

IMPORTANT KPI'S

740M

Total_Deal_Value

601M

Total_Impressions

305M

Total_Clicks

109K

Total_Visits

60M

Total_Cost

0.04%

Conversion_Rate_Percent

55K

Closed_Deals

13K

Average_Deal_Value

27K

High_Value_Deals

549.33

CPL

12.31

ROAS

549

CPA

0.20

CPC

0.51

CTR

50.11

Closed_Deal_Percentage

16

Max Time to Convert (Days)

11.01

Avg_Time (Days)_To_Close_High_Ticket_Deals

16

Max Time to Convert (Days)

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 Impresions

601M

Total Click

305M

Total Visits

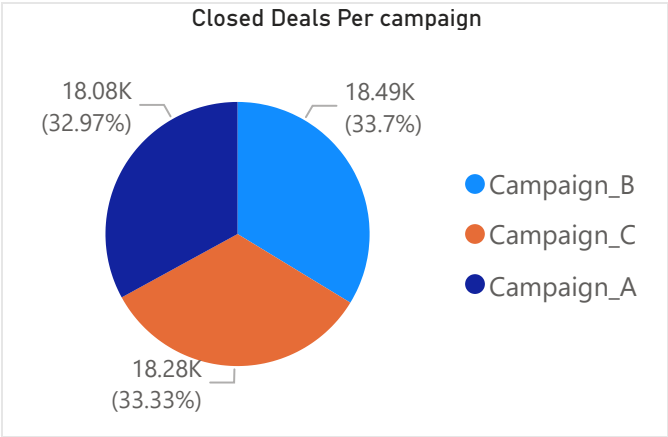
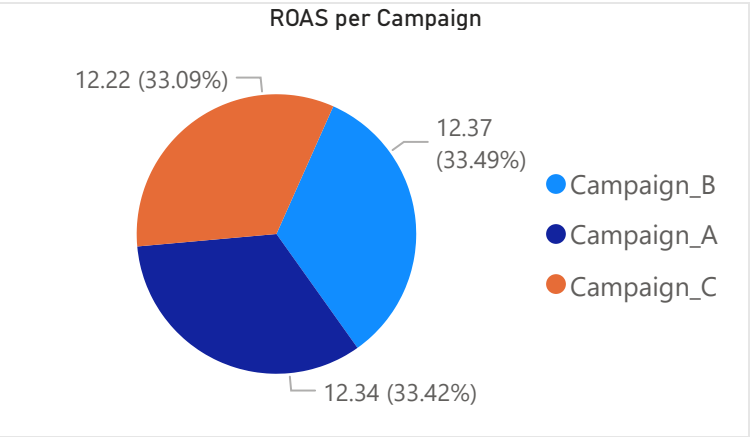
109K

