

Overview

- Overview
- Marketing Effectiveness
- Performance Analysis
- Consumer Behaviour
- Product Analysis

Filter

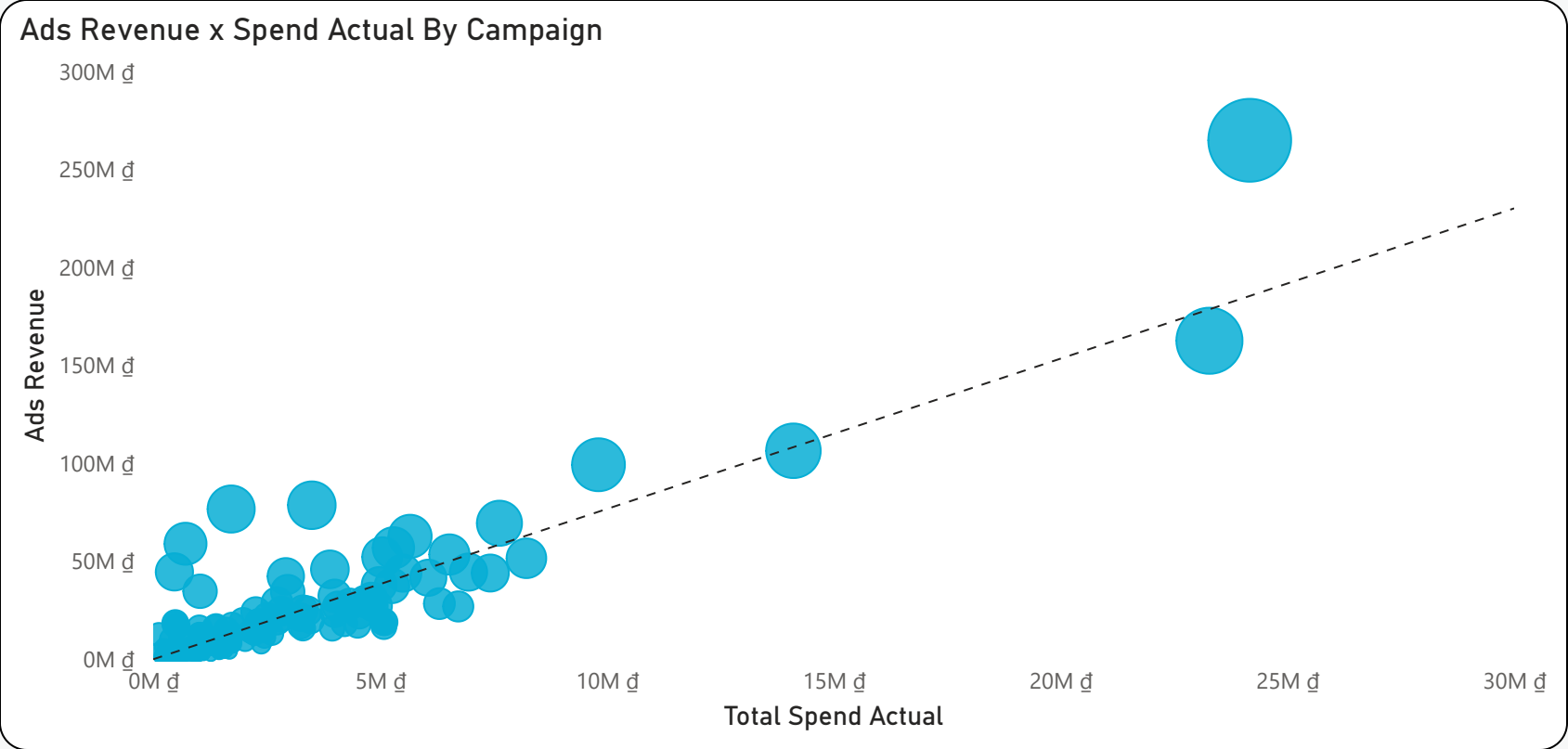
