

CPA – Cost Per Acquisition
CPC – Cost Per Click
ROAS – Return on Ad Spend
CPL – Cost Per Lead
Click Through Rate

Closed Deals are all successfully completed sales

High Value Deals are those closed deals with a value of \$25,000 or more

CPA (Cost Per Acquisition): The average cost spent to successfully acquire one customer.

CPC (Cost Per Click) :The amount paid on average for each click on an ad.

ROAS (Return on Ad Spend) :The total revenue generated for every dollar spent on ads

CPL (Cost Per Lead) :The average cost to generate one lead (demo booking, signup, etc.).

CTR (Click Through Rate) :The percentage of people who clicked the ad after seeing it.

Total Clicks :The total number of times users clicked on ads.

Total Impressions :The total number of times ads were displayed to users.

Total Conversions :The total number of visitors who completed a desired action (like demo or purchase).

Closed Deals : The total number of leads that successfully converted into sales.

High Value Deals :The number of deals where the deal value was \$25,000 or more.

Average Deal Value :The average monetary value of all closed deals.

Total Deal Value (Revenue) :The sum of all the revenue generated from closed deals.

Total Cost :The total amount spent on advertising campaigns.

Max Time to Convert (Days) :The maximum time taken (in days) by any visitor to convert.

Avg Time to Convert (Hours) :The average time taken (in hours) for a visitor to complete a conversion.

High Ticket Revenue :The total revenue generated specifically from high-value deals.

% of Closed Won Deals :The percentage of total deals that were successfully closed.

Avg Time to Close High Ticket :The average number of days taken to close high-value deals.

