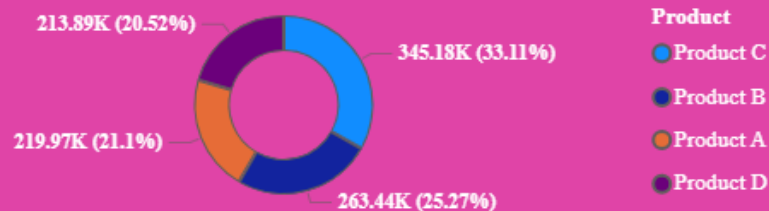


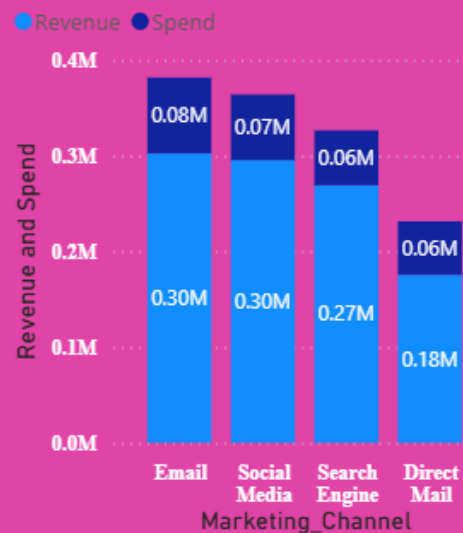
## Instagram Ad Marketing Campaign Performance Analysis



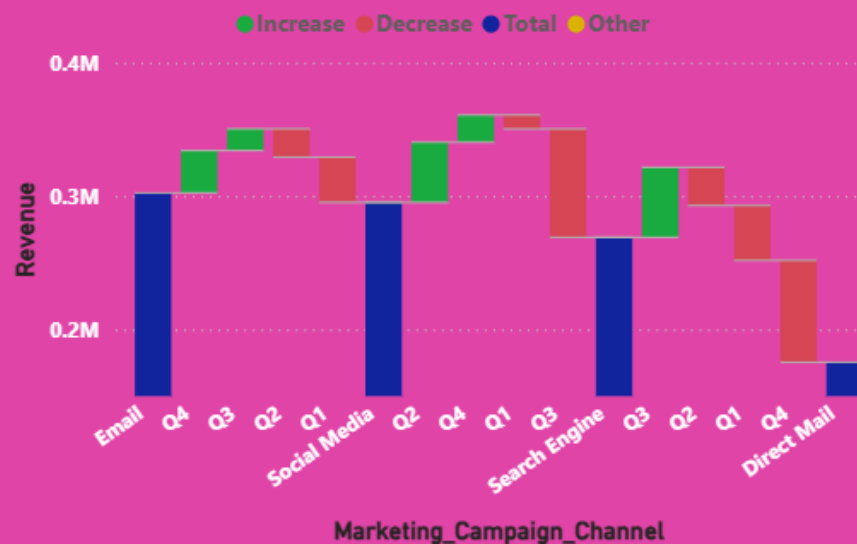
### Revenue by Product



### Revenue and Spend by Marketing\_Channel



### Sum of Revenue by Marketing\_Campaign and Quarter



Date

01-01-2023

24-11-2024

#Revenue

1.04M

#Clicks

56K

#Conversion

2531

#Avg CPC

6.57

#Impression

570K

#Spend

0.26M

#Avg CTR

13.86%

#Avg ROI

4.48

# Instagram Ad Marketing Campaign Performance Analysis

Date

01-01-2023

24-11-2024

Tota Impressions by Month



Quarter	East	North	South	West	Total
Q1	35.85	37.24	48.34	22.72	144.15
Q2	26.19	21.50	5.45	7.99	61.14
Q3	70.61	6.00	3.04	74.22	153.87
Q4	18.09	32.38	13.50	24.50	88.46
Total	150.74	97.12	70.33	129.42	447.61

Email

693

Social Media

638

Search Engine

606

Direct Mail

606

