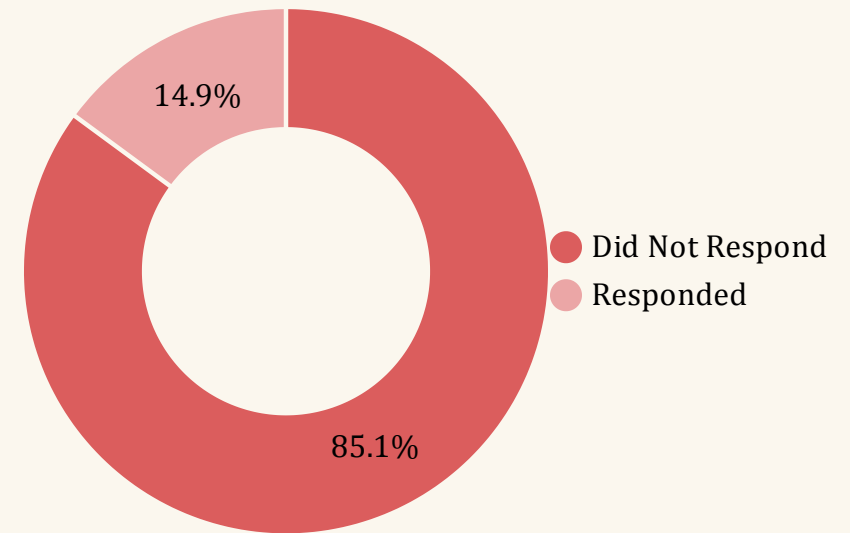
Average Spend by Funnel Stage

Converted	Targeted	Responded	Not Targeted
1K	1K	698	458
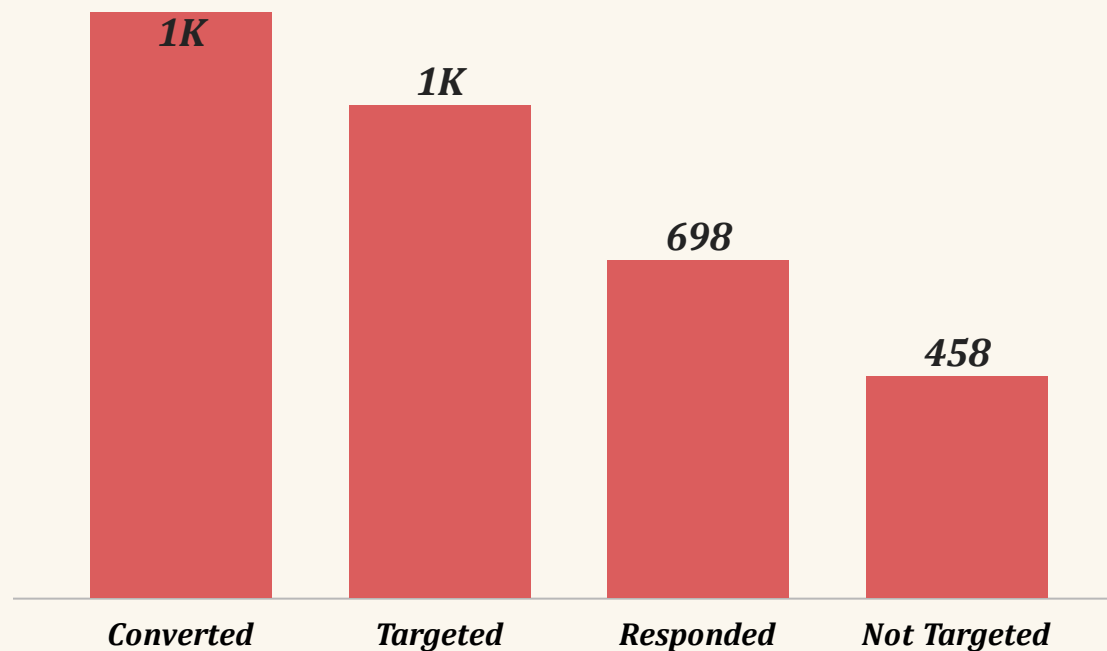
Campaign Response Funnel

- Not Targeted (100%)
- Targeted (16.86%)
- Converted (11.53%)
- Responded (8.95%)

