

# Marketing Data Report

14.65M

Impressions

608K

Likes (Reactions)

182K

Clicks

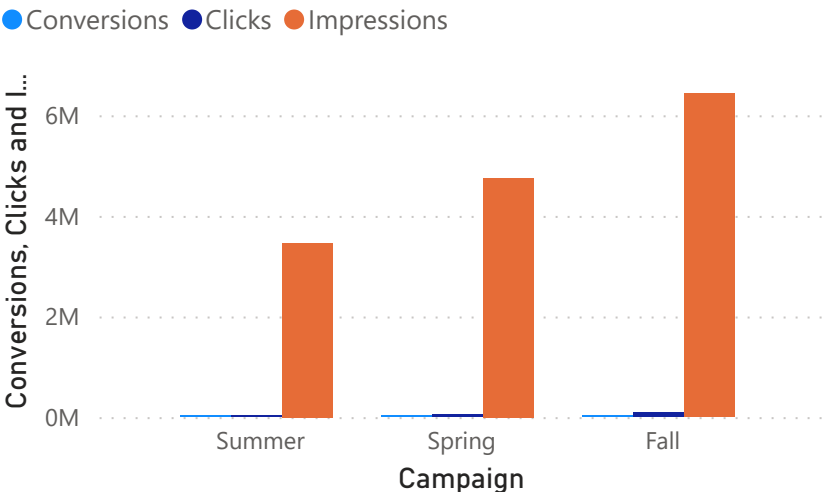
121K

Shares

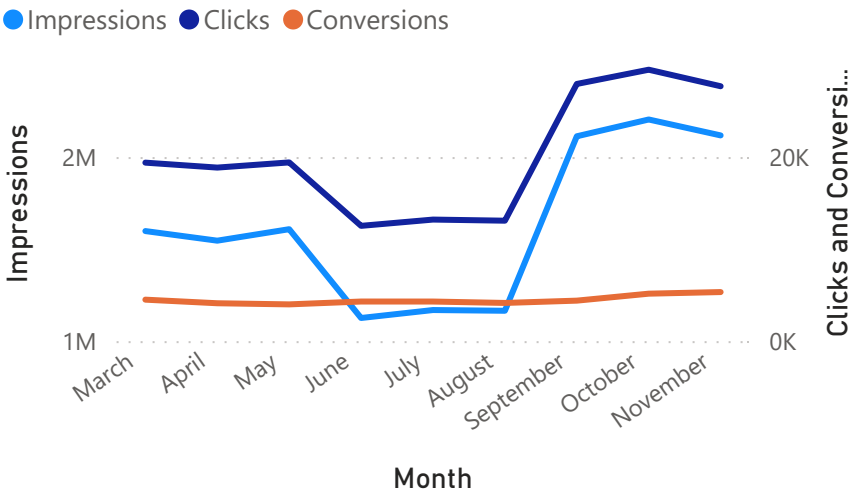
73K

Comments

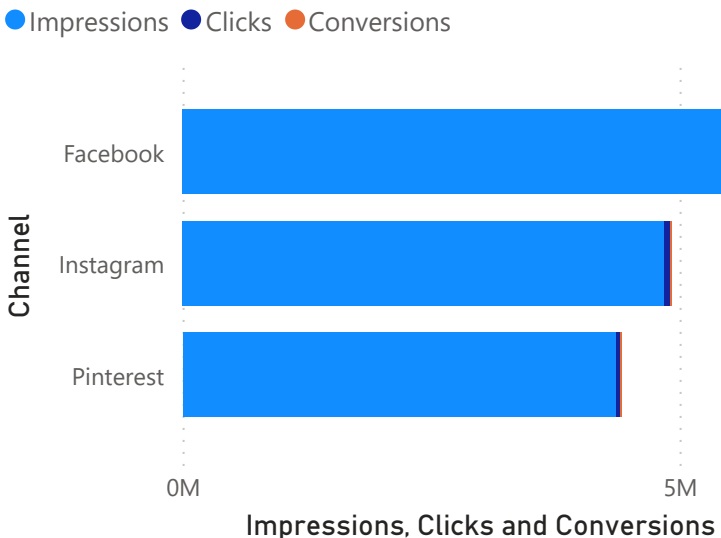
Total Impressions, Clicks, and Conversions by Campaign



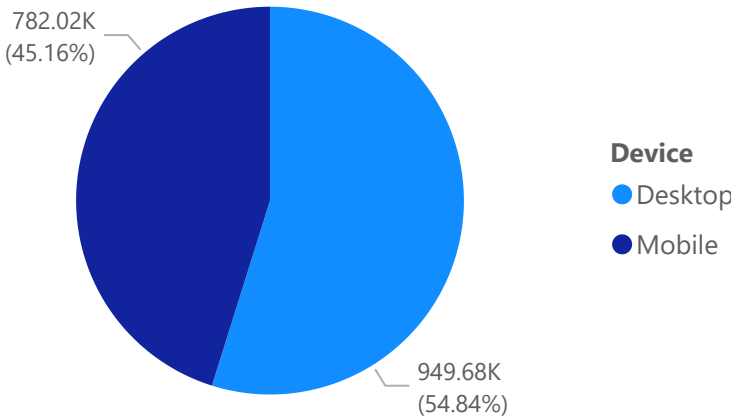
Trends in Impressions, Clicks, and Conversions Over Time



