



Campiangs Advertising Analysis

Campaign Type
All

Channel Used
All

Company
All

Total Campaigns

5K

Total Clicks

2.74M

Total Impressions

27.60M

AVG Conversion Rate

7.98%

AVG Acquisition Cost

13K

AVG ROI

5

Cost Per Click

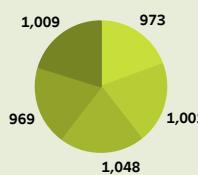
\$159.8K

Campaigns & ROI by Month



Campaigns Target Audience

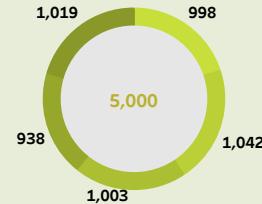
- All Ages
- Men 18-24
- Men 25-34
- Women 25-34
- Women 35-44



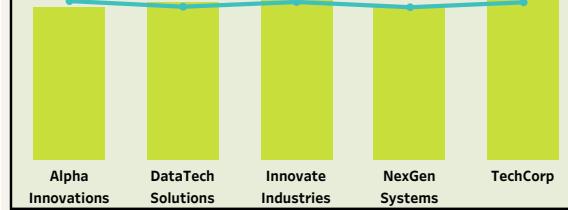
Campaigns by Campaign Type



Campaigns by Customer Segment



Campaigns by Company



Campaigns by Channel



Campaigns by Language

