

CAMPAIGN PERFORMANCE REPORT

GOALS

The objective is to provide stakeholders with a clear and actionable view to uncover valuable insights regarding campaign performance, audiences preferences, channel effectiveness and ROI.

CAMPAIGN
PERFORMANCE

AUDIENCE
PREFERENCES

CHANNEL
EFFECTIVENESS

ROI

RESULTS

Campaign Type

All

Channel Used

All

Customer Segment

All

0.08007

Conversion Rate

\$2.5bn

Acquisition Cost

1bn

Impressions

5.00244

ROI

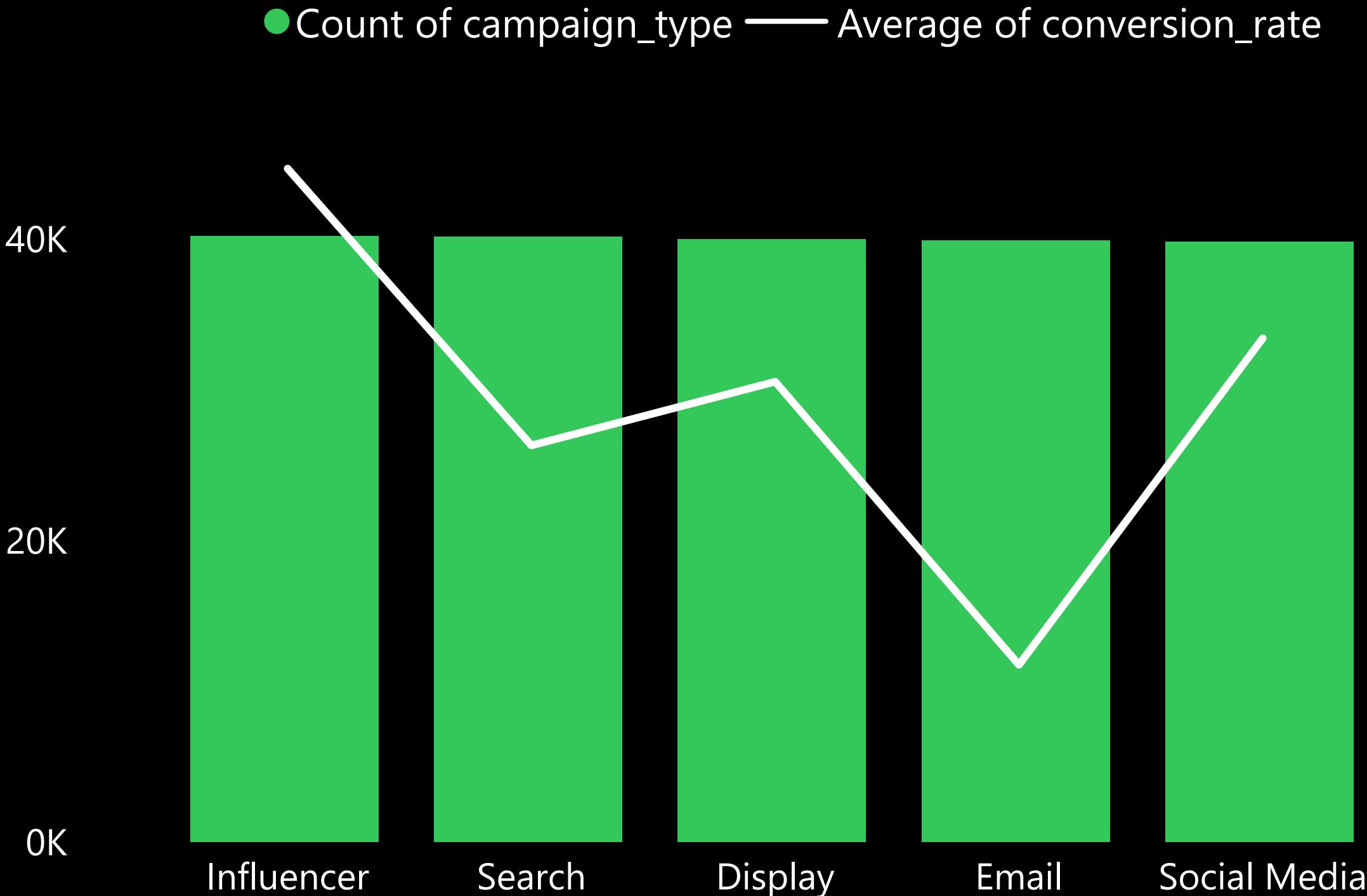
CAMPAIGN
PERFORMANCE

AUDIENCE
PREFERENCES

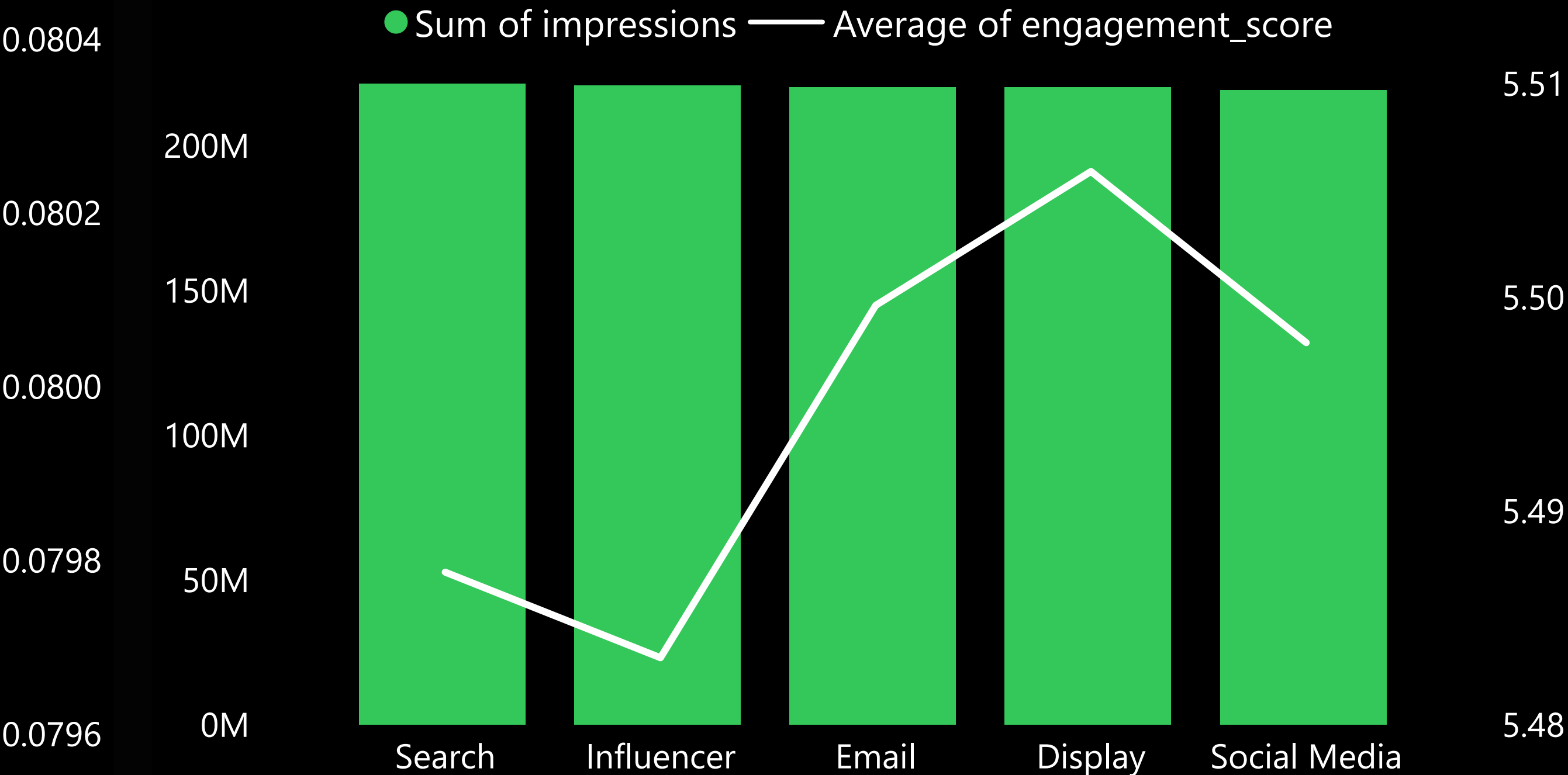
CHANNEL
EFFECTIVENESS

ROI

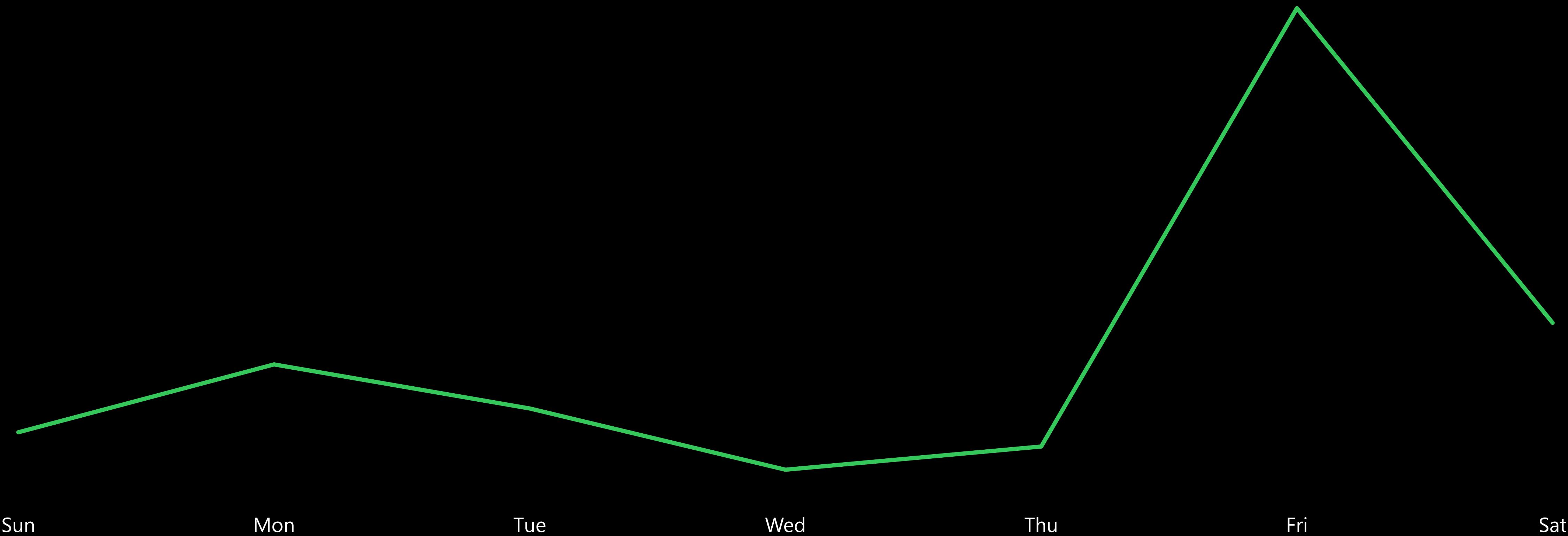
Distribution of Campaign with Their Average Conversion Rates



Total Impressions and Average Engagement Score Across Campaign Types



Sum of clicks by Day/Months



Average Engagement Across Campaign Type & Customer Segment

campaign_type

×

customer_seg...