Impressions, Clicks, and Conversions by Channel



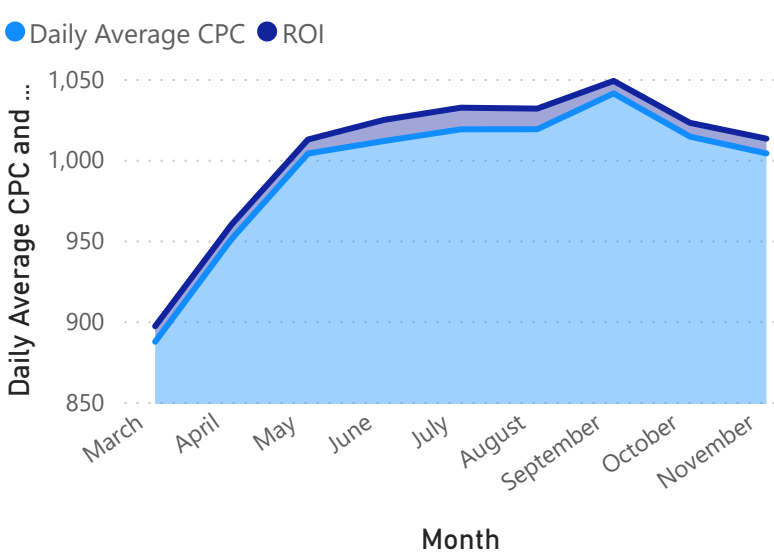
Conversions by Device Type