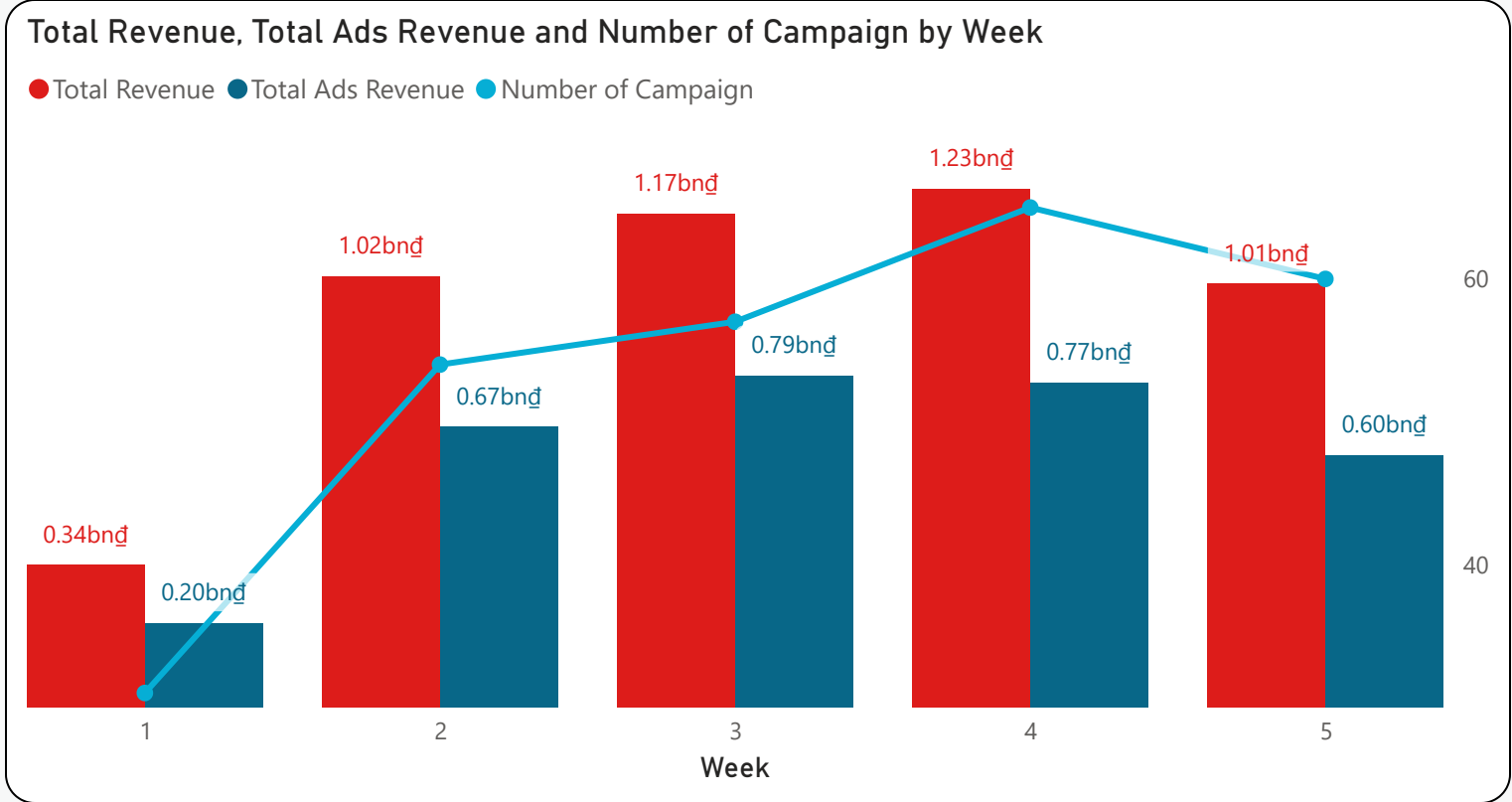
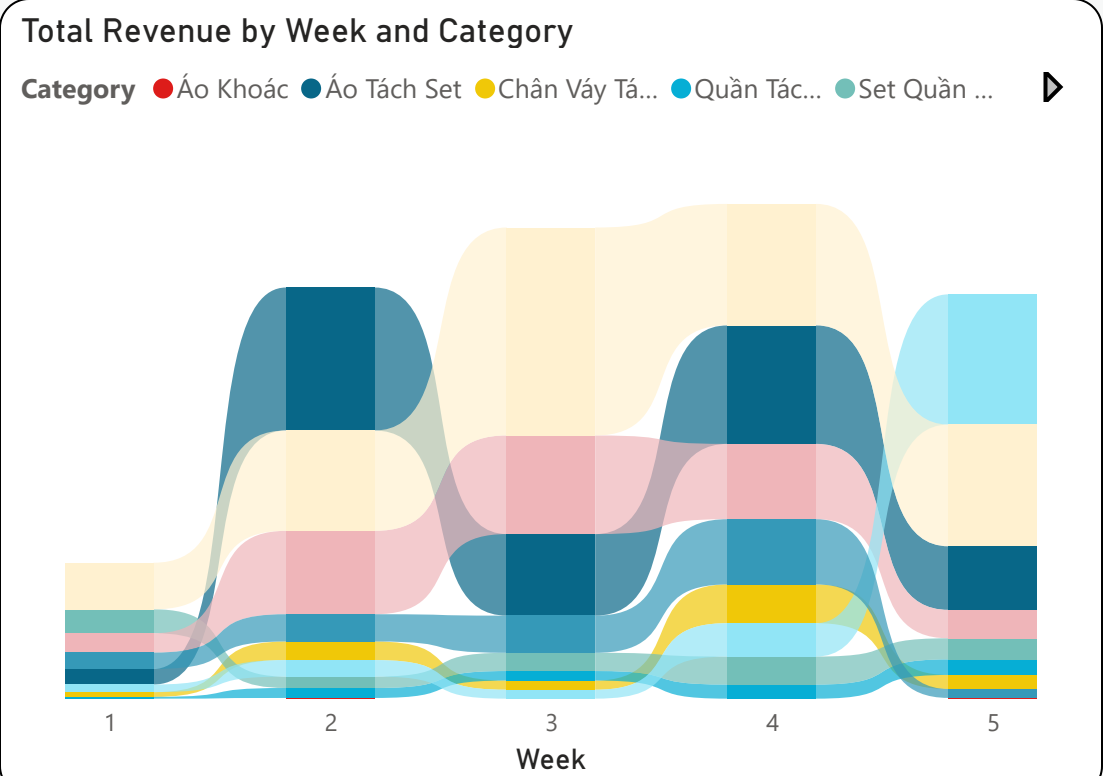
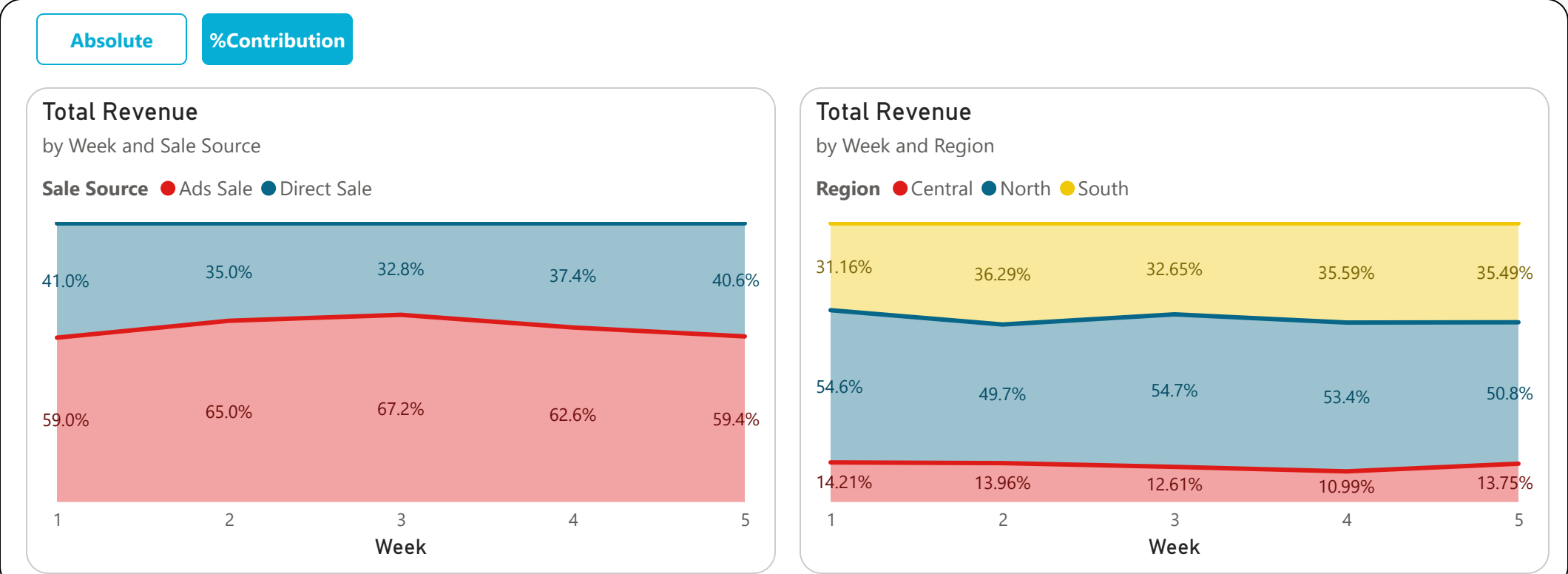
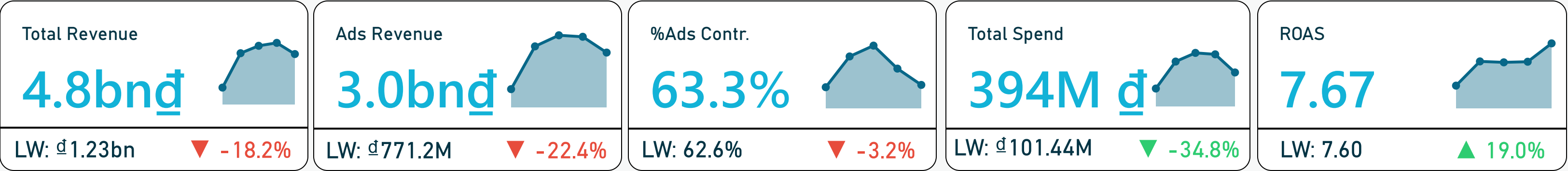
- Week