×

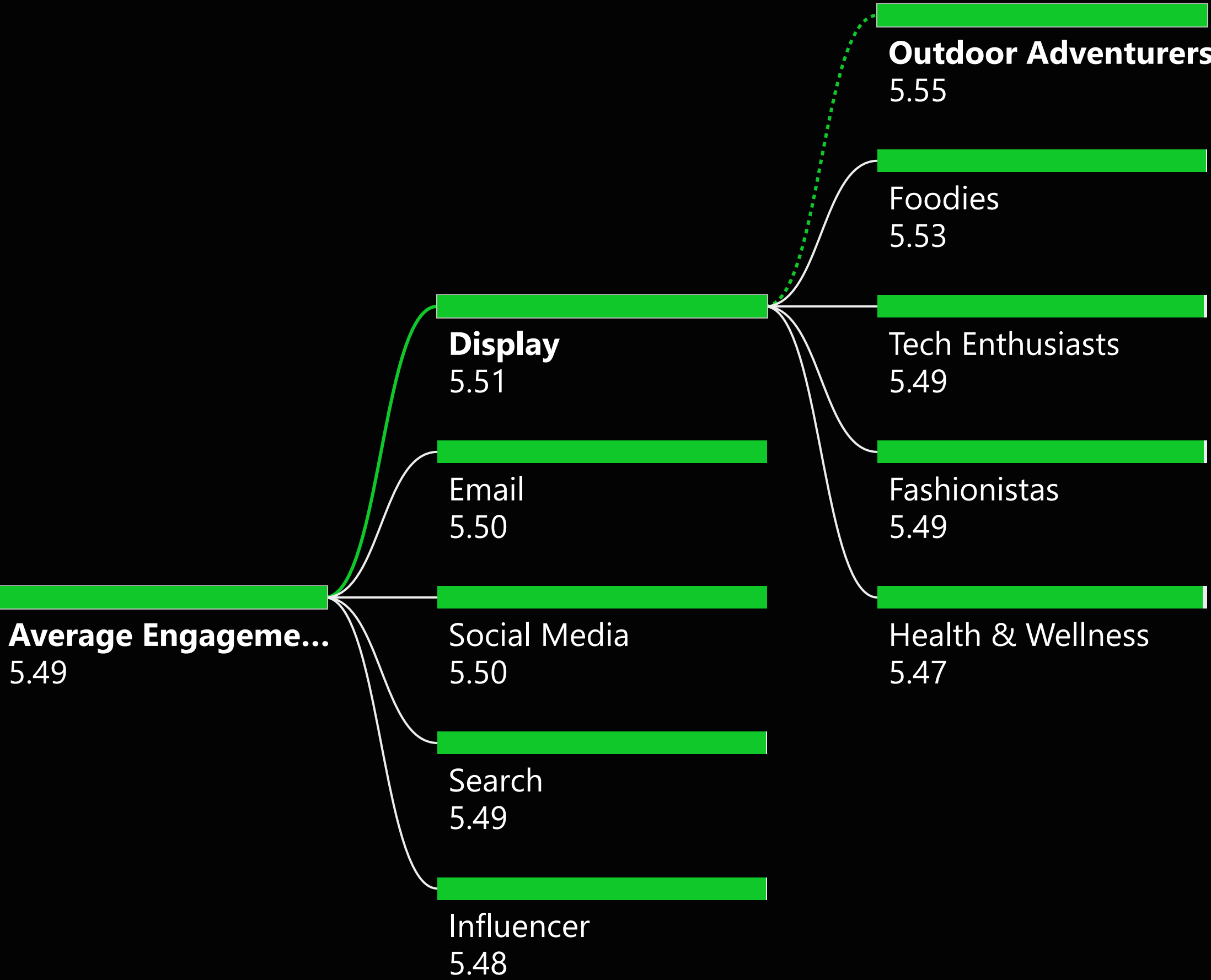
Display

CAMPAIGN
PERFORMANCE

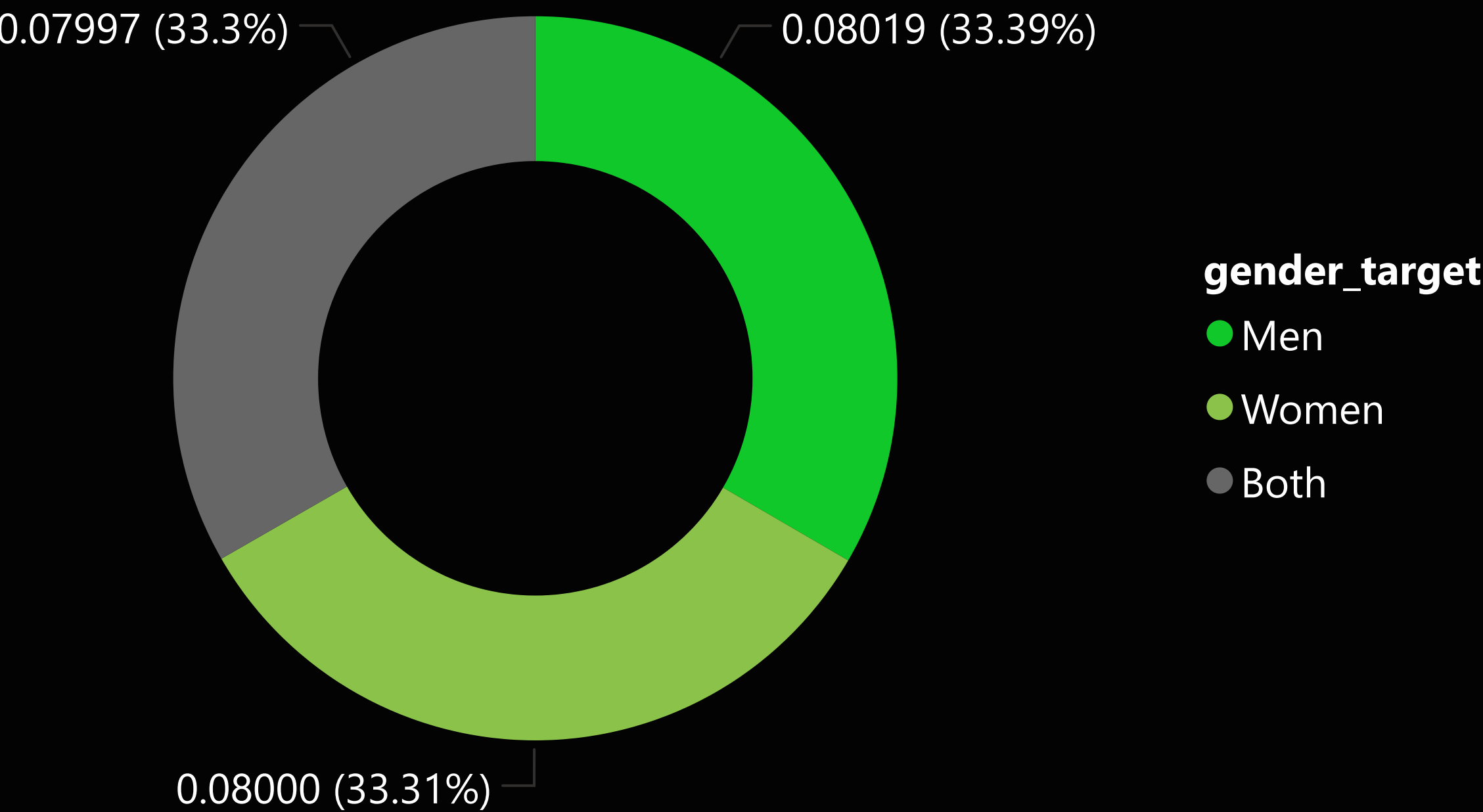
AUDIENCE
PREFERENCES

CHANNEL
EFFECTIVENESS