Campaign-Level Analysis

Landing Page URL

All

Year, Month

All

Conversion Type

All

Total Click

109K

Total Impresions

601M

Total Click

305M

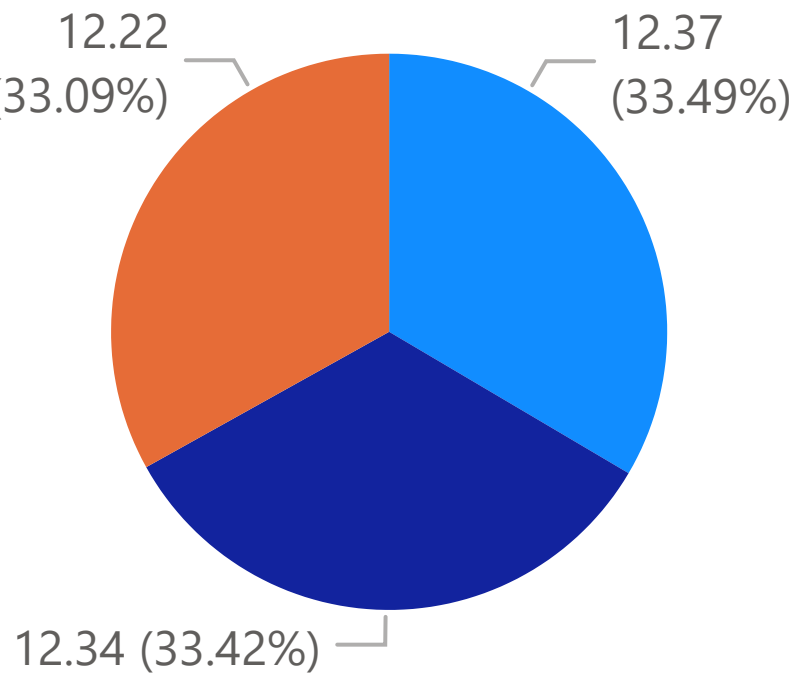
Total Conversions

55K

Deal Won

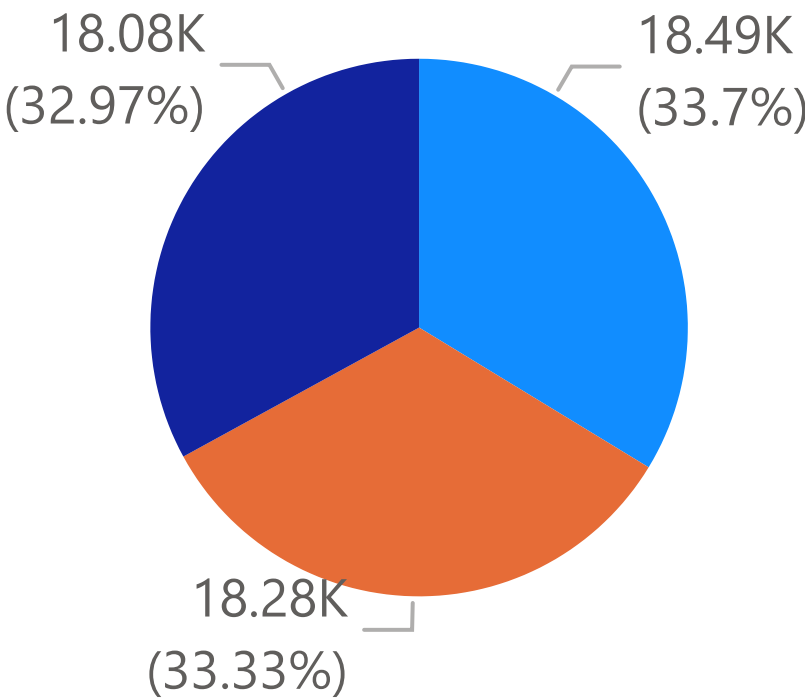
27K

ROAS per Campaign



- Campaign_B
- Campaign_A
- Campaign_C

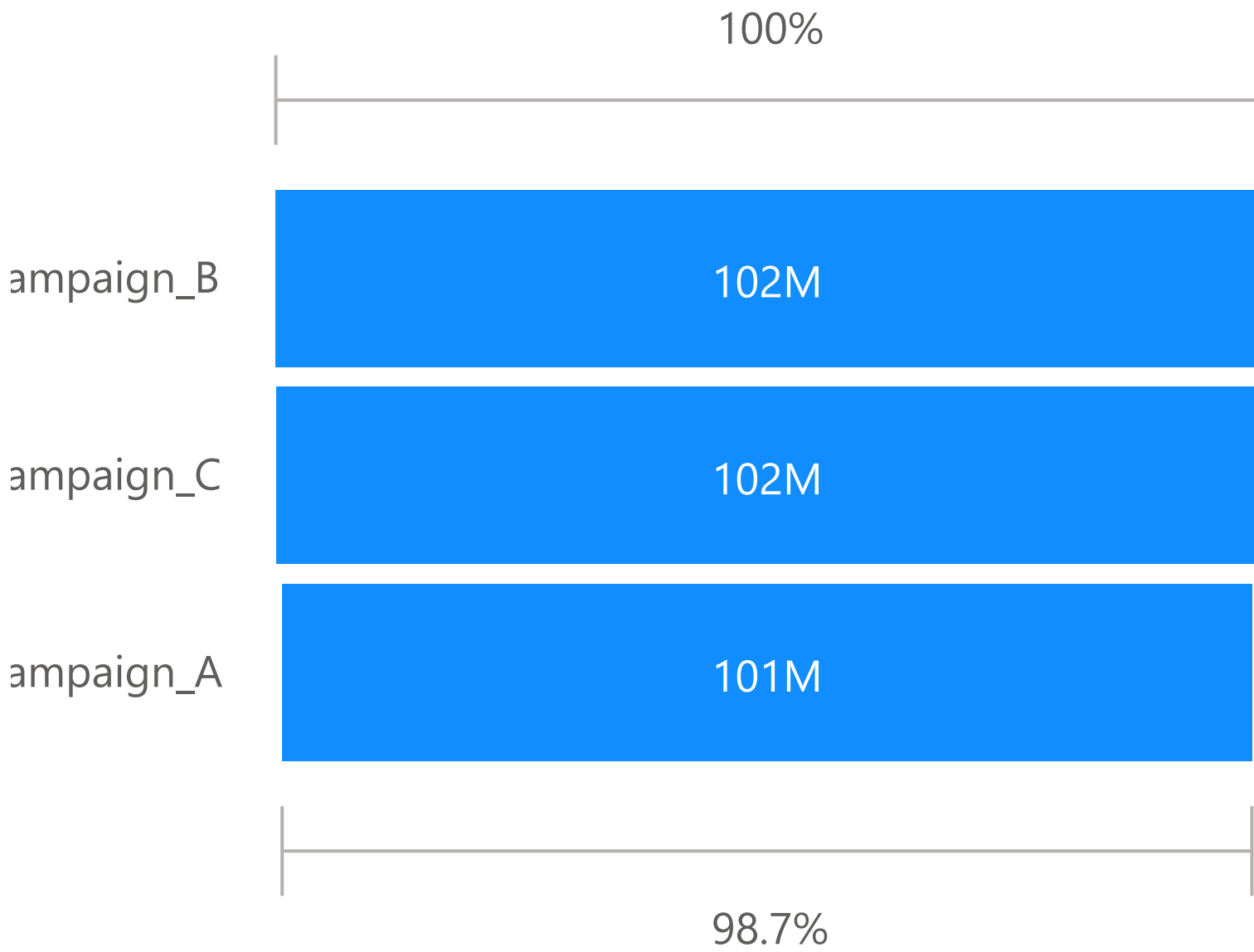
Closed Deals Per campaign