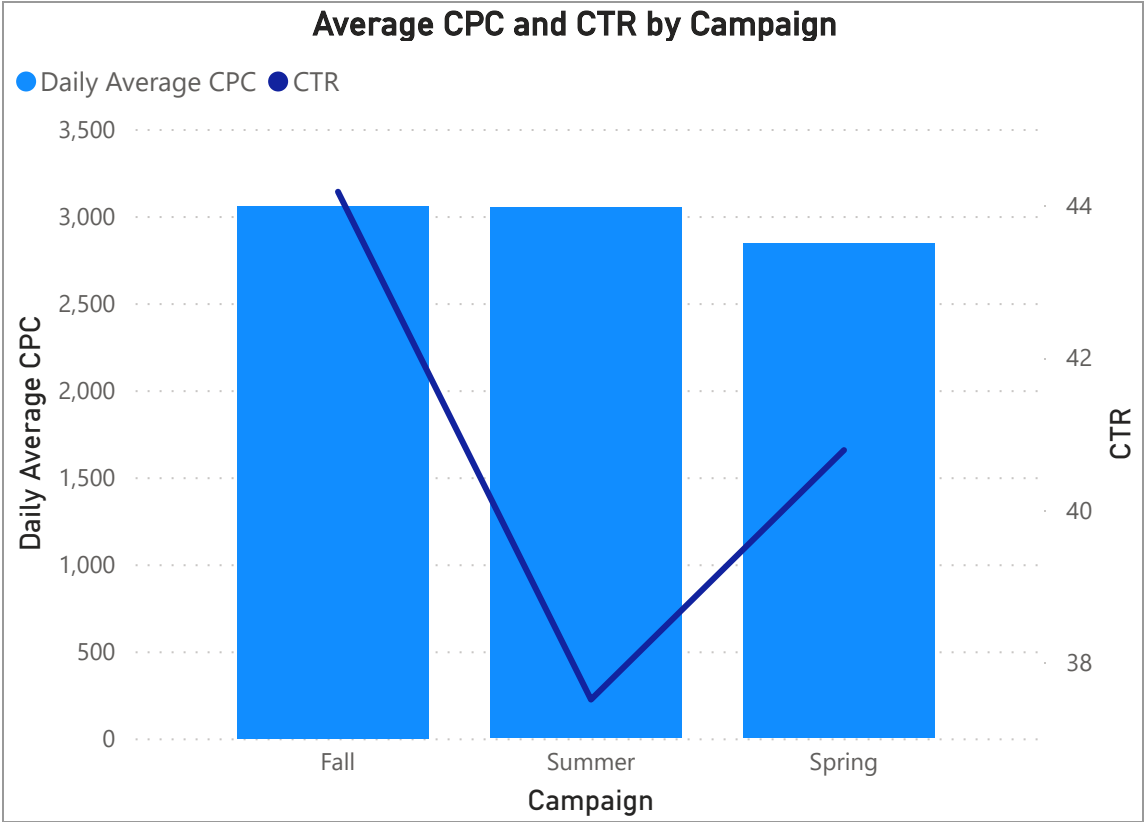
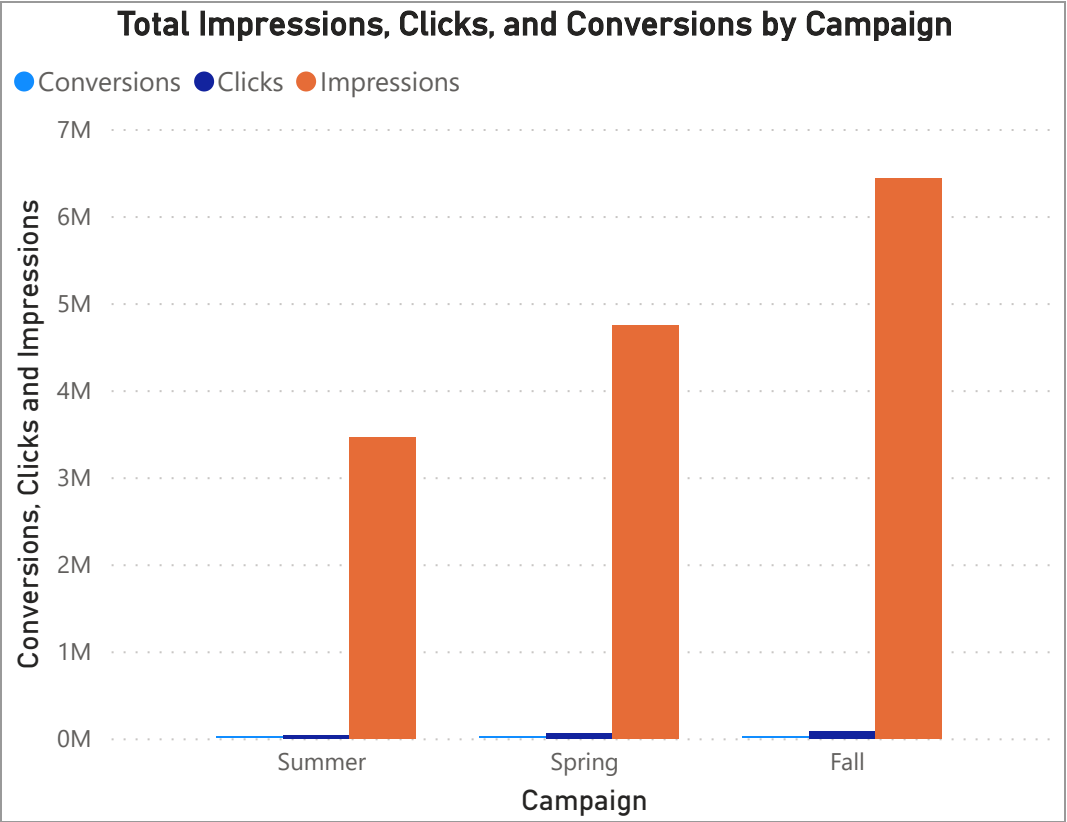
Engagement Rate (Likes, Shares, Comments) by City