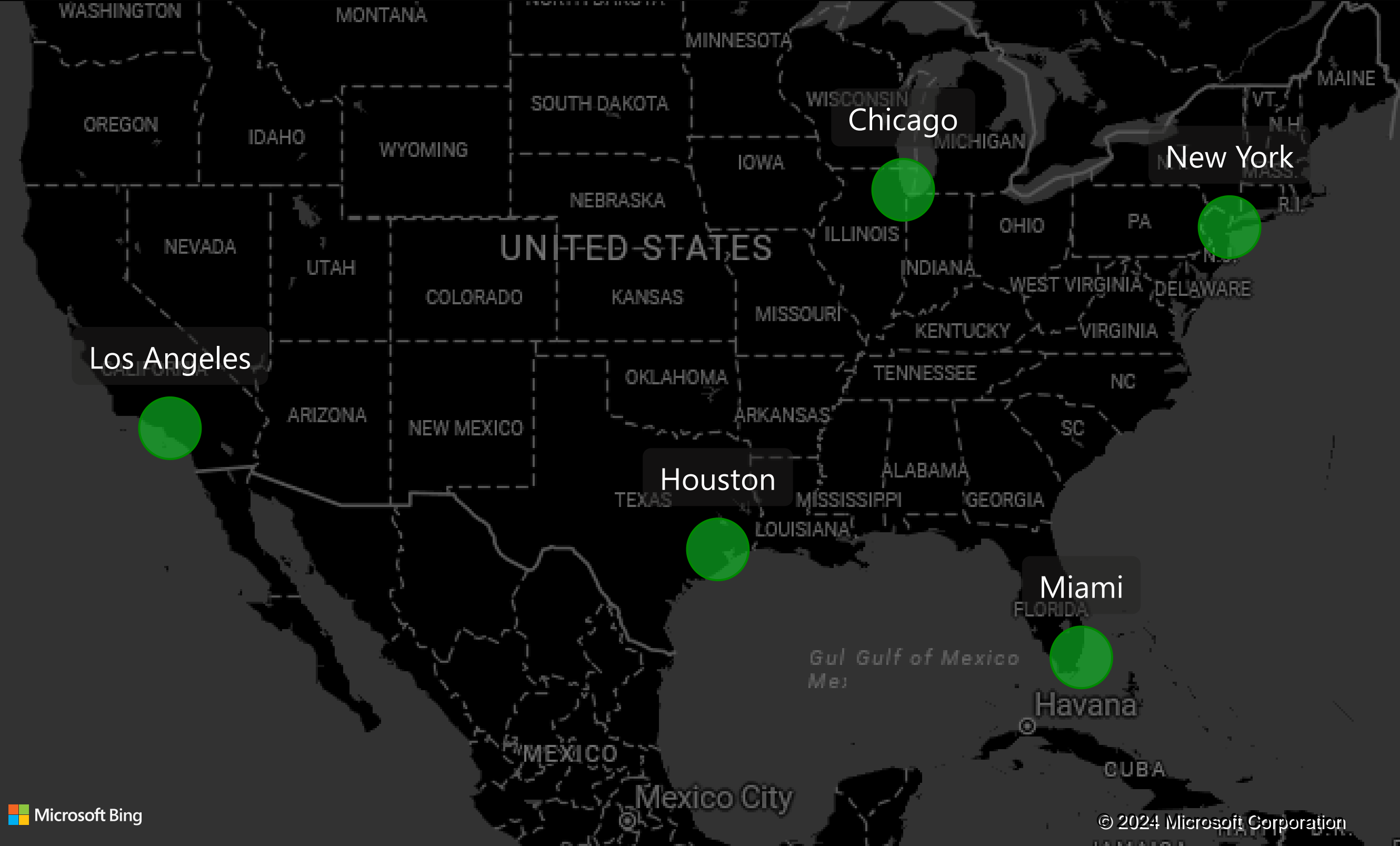
ROI



Average Conversion Rate Across Gender



Average Conversion Rate By Location



CAMPAIGN
PERFORMANCE

AUDIENCE