Total Conversions

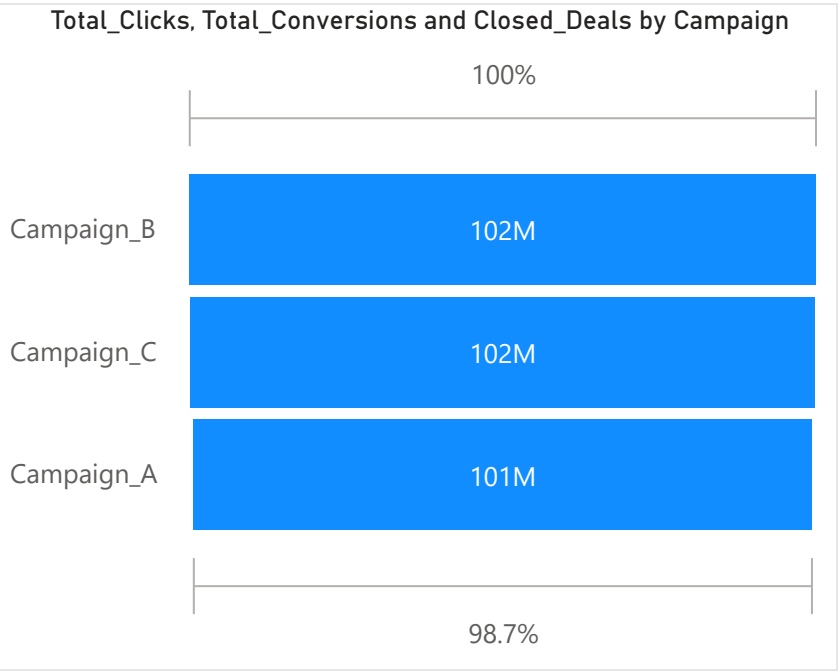
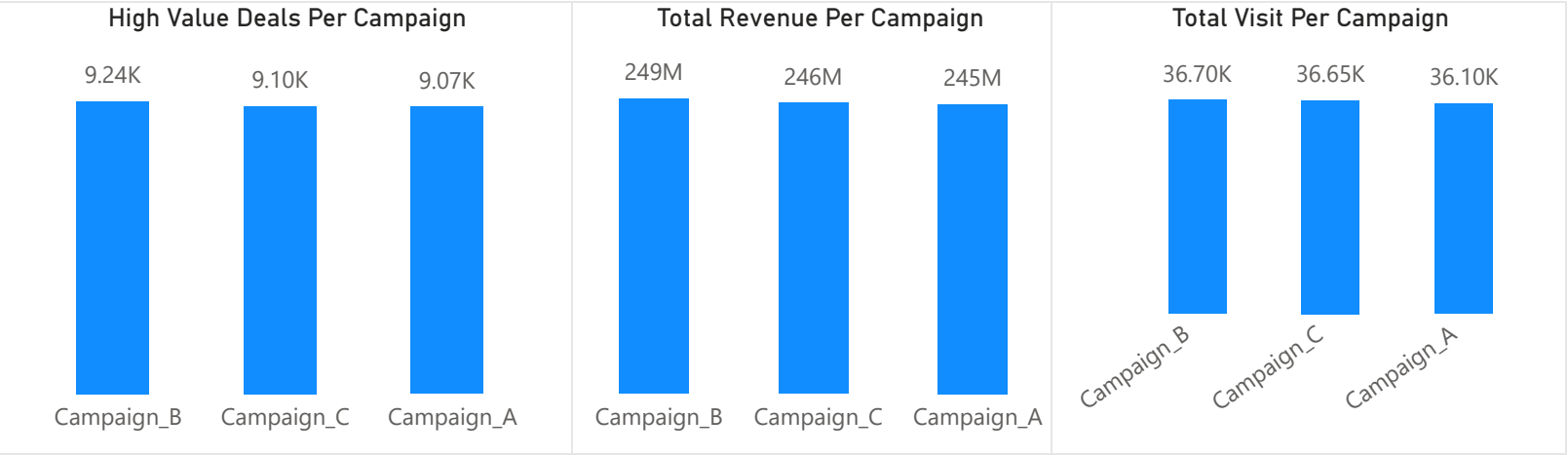
55K

Deal Won

27K



Platform	Campaign	Impressions	Clicks	Total_Visits	CPA	CPC	ROAS
Facebook	Campaign_A	65639702	33274782	11882	553	0.20	12.21
Facebook	Campaign_B	68472947	34742977	12427	551	0.20	12.57
Facebook	Campaign_C	66067020	33517214	12043	548	0.20	12.27
Google	Campaign_A	66309284	33844608	12113	547	0.20	12.26
Google	Campaign_B	66281067	33483900	12049	551	0.20	12.22
Google	Campaign_C	67327118	34374590	12329	550	0.20	12.11
LinkedIn	Campaign_A	66555867	33885548	12107	548	0.20	12.56
LinkedIn	Campaign_B	67101227	34099830	12225	547	0.20	12.30
LinkedIn	Campaign_C	67268477	34220482	12277	548	0.20	12.28