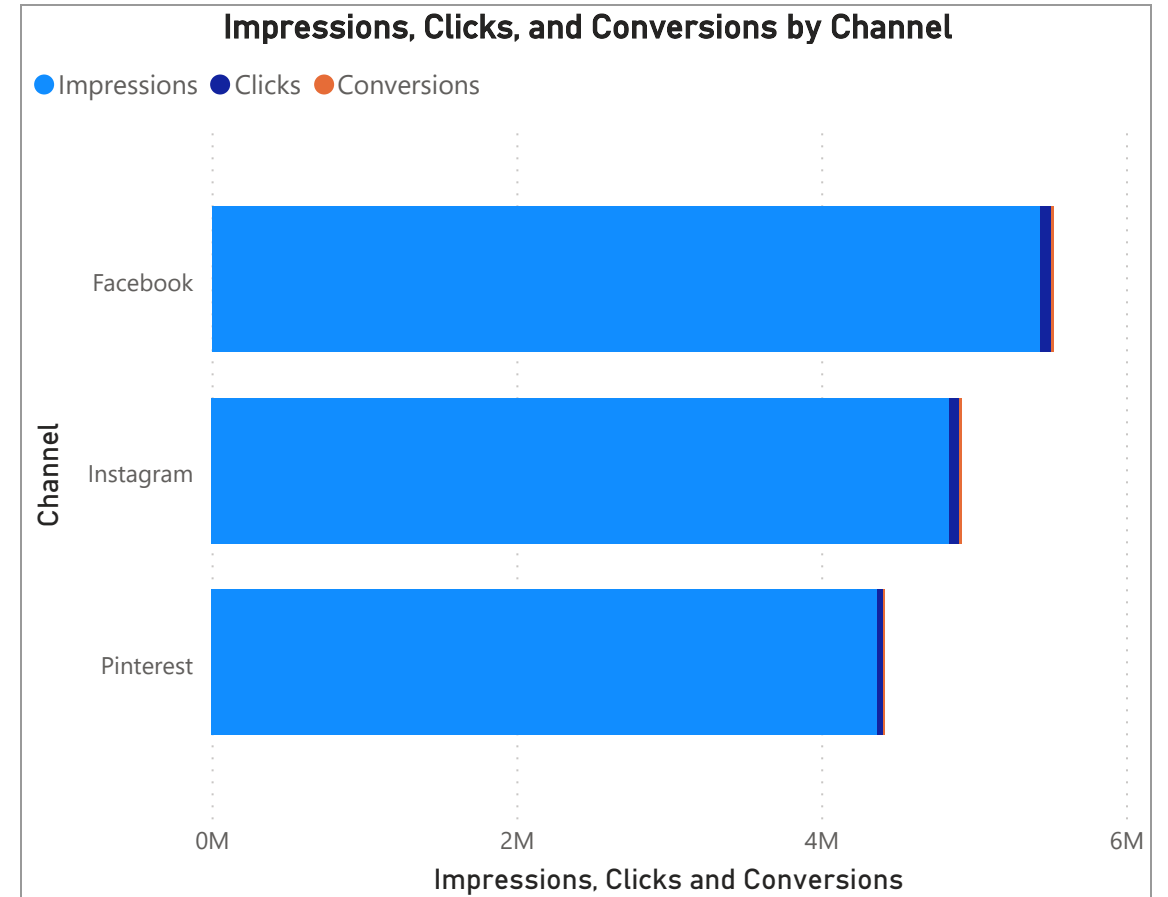
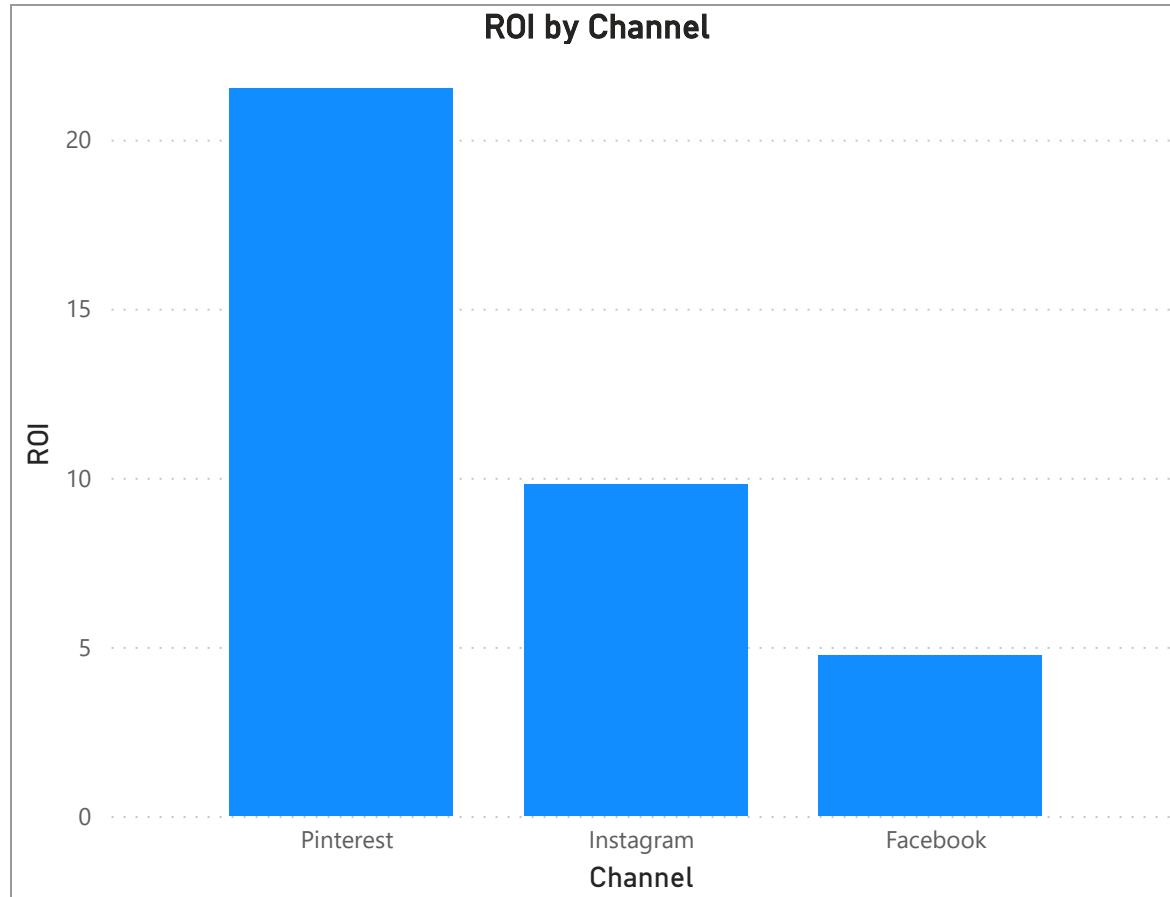
Monthly ROI and CPC Trends