PREFERENCES

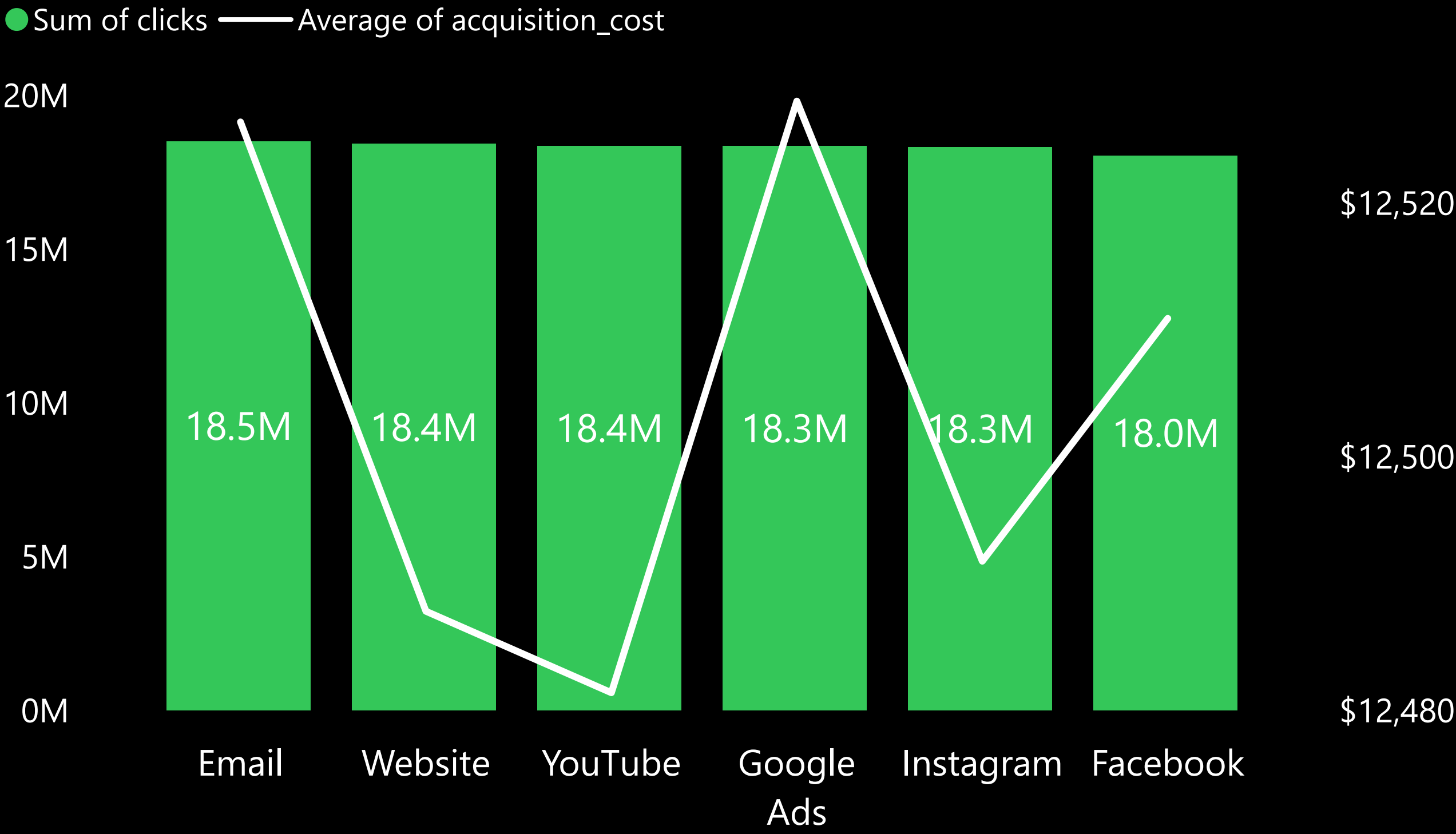
CHANNEL
EFFECTIVENESS

ROI

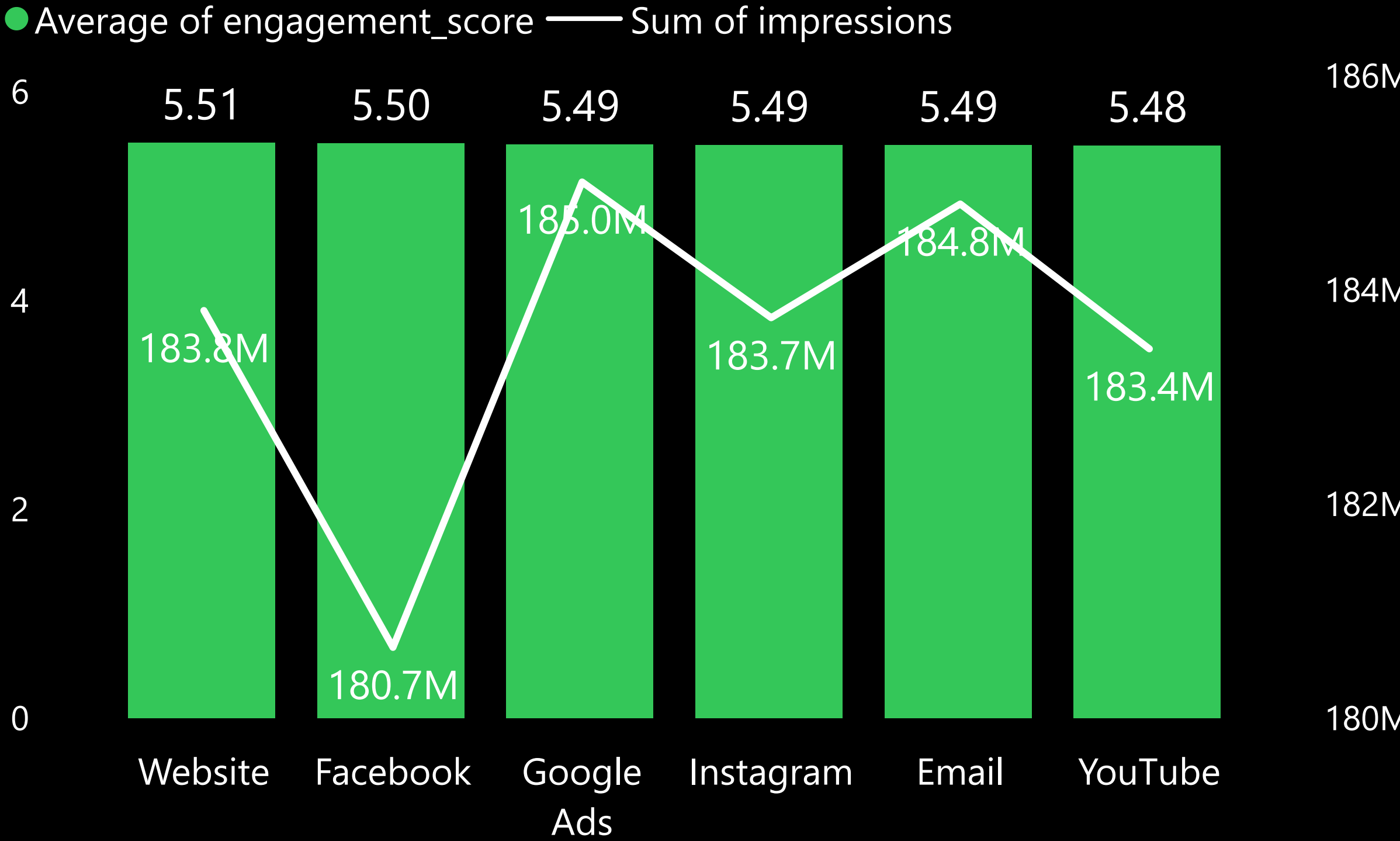
Which Channels converted the Most?