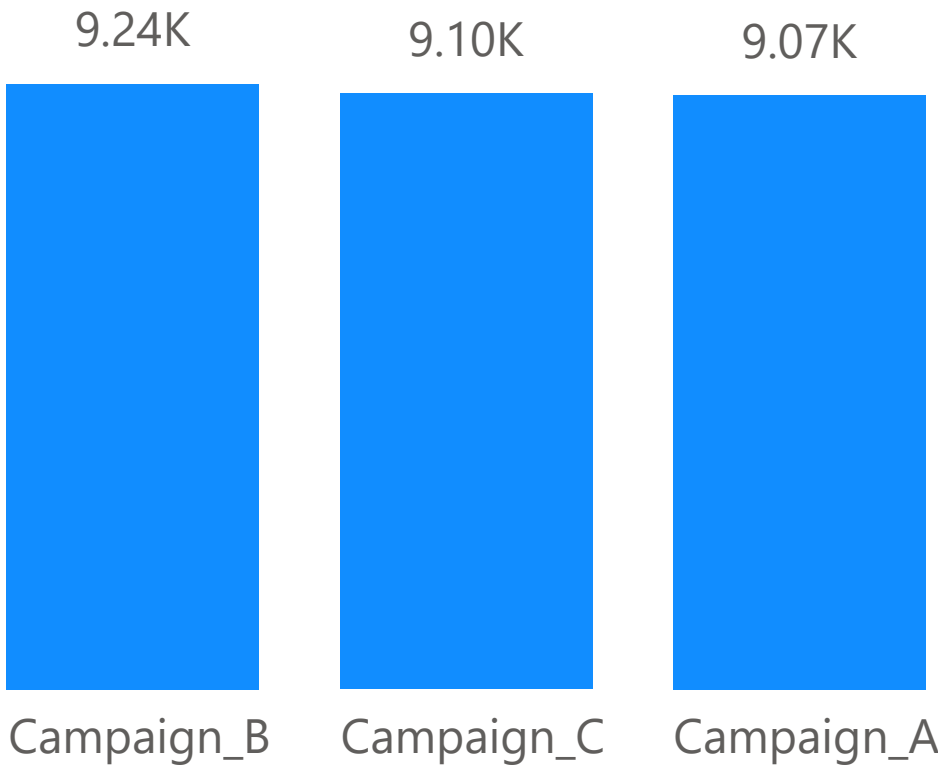
- Campaign_B
- Campaign_C
- Campaign_A

Platform	Campaign	Clicks	Total_Cost	CPA	CPC	ROAS
Facebook	Campaign_B	34742977	6,843,057.98	550.66	0.20	12.57
Google	Campaign_C	34374590	6,784,760.98	550.31	0.20	12.11
LinkedIn	Campaign_C	34220482	6,726,897.83	547.93	0.20	12.28
LinkedIn	Campaign_B	34099830	6,689,124.78	547.17	0.20	12.30