All
- Day

All
- Campaign

All
- Category

All



Marketing Effectiveness

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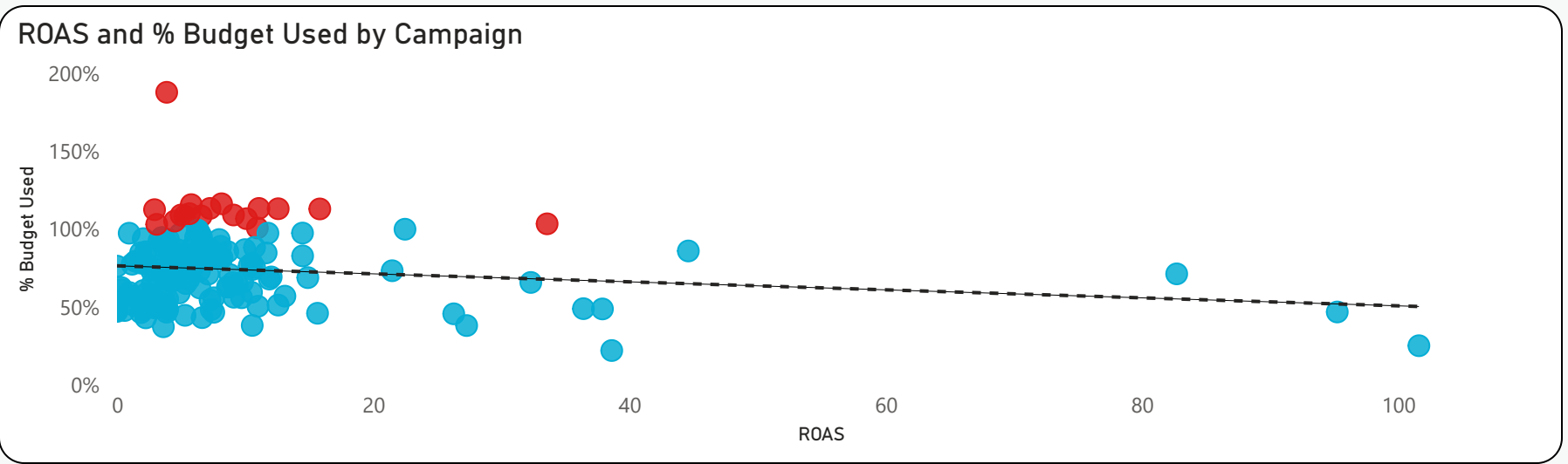
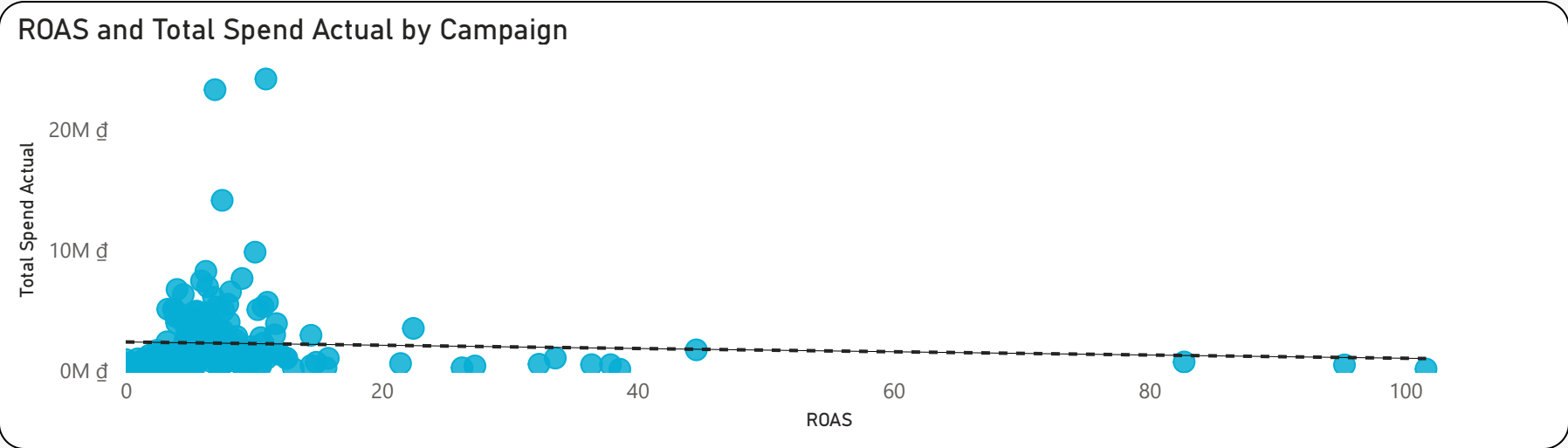
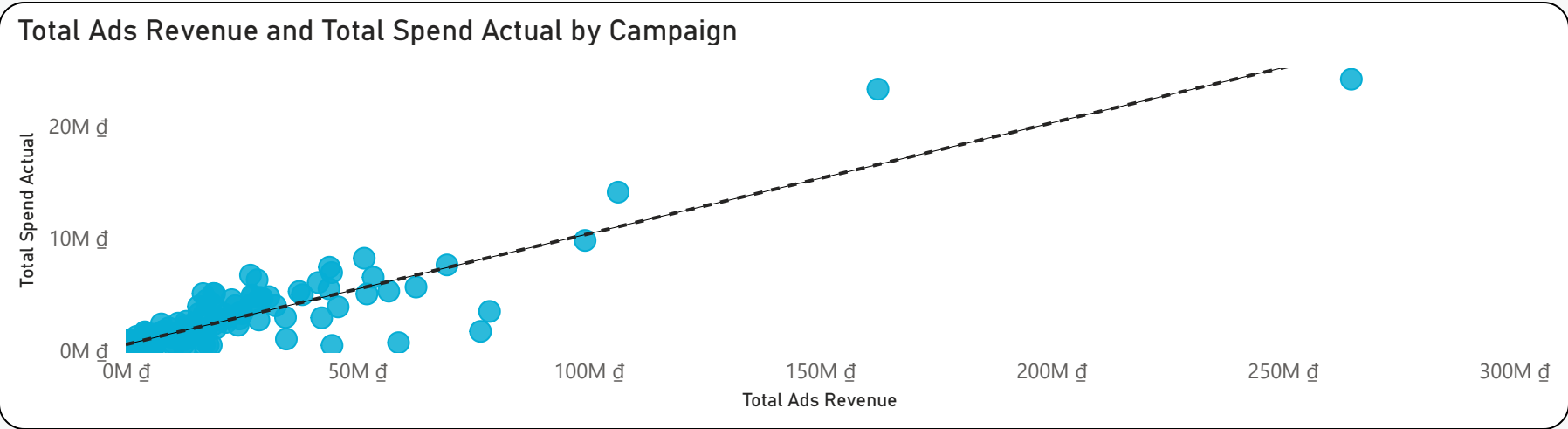
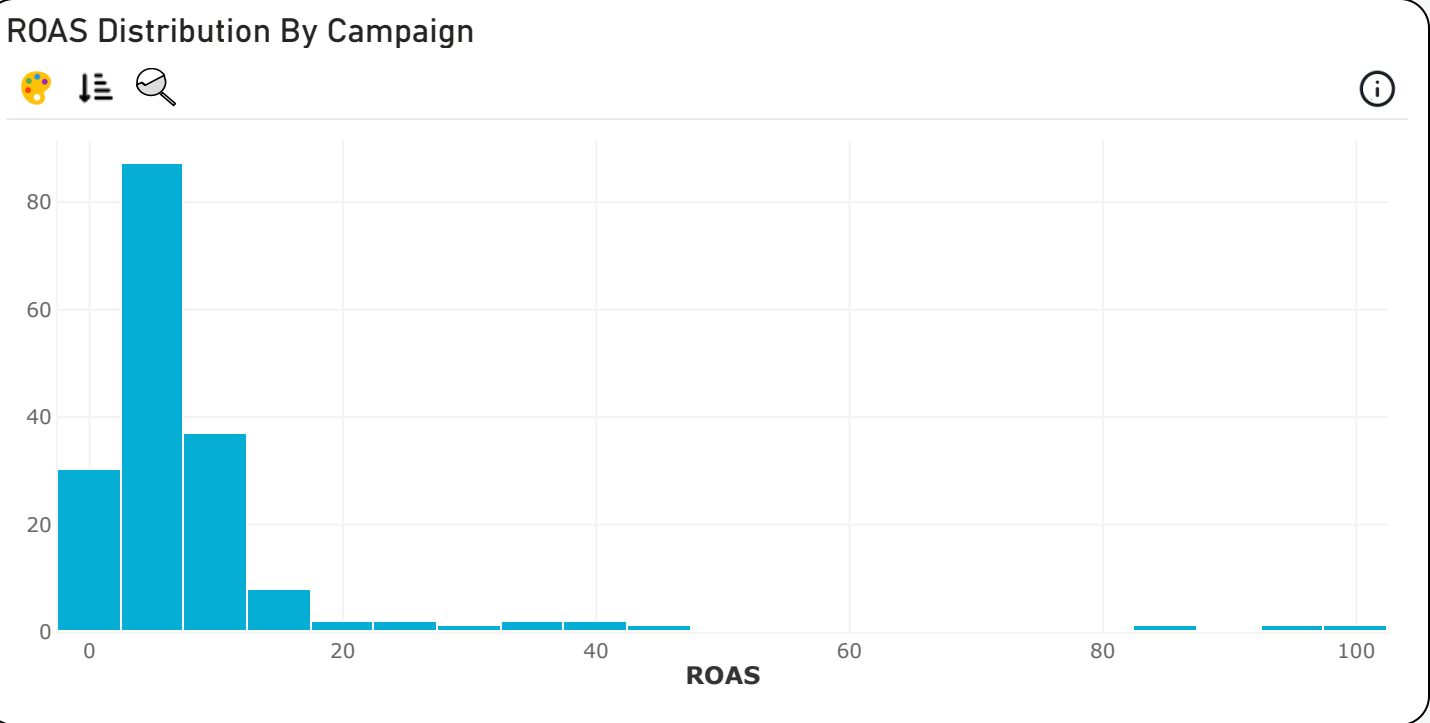
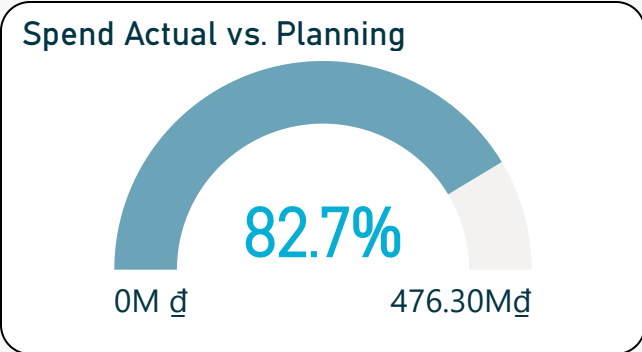
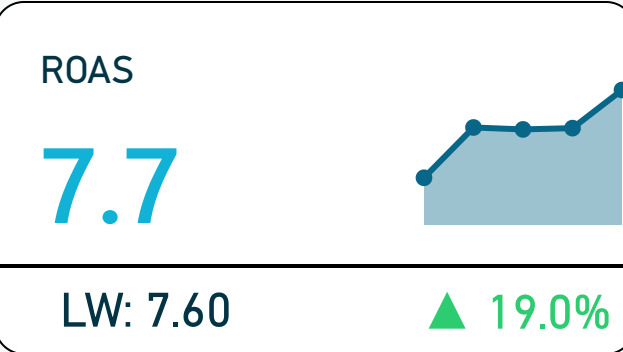
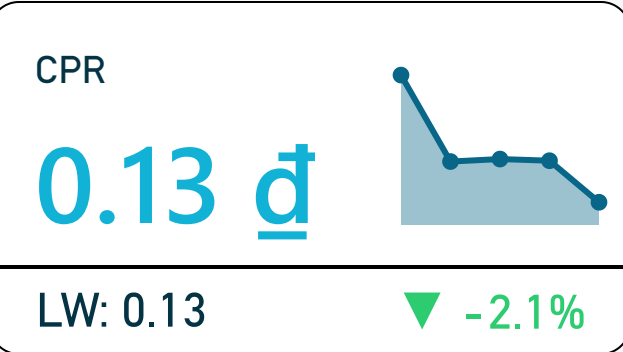