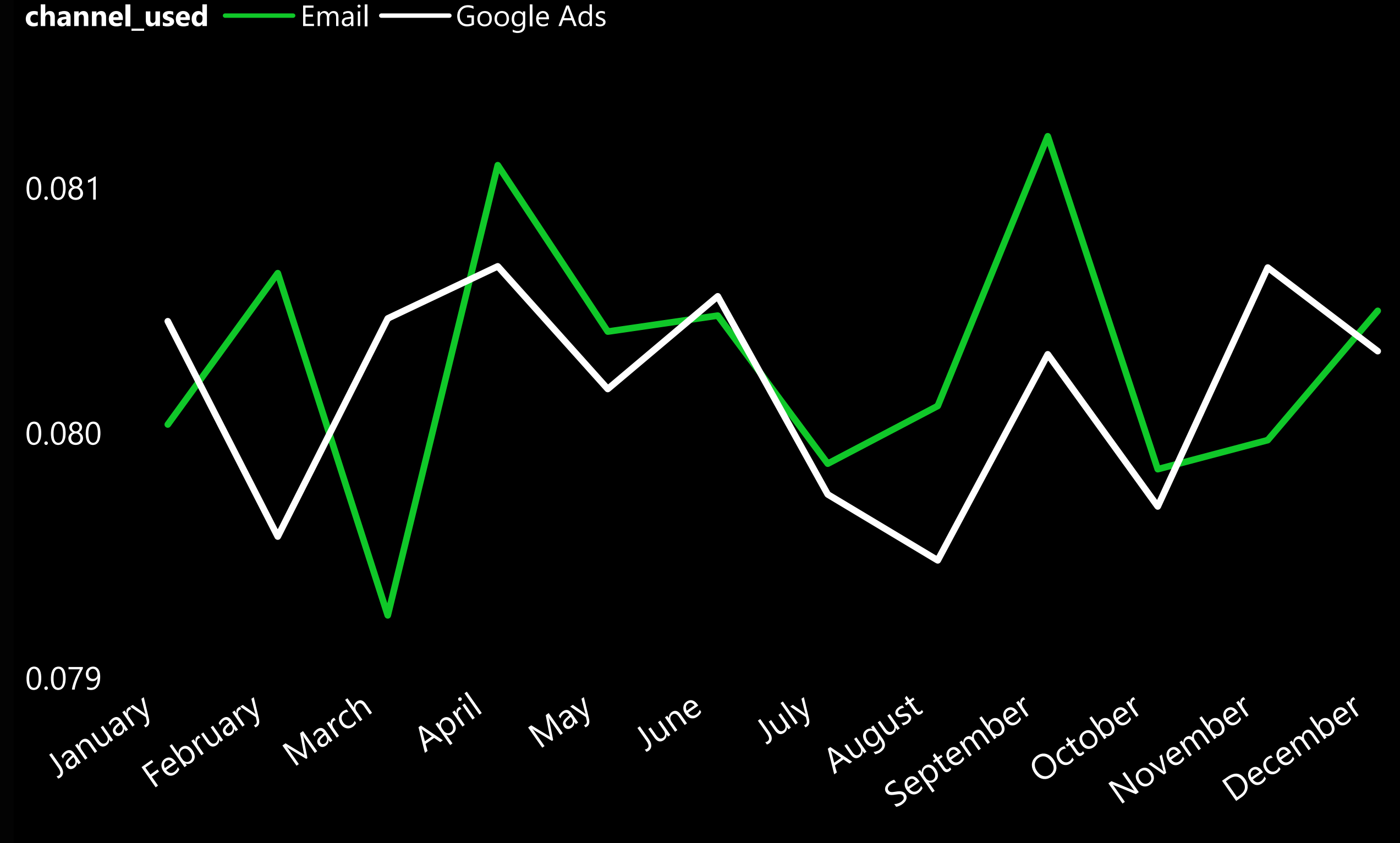
Sum of Clicks and Average Acquisition cost by Channel



Which Channel Engages the Most and the Total Impression across these Channels?



How has Email and Google Ads Performed Overtime?