LinkedIn	Campaign_A	33885548	6,633,423.46	547.90	0.20	12.56
Google	Campaign_A	33844608	6,629,438.40	547.30	0.20	12.26
Facebook	Campaign_C	33517214	6,600,244.81	548.06	0.20	12.27
Google	Campaign_B	33483900	6,642,093.49	551.26	0.20	12.22
Facebook	Campaign_A	33274782	6,576,471.01	553.48	0.20	12.21

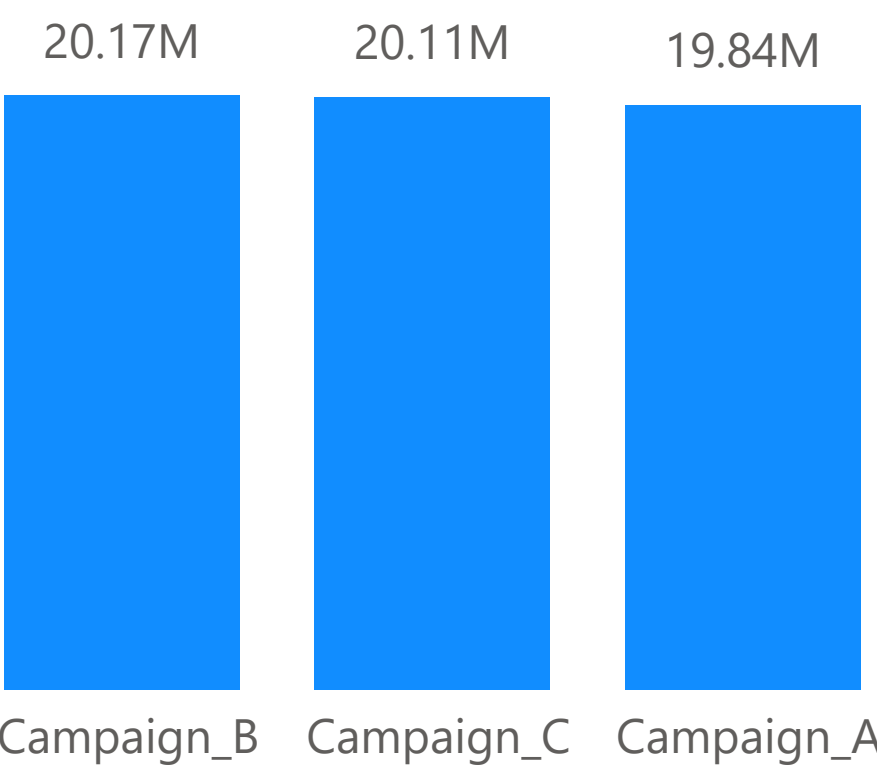
Total_Clicks, Total_Conversions and Closed_Deals by Campaign