# Campaign Performance

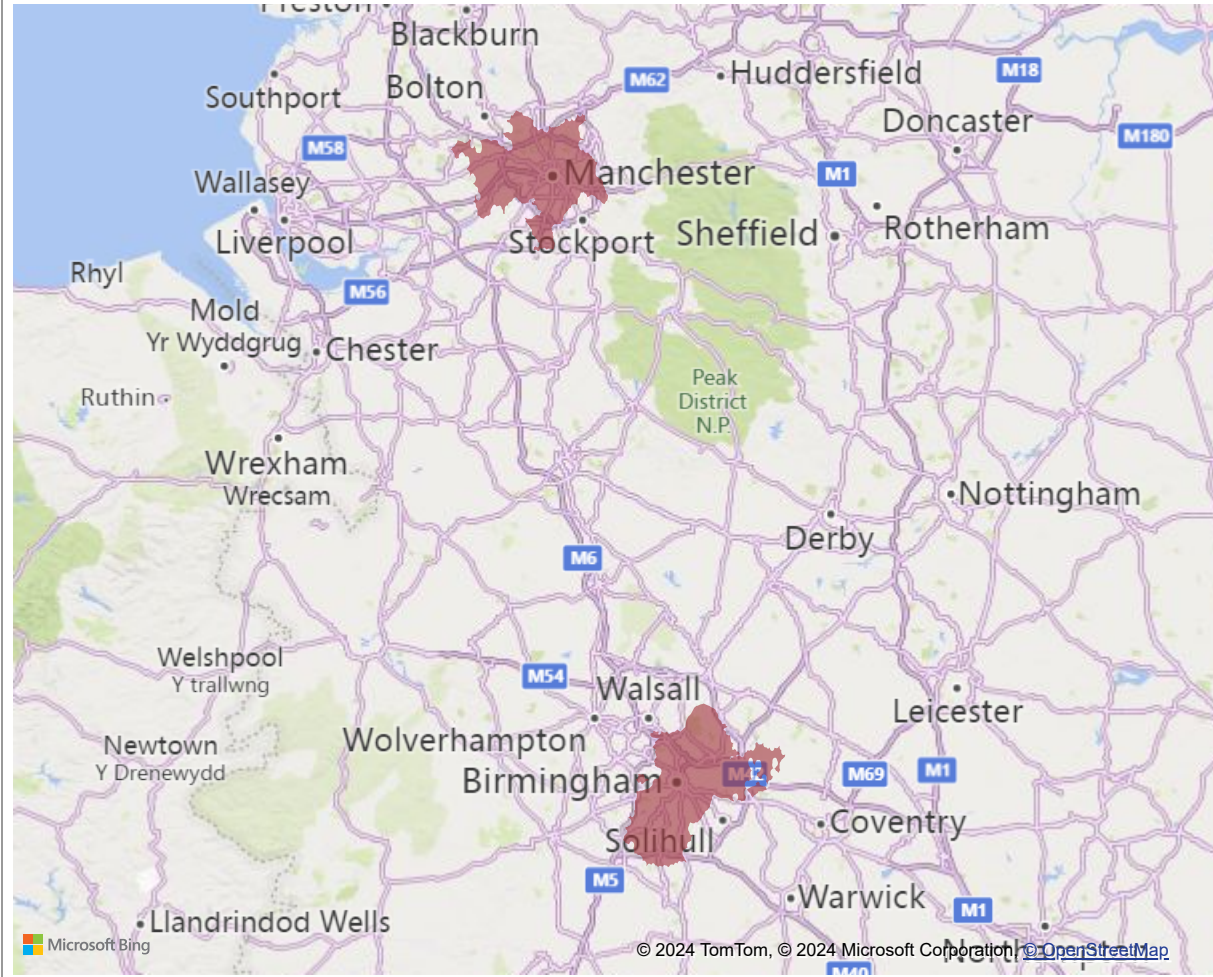


# Channel Effectiveness

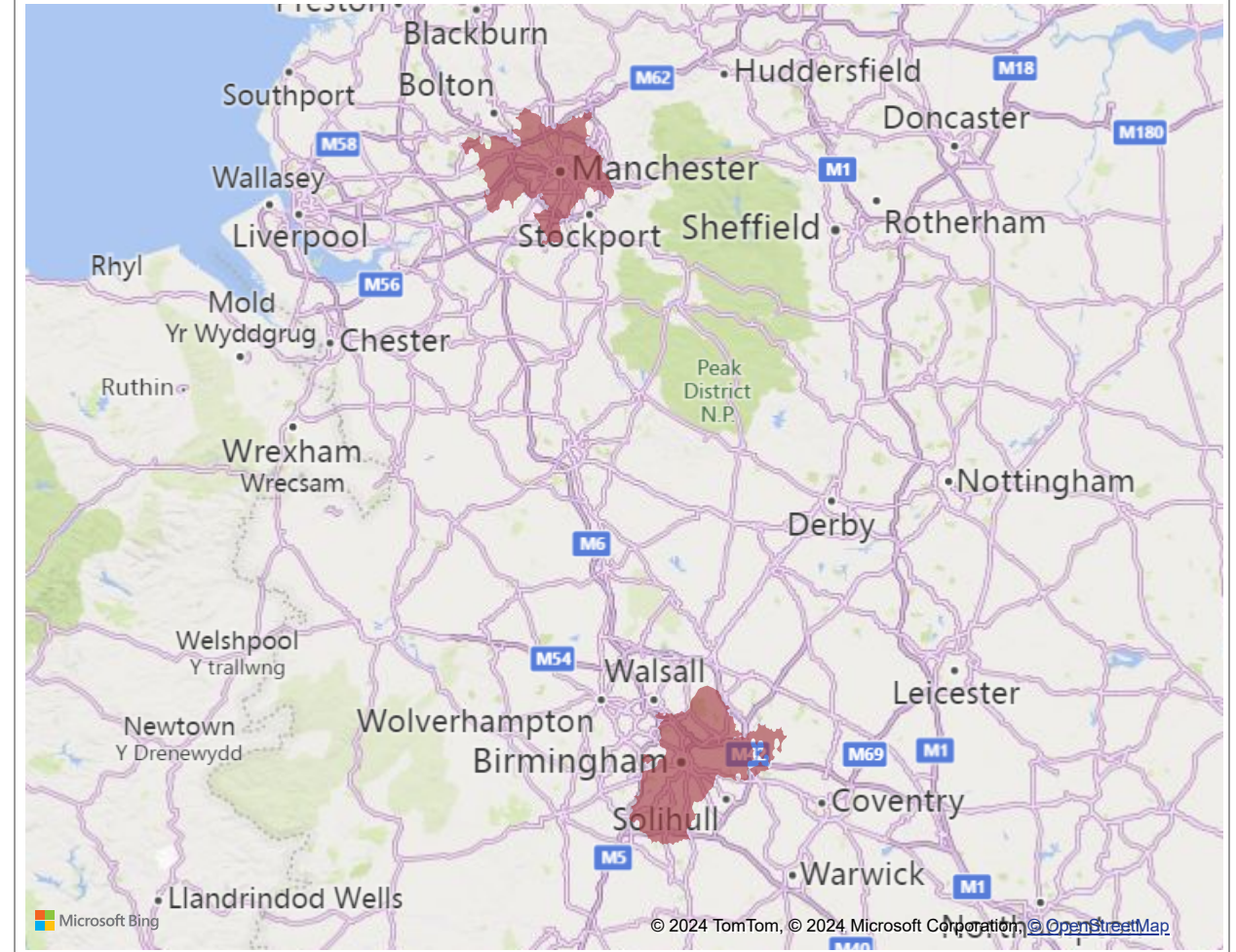


# Geographical Insights

Engagement Rate (Likes, Shares, Comments) by City

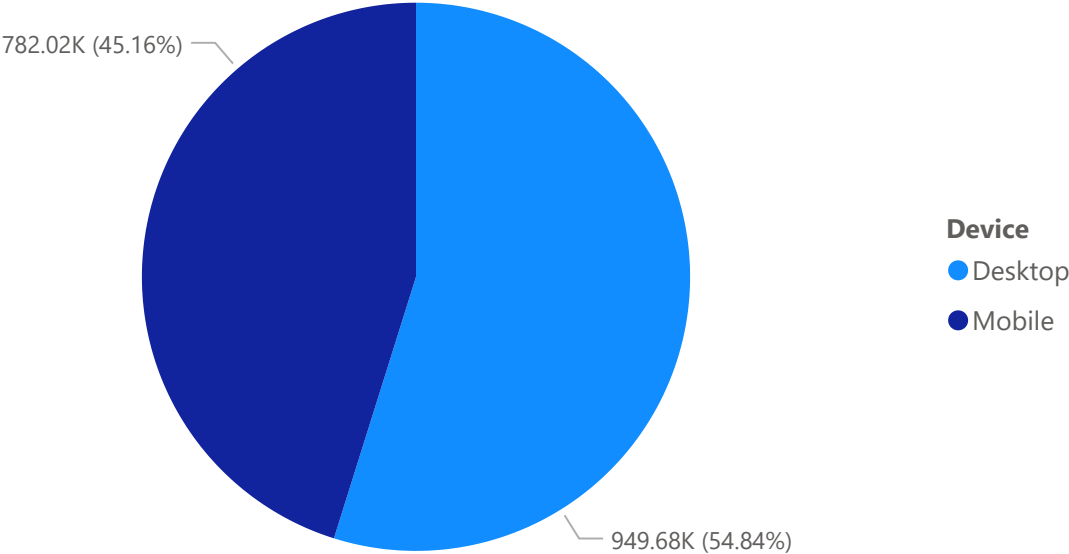


Conversion Rate by City