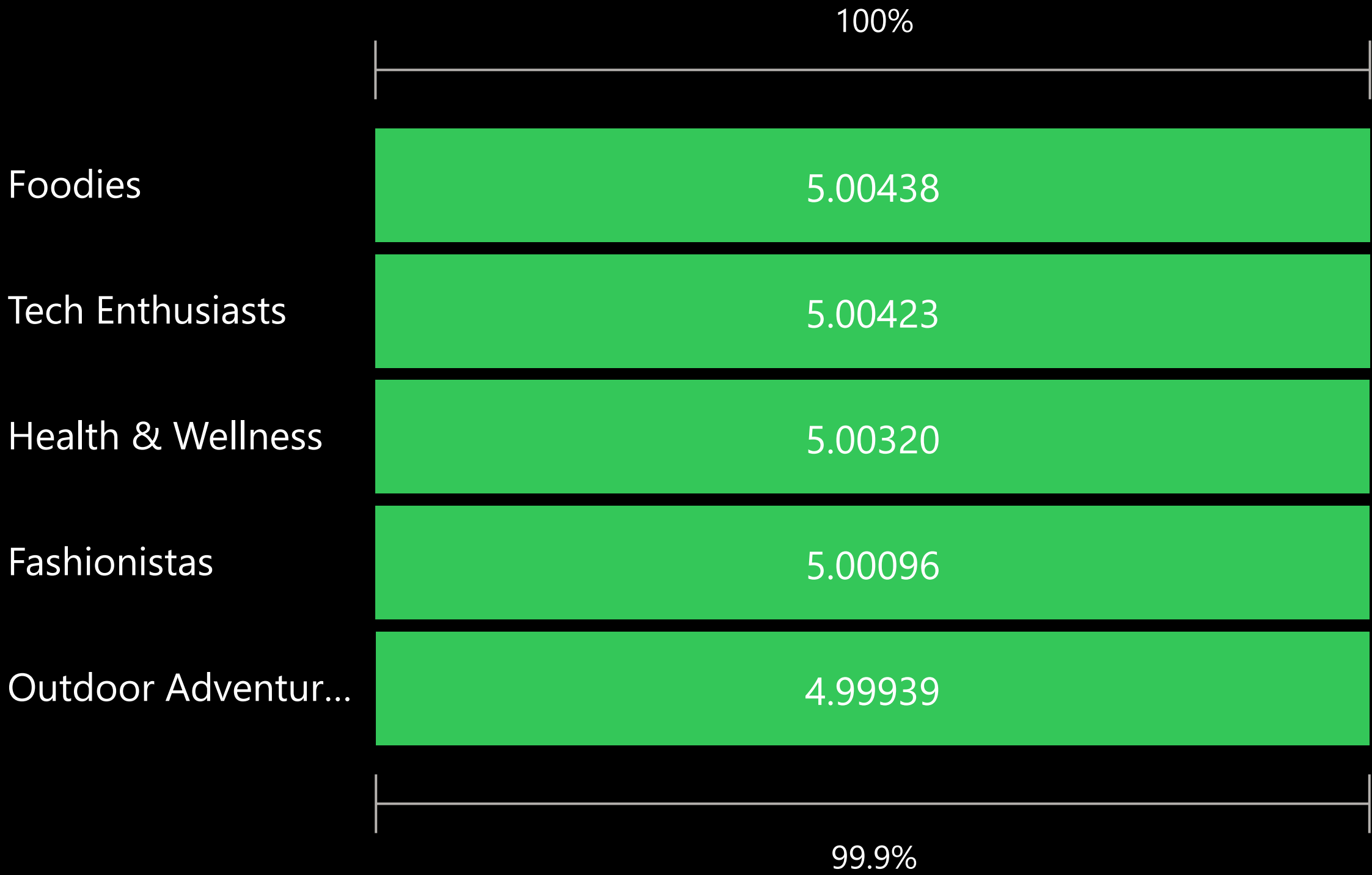
CAMPAIGN
PERFORMANCE

AUDIENCE
PREFERENCES

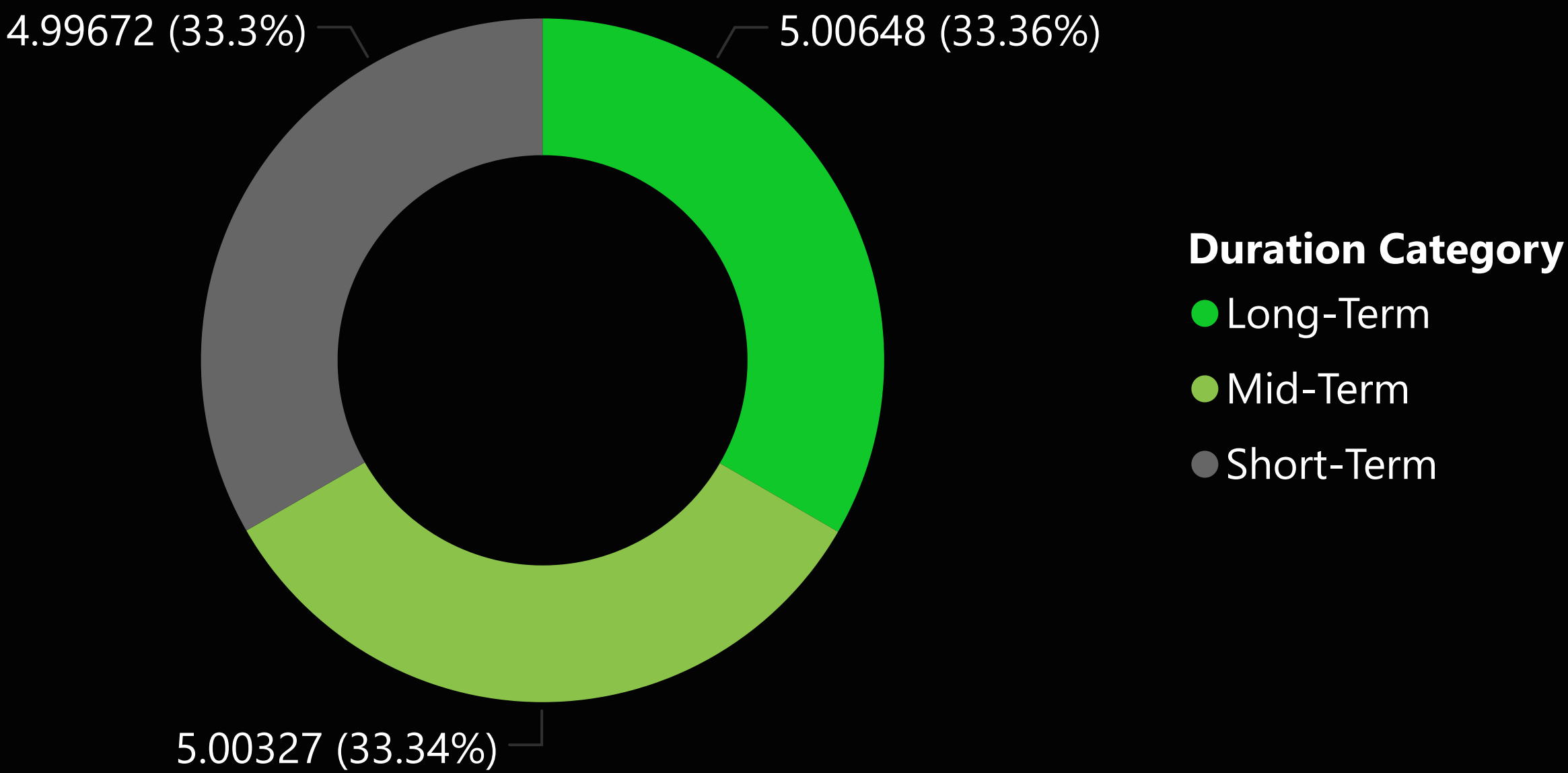
CHANNEL
EFFECTIVENESS

ROI

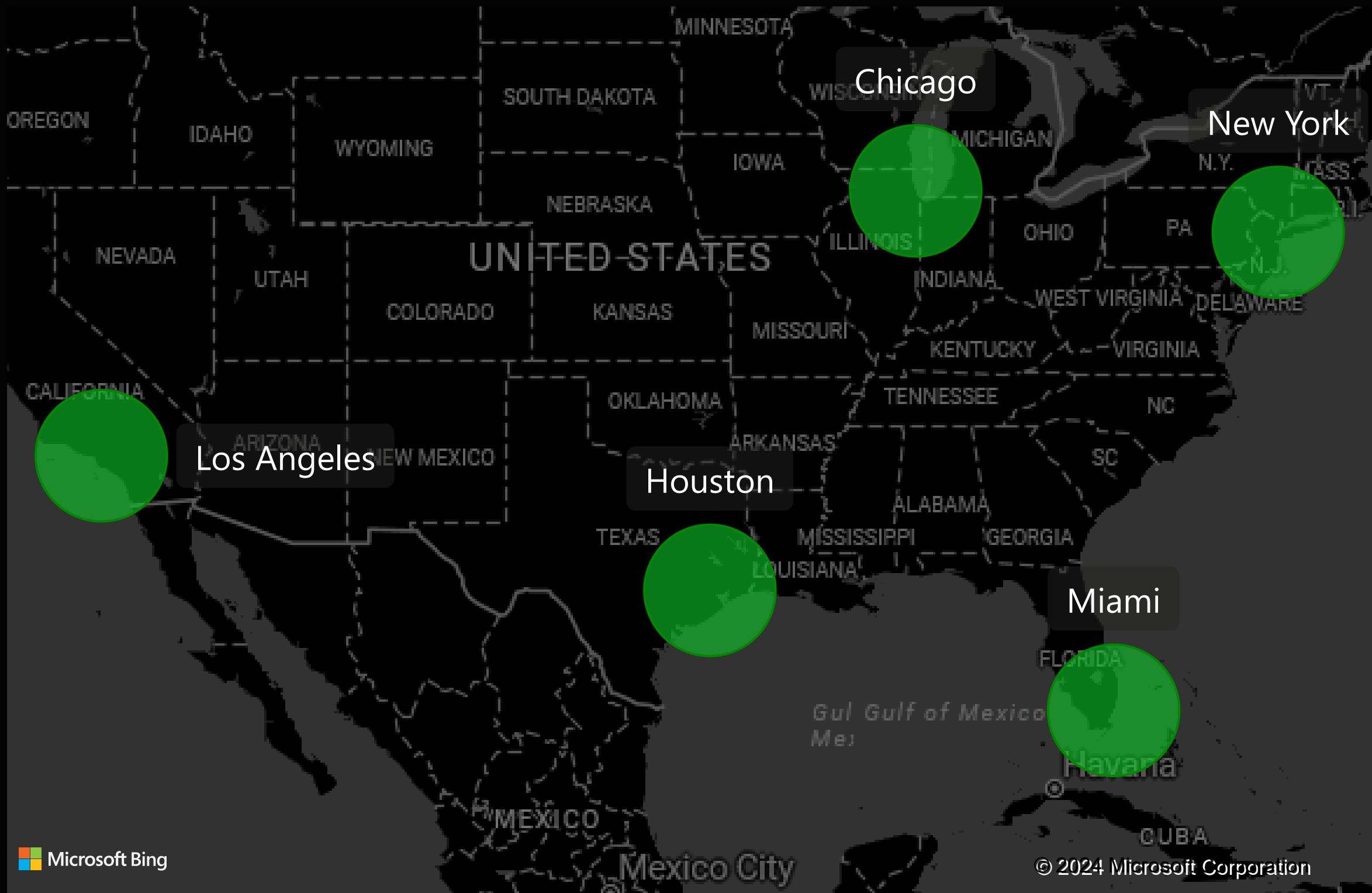
Which customer segment has the highest average ROI?



Average ROI by Duration



Average ROI by location



Total Acquisition Cost & Average ROI by Channel