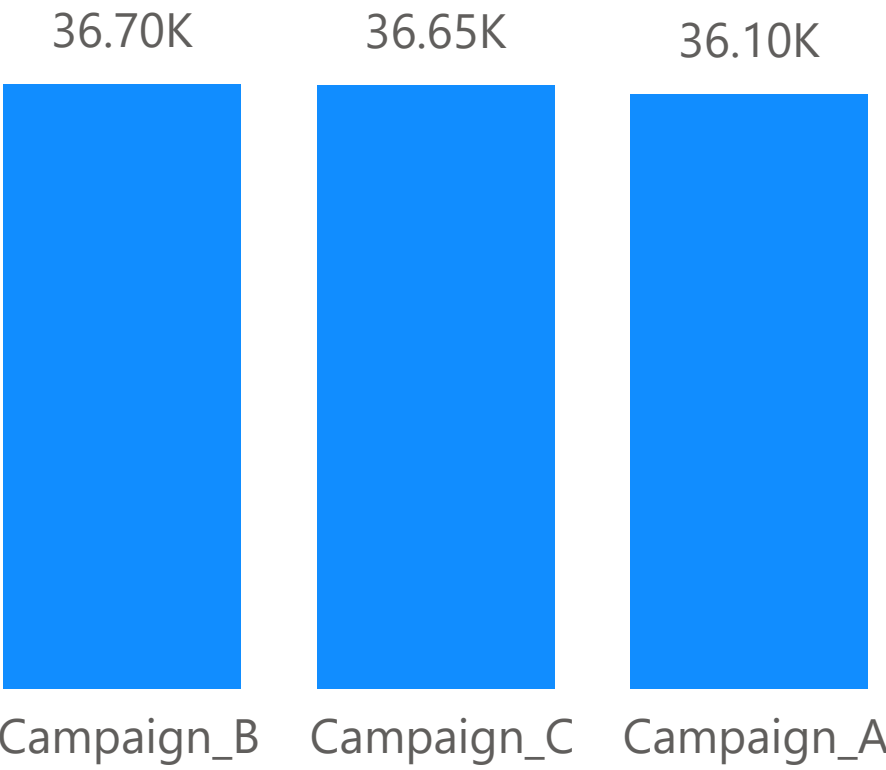
High Value Per Campaign



Total Cost Per Campaign



Total Visit Per Campaign



Revenue & High-Ticket Deal View

Conversion Type

All

Year, Month

All

Campaign Name, Ad Group/S...

