

# Cross-Channel Marketing Performance Dashboard

Facebook | Google | TikTok

Select date range

platform

Total Spend

spend  
130,244.90

Total Impressions

impressions  
40,473,185.00

Total Clicks

clicks  
688,333.00

Total Conversions

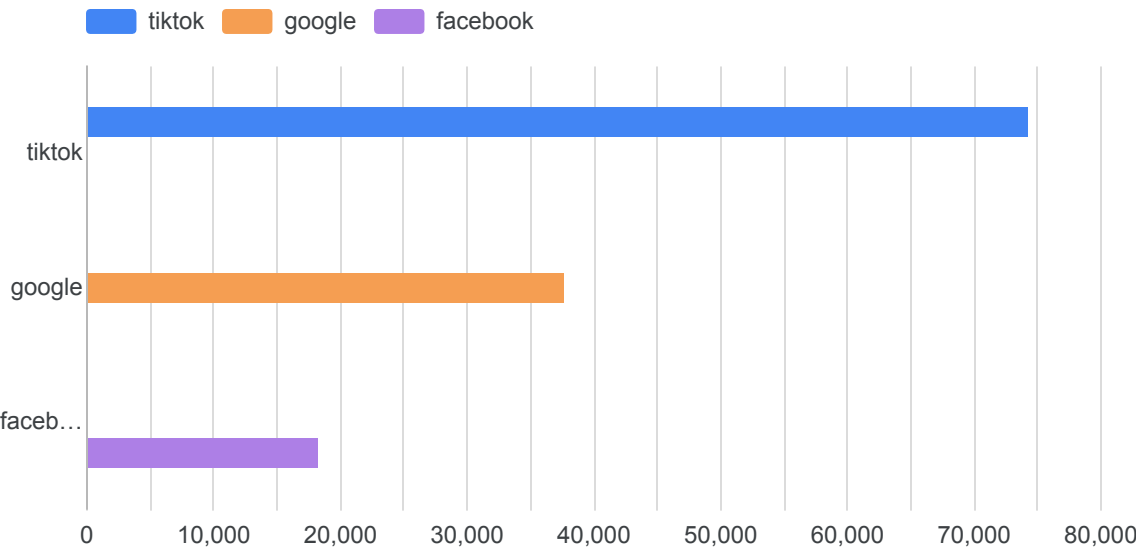
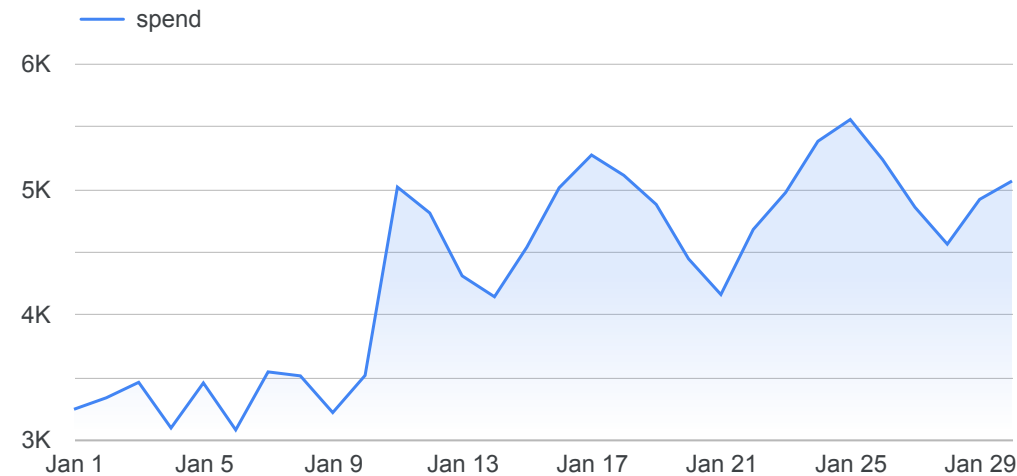
conversions  
13,363.00

CTR

ctr  
2.39%

CPA

cpa  
\$10.88



	campaign_name	spend	conversions ▾	cpa	ctr
1.	Influencer_Collab	26,312.3	2,653	\$9.92	1.62%
2.	Conversion_Focus	20,605.9	2,061	\$10	1.91%
3.	Shopping_All_Products	11,416.7	1,801	\$6.34	3.33%
4.	Search_Brand_Terms	7,368.1	1,445	\$5.1	5.21%
5.	Awareness_GenZ	15,640	1,203	\$13.02	1.47%
6.	Conversions_Retargeting	6,371	1,070	\$5.97	4.62%
7.	Traffic_Campaign	11,708.5	833	\$14.1	1.57%
8.	Traffic_Drive_Jan	5,574.1	741	\$7.56	3.68%
9.	Search_Generic_Terms	15,548.9	627	\$24.87	1.99%