Revenue & High-Ticket Deal View

Landing Page URL

All

Year, Month

All

Ad Group/Set Name

All

Total Revenue

740M

High Ticket Revenue

713M

High Value Deal

27K

Avg Deal Value

13K

% of Closed won deals

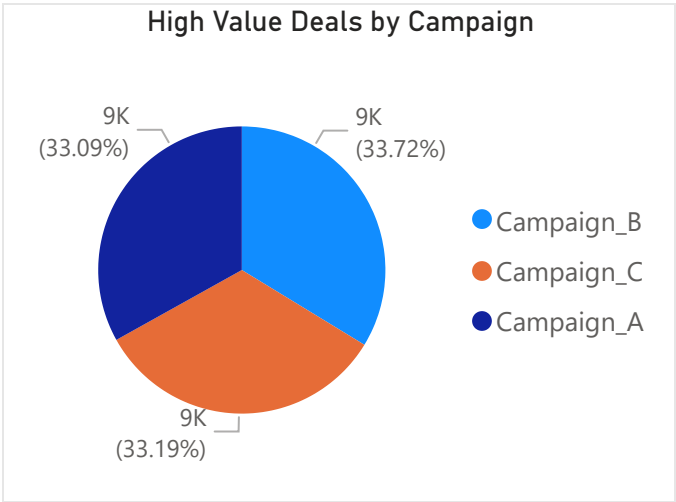
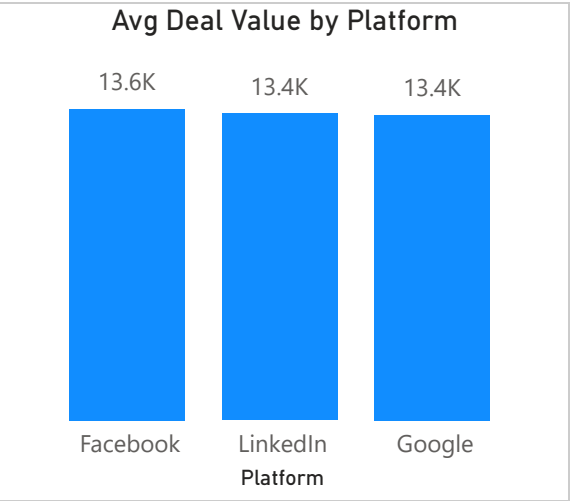
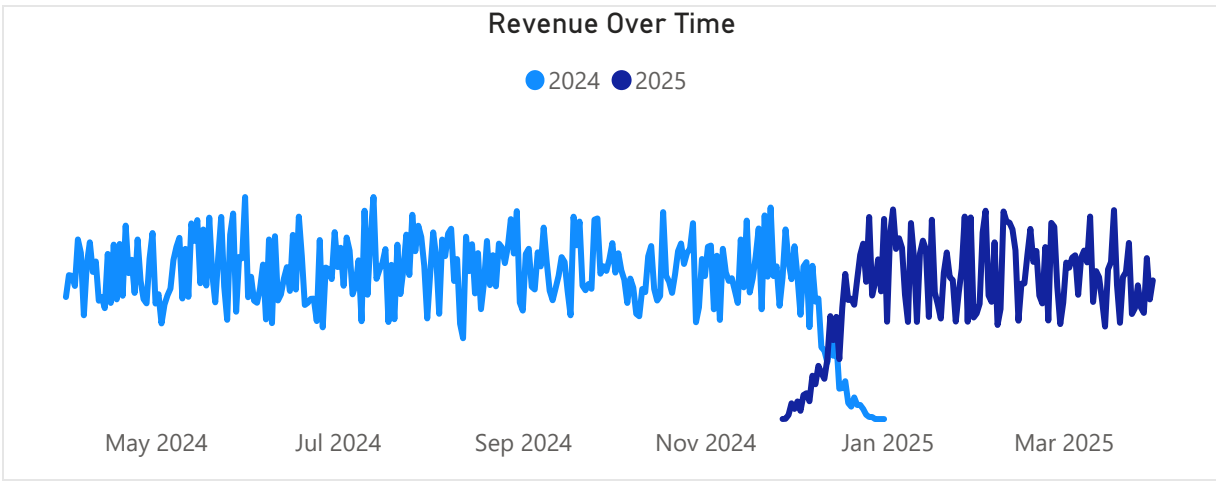
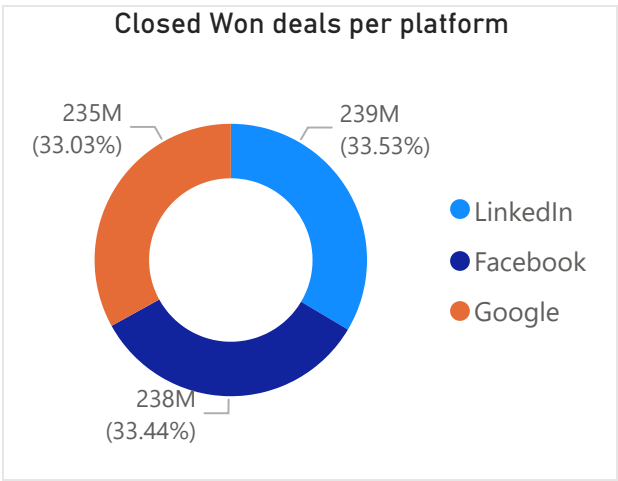
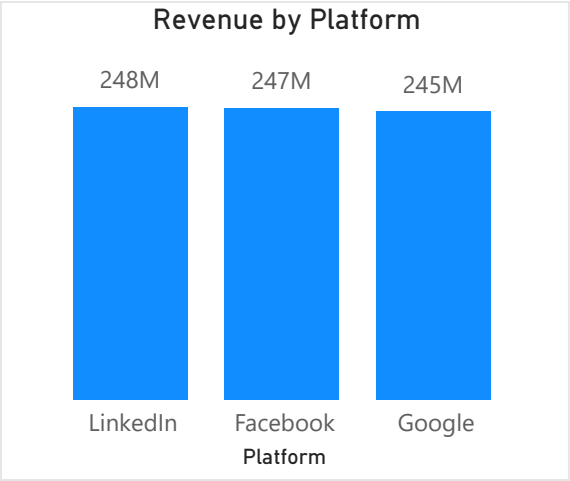
50.11