All

Total Revenue

740M

Closed Deal

55K

High Value Deal

27K

Avg Deal Value

13.49K

% of Closed Won deals

50.11

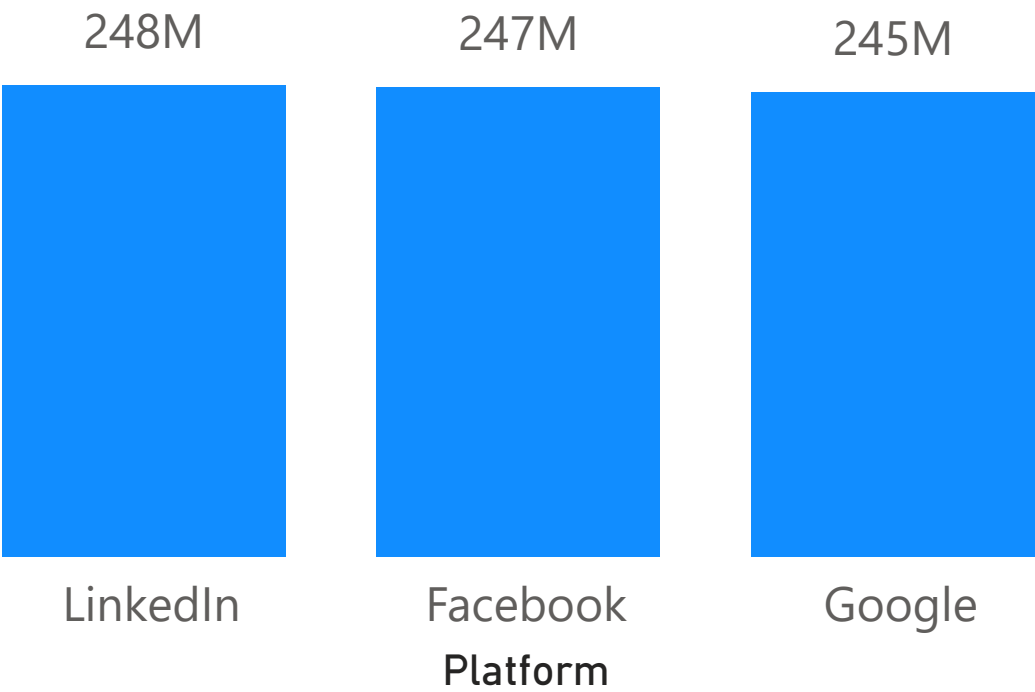
Avg_Time_Close_High_Ticket

11.01