Campaign ROI Analysis

ROI by Marital Status

Marital Status	ROI
Married	50K
Together	33K
Single	28K
Divorced	12K
Widow	6K
Absurd	202
Alone	15
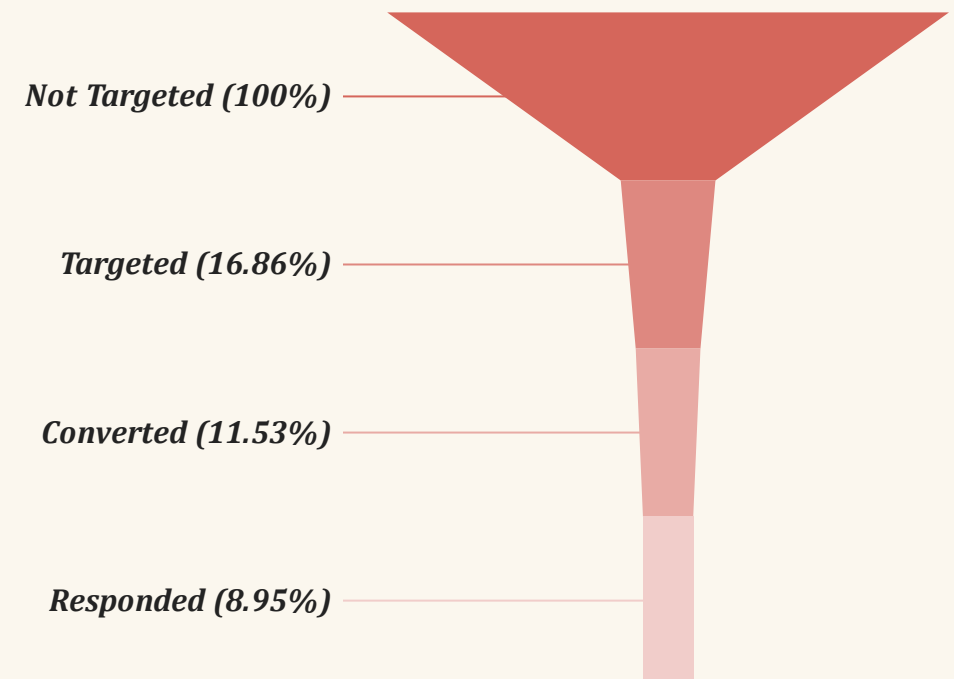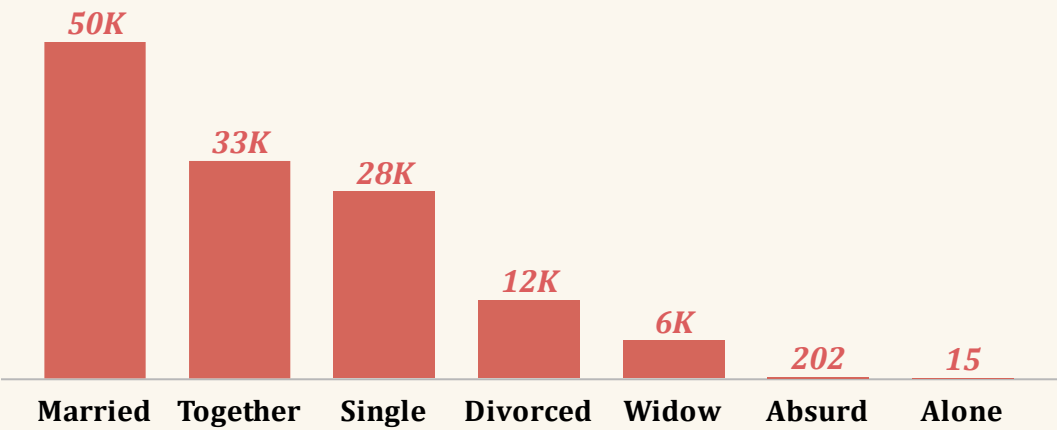
Recency Status by ROI

- Inactive 65.7%
- Active 34.3%
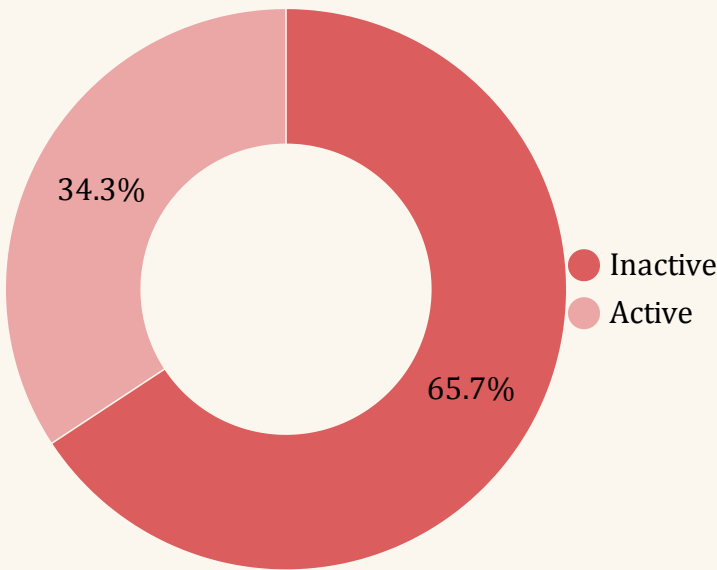
Campaign ROI Analysis Table

ID	Recency St...	ROI	Total ... ▾	CTR	Total Ca...
5735	Active	841	2.5K	1	1
5350	Active	841	2.5K	1	1
1763	Inactive	279	2.5K	4	3
4580	Inactive	275	2.5K	5	3
5453	Active	783	2.4K	2	1
10133	Active	260	2.3K	2	3
9010	Inactive	260	2.3K	2	3
6024	Inactive	255	2.3K	2	3
5386	Inactive	255	2.3K	2	3
1553	Inactive	380	2.3K	4	2

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ROI by Education

Education	ROI
Graduation	64K
PhD	30K
Master	23K
2n Cycle	11K
Basic	99