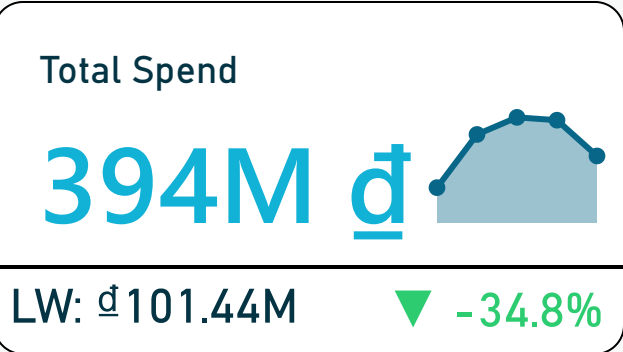
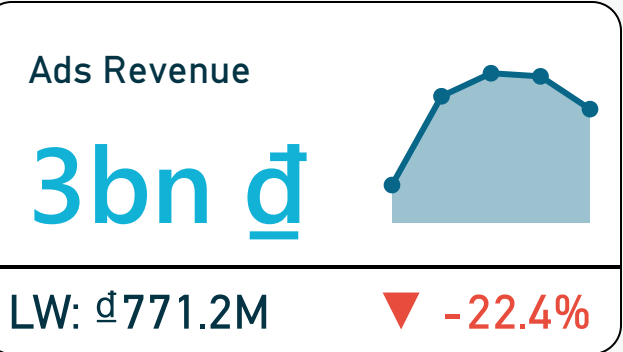
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Campaign	ROAS	%Revenue Contr.	%Growth Revenue
AUDREY SHIRT LAL new - ib - Op -1000k	11.0	8.8%	-43.0%
AUDREY SHIRT LAL new - ib - Re -1000k	7.0	5.4%	-56.3%
Tổng hợp 21/4 FLOWERS MAKE MY DAY LAL new - ib - Op -1000k	7.5	3.5%	
AVIAN DRESS - ib - Op -1000k	10.1	3.3%	-100.0%
MARGNET DRESS - ib - Op -1000k	22.5	2.6%	-100.0%
LISA DRESS - ib - Re -1000k	44.6	2.5%	
KATY DRESS - ib - Op -1000k	9.1	2.3%	-100.0%
FABRIC FOR SUMMER - ib - Op -1000k	11.1	2.1%	-57.4%
LISA DRESS - ib - Op -1000k	82.7	2.0%	
DANICA DRESS - ib - Op -1000k	10.7	1.9%	-100.0%
TH 26/4 YOU DESERVE THE MOST BEAUTIFUL THINGS LAL new - ib - Op -1000k	8.2	1.8%	
YOU DESERVE THE MOST BEAUTIFUL THINGS - ib - Op -1000k	10.3	1.7%	-69.6%
AUDREY SHIRT IG 9.5 - ib - Op -1000k	6.3	1.7%	-8.0%