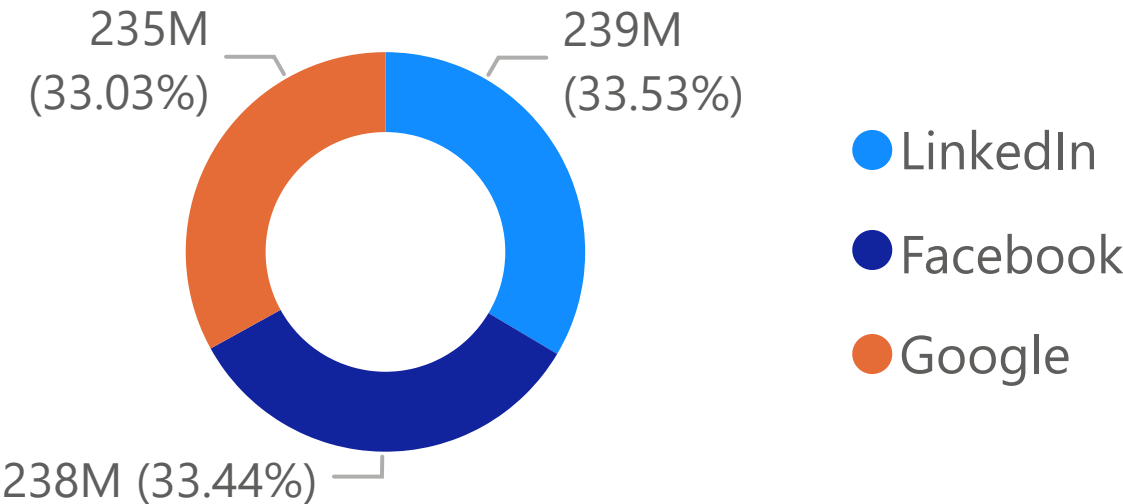
High Ticket Revenue

713M

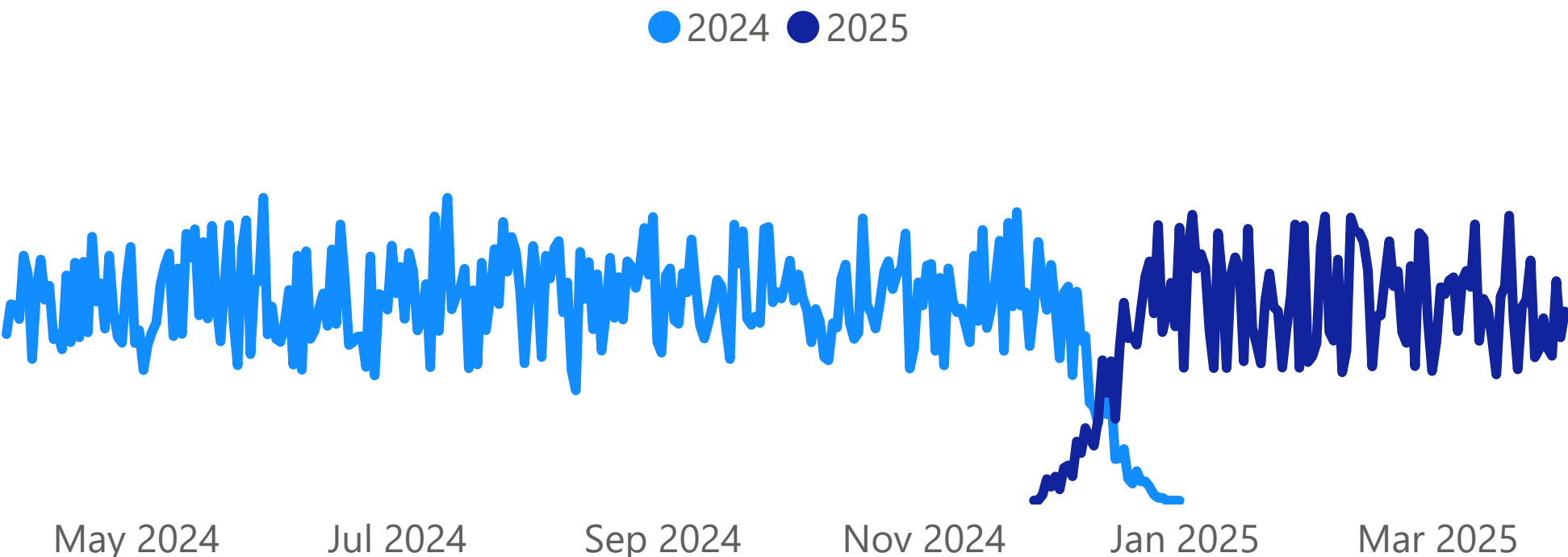
Total Revenue by Platform



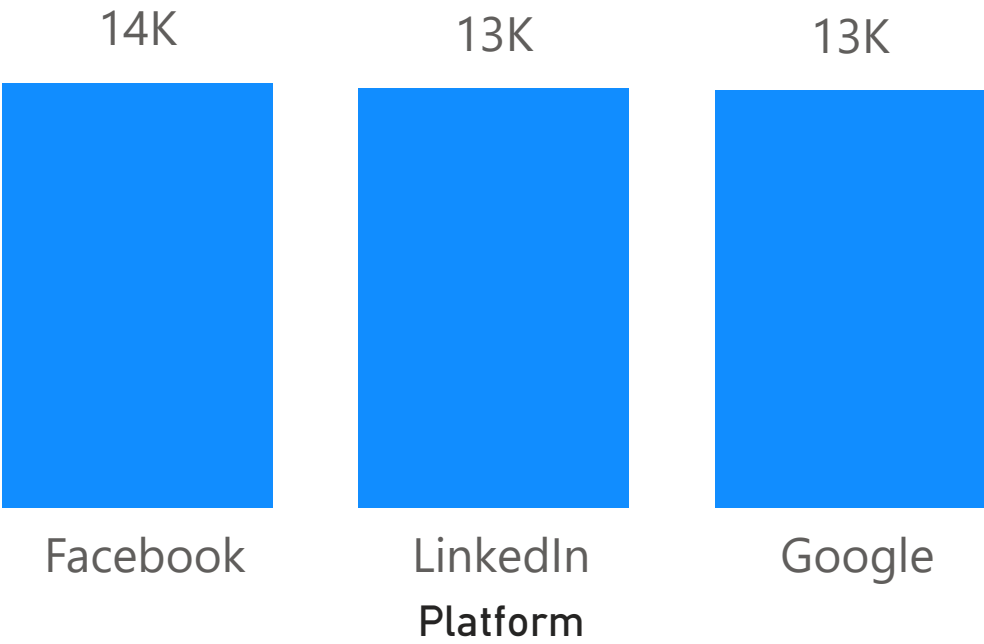
Total number of Closed Won deals per platform