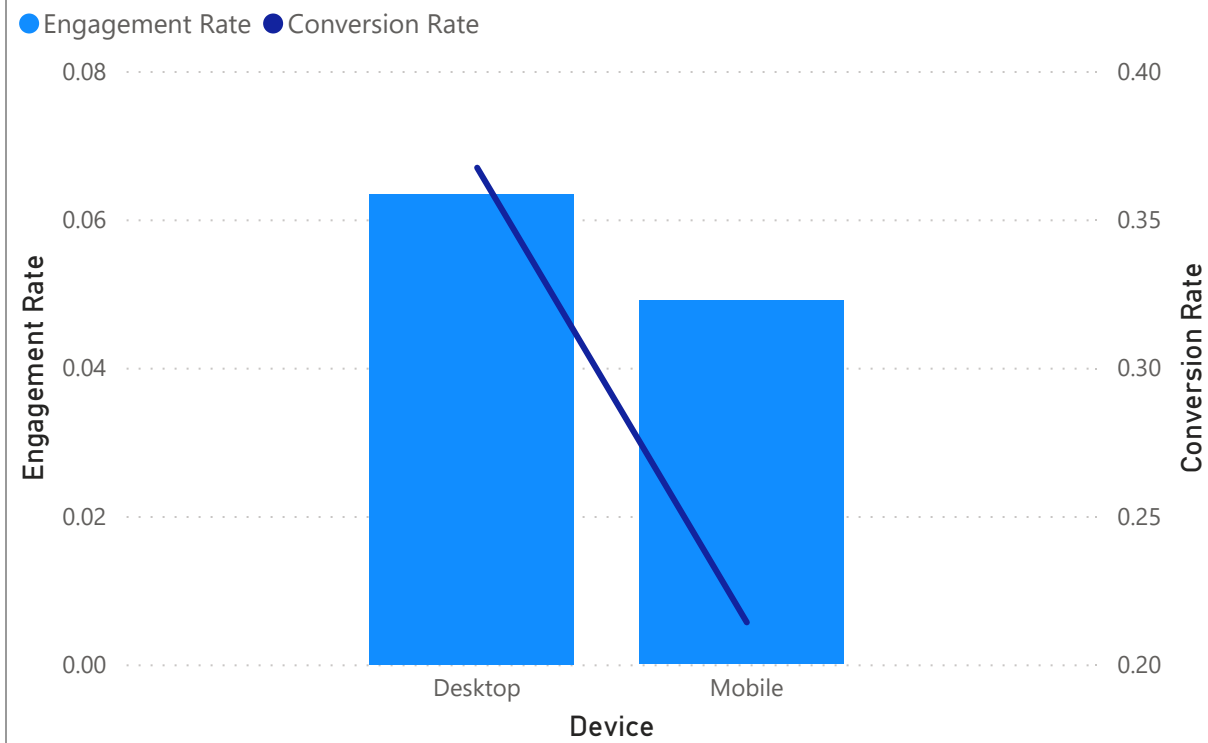


# Device Performance

Conversions by Device Type

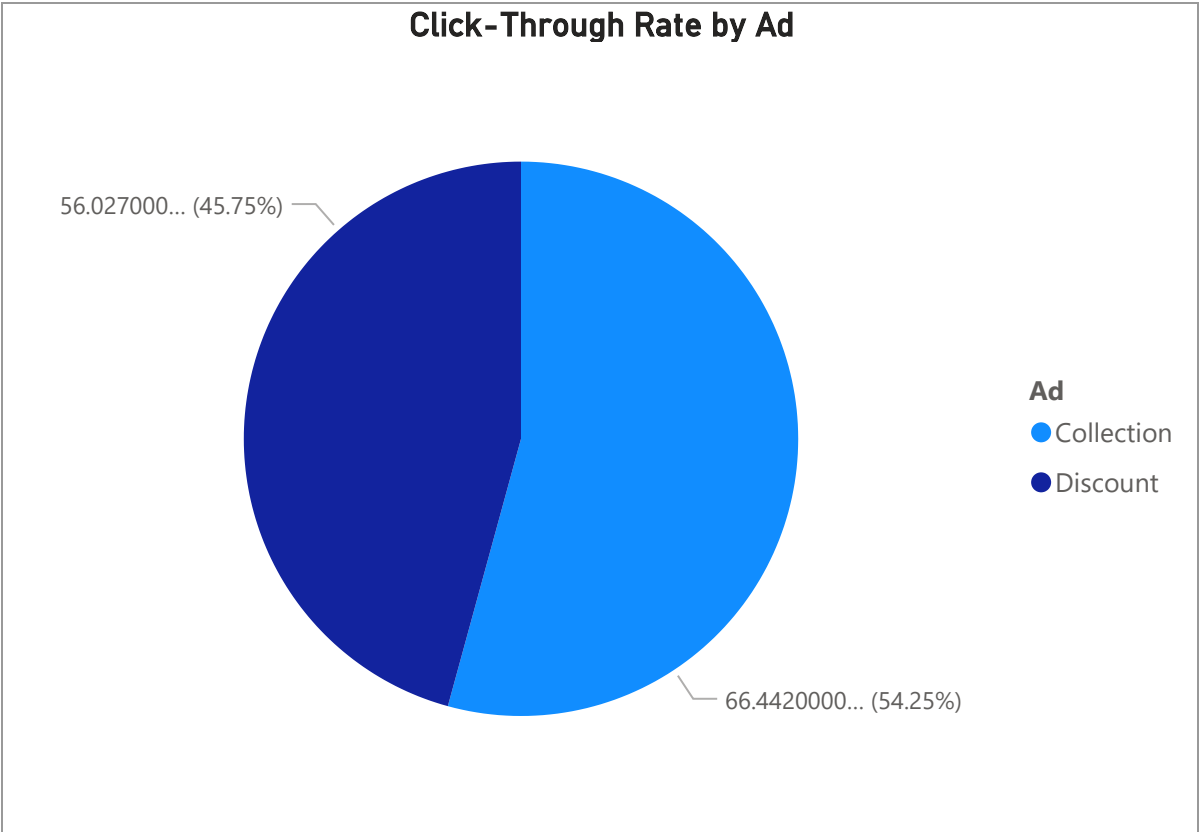


Conversion Rate and Engagement by Device



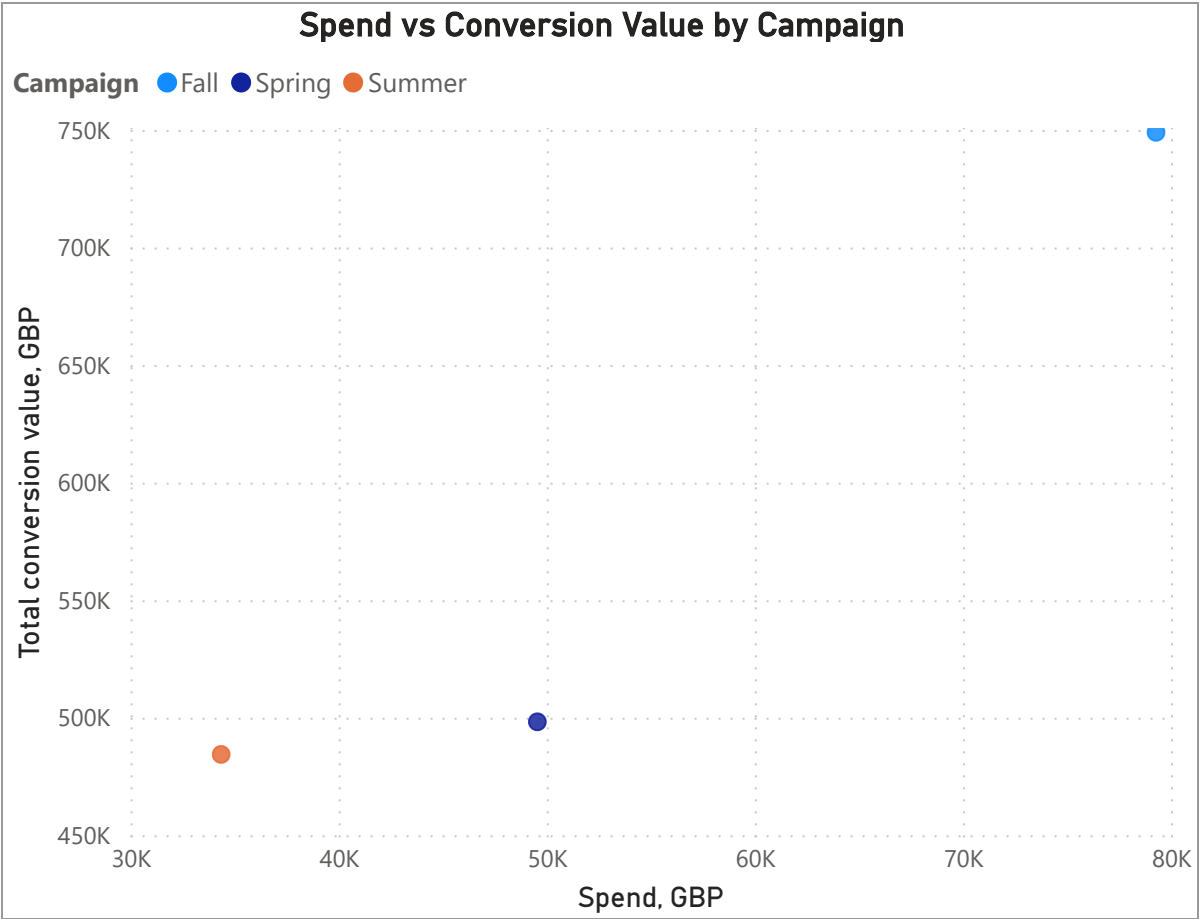
# Ad-Level Analysis

Top Performing Ads by Engagement and Conversion		
Ad	Total Engagement	Total conversion value, GBP
Collection	342110	657,638.83
Discount	459629	1,074,061.43
Total	801739	1,731,700.26



# ROI Calculation

ROI Comparison by Campaign, Channel, and Device			
Campaign	Desktop	Mobile	Total
[-] Fall	8.87	7.98	8.45
Facebook	3.83	3.27	3.57
Instagram	8.84	7.77	8.33
Pinterest	21.16	20.42	20.82
[-] Spring	9.41	8.66	9.06
Facebook	4.08	3.87	3.98
Instagram	9.88	8.76	9.34
Pinterest	23.82	22.11	23.03
[-] Summer	13.59	12.57	13.10
Facebook	9.02	8.64	8.84
Instagram	14.71	12.79	13.79
Pinterest	21.56	20.75	21.18
Total	10.02	9.16	9.61



# Time Series Analysis

