

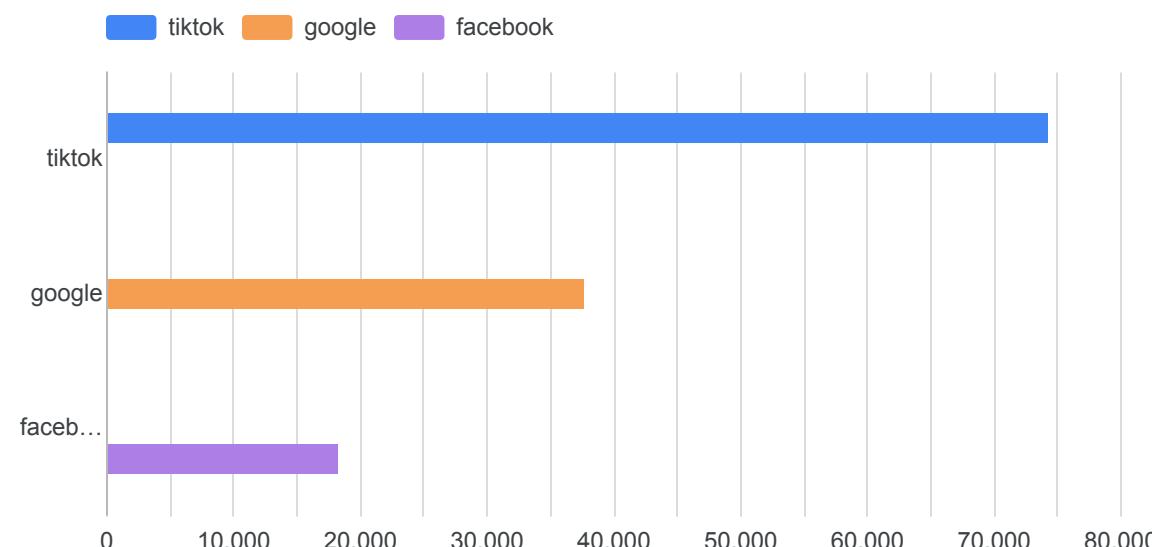
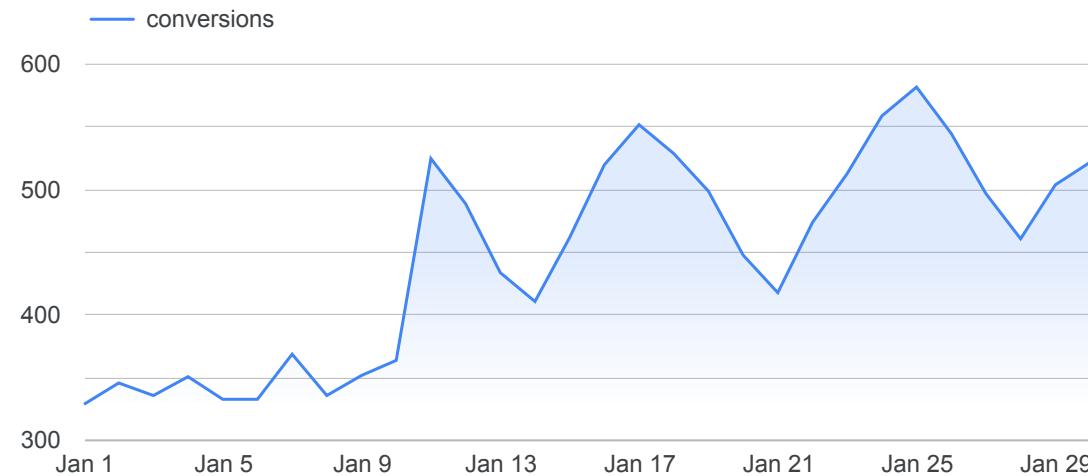
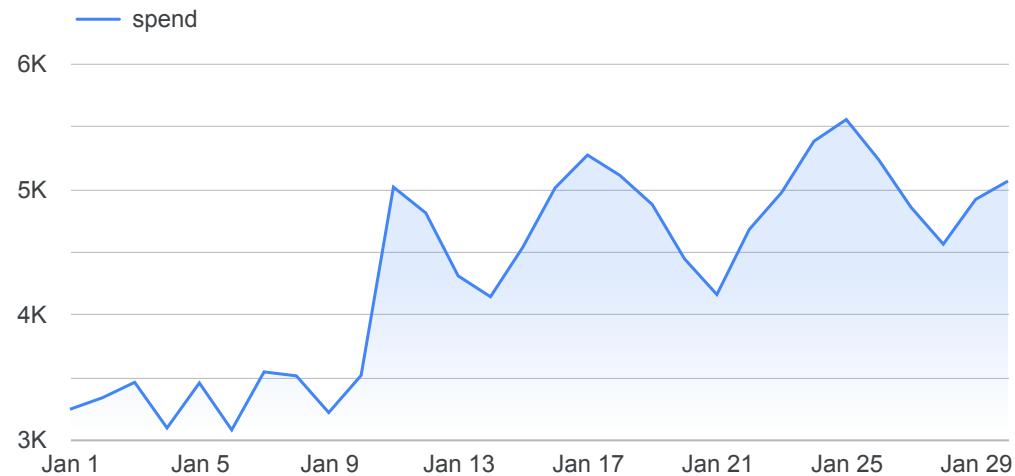
# Cross-Channel Marketing Performance Dashboard

Facebook | Google | TikTok

Select date range

platform

Total Spend	Total Impressions	Total Clicks	Total Conversions	CTR	CPA
spend	impressions	clicks	conversions	ctr	cpa
130,244.90	40,473,185.00	688,333.00	13,363.00	2.39%	\$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%