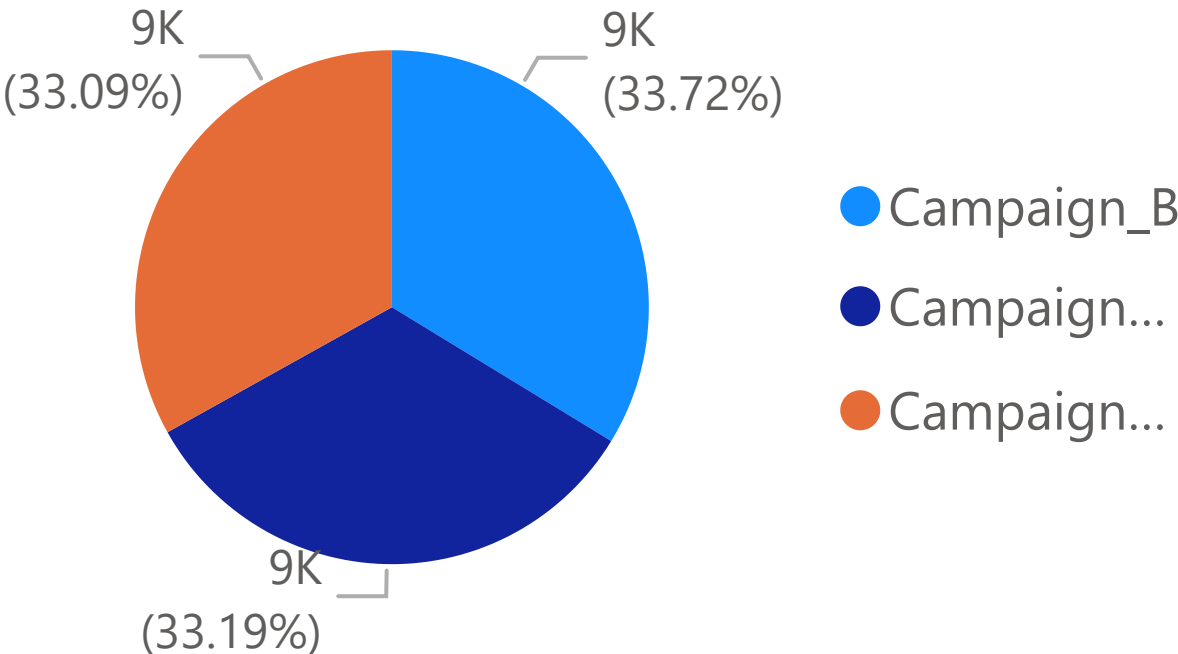
Revenue Over Time



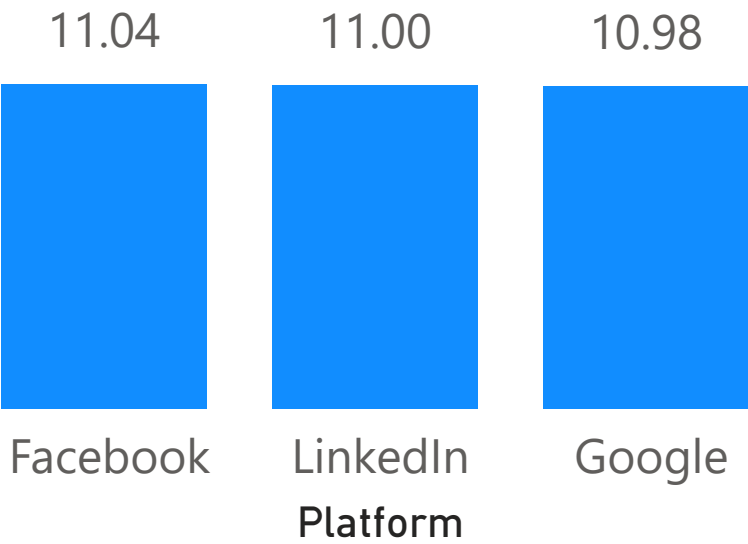
Avg Deal Value by Platform



High Value Deals by Campaign



Time Taken by platform (Days) to generate hight ticket value



Campaign	High Ticket Revenue
Campaign_C	236561929
Campaign_B	240231525
Campaign_A	235843787
Total	712637241