ROAS

12.31

Closed Deal

55K



Platform	Campaign	Closed_Deals	High_Value_Deals	Average_Deal_Value	CPL	ROAS
Facebook	Campaign_C	5994	3000	13510	548.06	12.27
Google	Campaign_C	6152	3039	13357	550.31	12.11
LinkedIn	Campaign_C	6136	3059	13460	547.93	12.28
Facebook	Campaign_B	6236	3192	13794	550.66	12.57
Google	Campaign_B	6027	3006	13467	551.26	12.22
LinkedIn	Campaign_B	6223	3044	13224	547.17	12.30
Facebook	Campaign_A	5907	2974	13592	553.48	12.21
Google	Campaign_A	6078	3008	13369	547.30	12.26
LinkedIn	Campaign_A	6098	3087	13662	547.90	12.56
Total		54851	27409	13493	549.33	12.31

Time-Based Analysis

Ad Group/Set Name

All

Landing Page URL

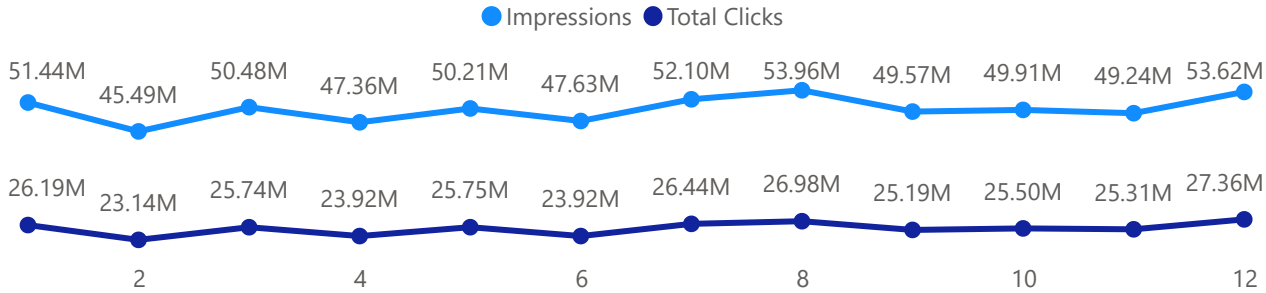
All

Platform, Year

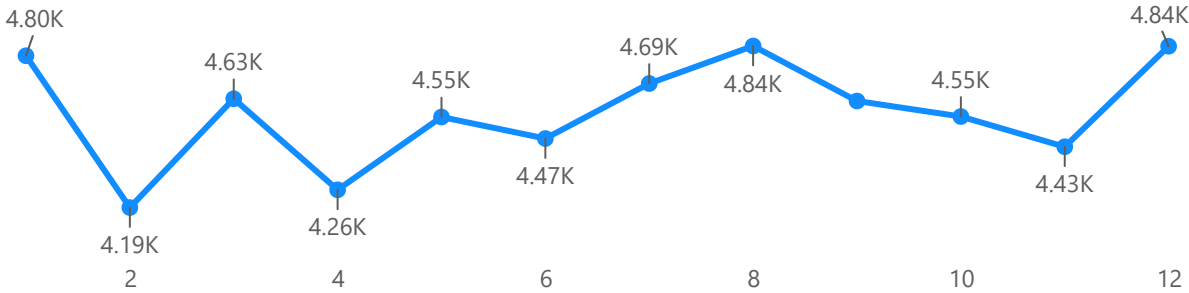
All

Campaign Name	Platform	Total_Visits	Total_Clicks	Total_Cost	Total_Deal_Value	High_Ticket_Revenue	Avg_Deal_Value	Closed_Deals	Closed_Deal_Percentage	High_Value_Deals	CPA	CPC	ROAS
Campaign_A	Facebook	11882	33274782	6576471	80287901	77354901	13592	5907	49.71	2974	553	0.20	12.21
Campaign_B	Facebook	12427	34742977	6843058	86019139	82975139	13794	6236	50.18	3192	551	0.20	12.57
Campaign_C	Facebook	12043	33517214	6600245	80981378	77987378	13510	5994	49.77	3000	548	0.20	12.27
Campaign_A	Google	12113	33844608	6629438	81256994	78186994	13369	6078	50.18	3008	547	0.20	12.26
Campaign_B	Google	12049	33483900	6642093	81163847	78142847	13467	6027	50.02	3006	551	0.20	12.22
Campaign_C	Google	12329	34374590	6784761	82172537	79059537	13357	6152	49.90	3039	550	0.20	12.11
Campaign_A	LinkedIn	12107	33885548	6633423	83312892	80301892	13662	6098	50.37	3087	548	0.20	12.56
Campaign_B	LinkedIn	12225	34099830	6689125	82292539	79113539	13224	6223	50.90	3044	547	0.20	12.30
Campaign_C	LinkedIn	12277	34220482	6726898	82592014	79515014	13460	6136	49.98	3059	548	0.20	12.28
Total		109452	305443931	60125513	740079241	712637241	13493	54851	50.11	27409	549	0.20	12.31

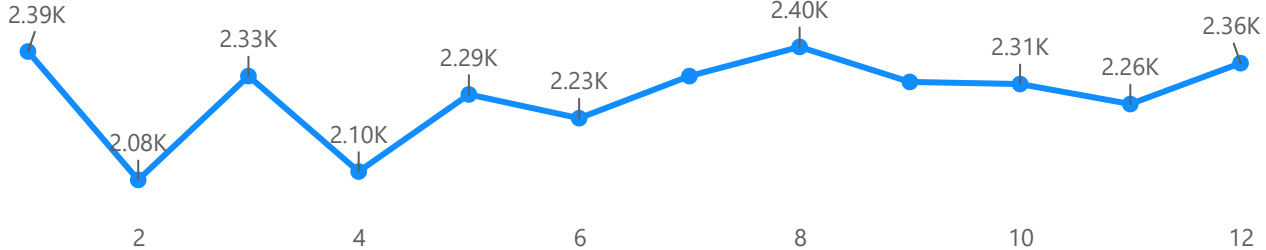
Monthly Activity



Monthly Closed Deals



Monthly High Value Deals



Monthly Revenue