Performance Analysis

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Total Impressions

5.1M



LW: 1.3M -34.3%

Total Clicks

41.6K



LW: 10.7K -29.2%

CTR

0.8%



LW: 0.8% 0.1%

CPC

9K đ



LW: đ9.4K -7.9%

CPM

77K đ



LW: đ78.5K -0.7%

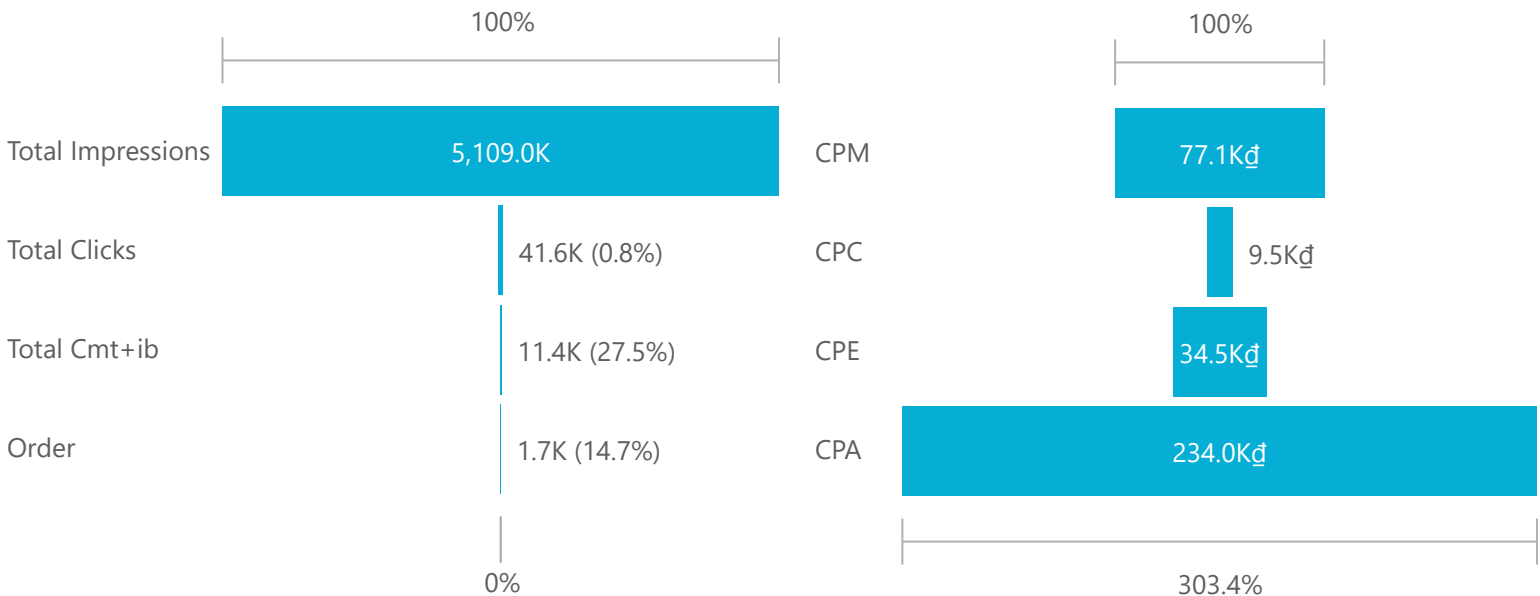
ROAS

7.67



LW: 7.60 19.0%

Marketing Funnel



Top/ Bottom Campaign by ROAS

Thrill through to see detail of campaign

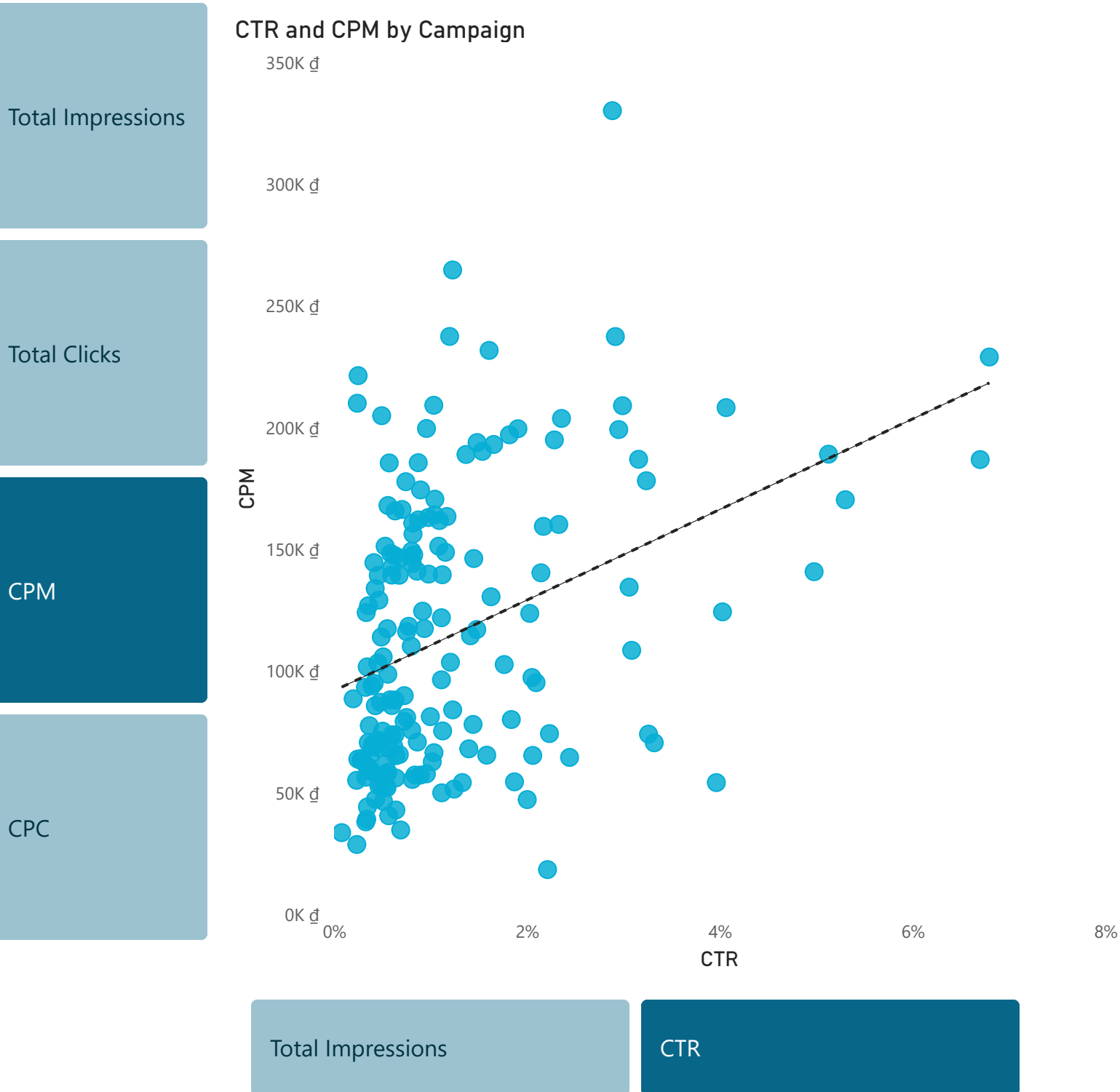
Bottom

Top

10

Campaign	ROAS	Impressions	Clicks	CTR	CPC	CPA
KINO DRESS - ib - Re -1000k	101.6	381	11	2.9%	11,438 đ	125,820 đ
AUDREY SHIRTE LAL new - ib - Op -1000k	95.3	13,882	11	0.1%	42,554 đ	156,030 đ
LISA DRESS - ib - Op -1000k	82.7	10,710	111	1.0%	6,421 đ	712,767 đ
LISA DRESS - ib - Re -1000k	44.6	13,892	282	2.0%	6,097 đ	859,635 đ
KINO DRESS - ib - Op -1000k	38.6	672	7	1.0%	15,766 đ	110,363 đ
LILLA DRESS - ib - Re -1000k	37.9	2,474	45	1.8%	10,837 đ	243,822 đ
LILLA DRESS - ib - Op -1000k	36.4	4,131	32	0.8%	15,294 đ	244,699 đ
LISA DRESS - ib - Op -1000k	33.6	18,606	151	0.8%	6,847 đ	1,033,830 đ
Lisa IG - ib - Op -1000k	32.3	7,071	158	2.2%	3,330 đ	263,038 đ
NEW INSPIRATION LAL new - ib - Op -1000k	27.3	6,150	33	0.5%	11,546 đ	19,050 đ
Total	48.8	77,969	841	1.1%	7,199 đ	216,224 đ

Please click buttons in X & Y Axis to see different view



Consumer Behavior

Overview

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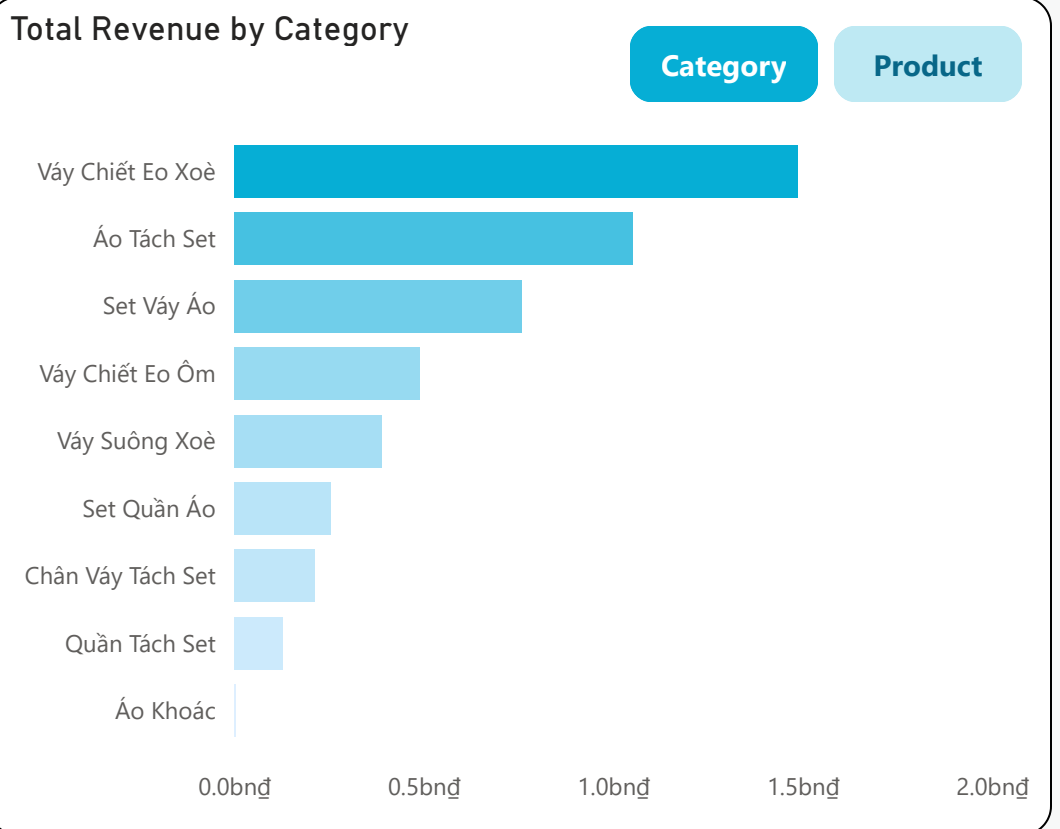
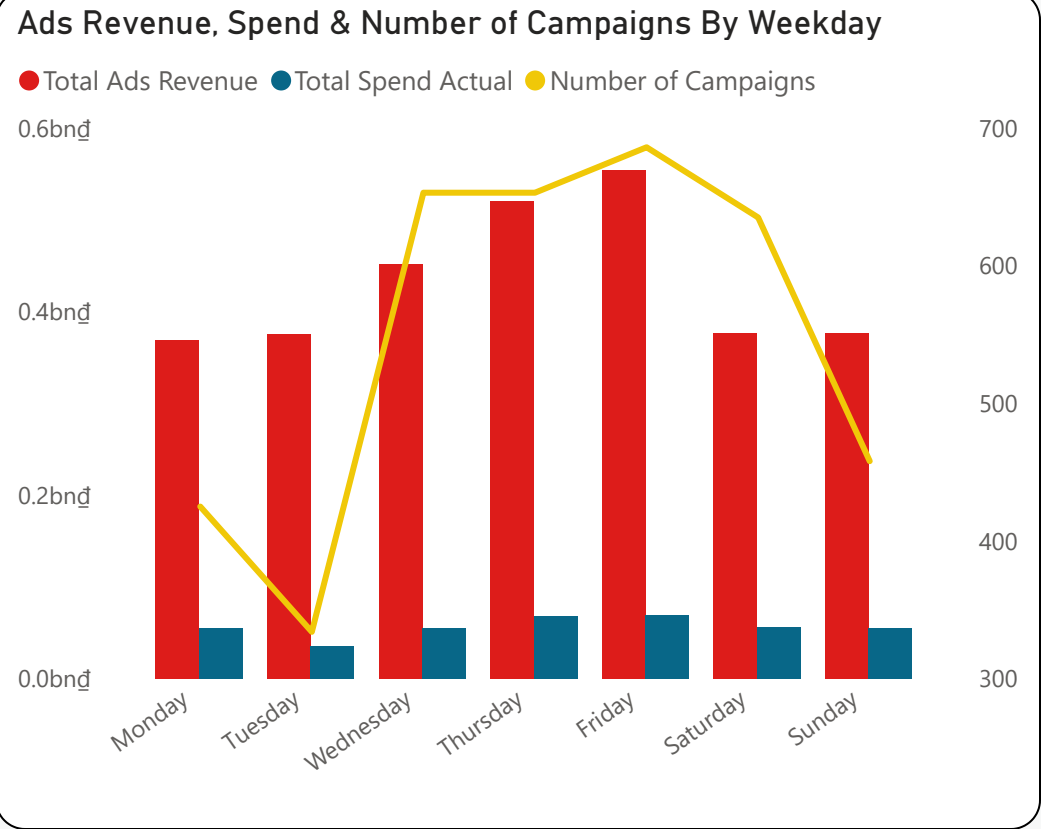
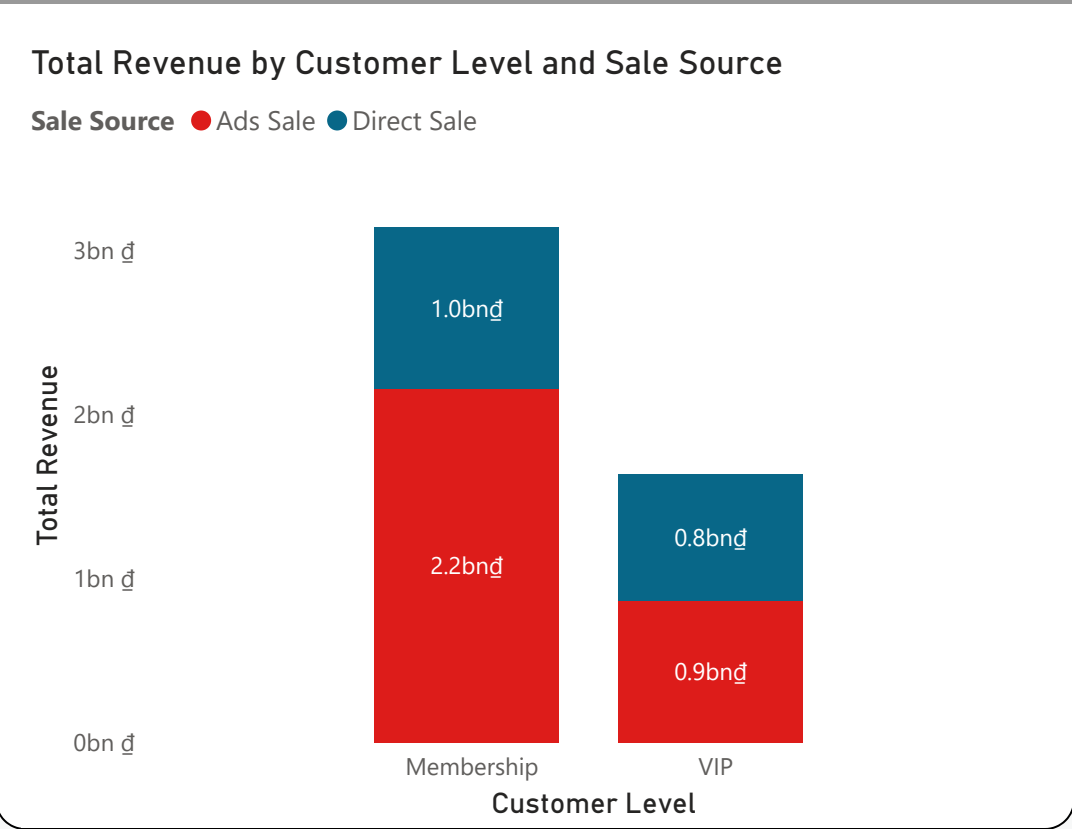
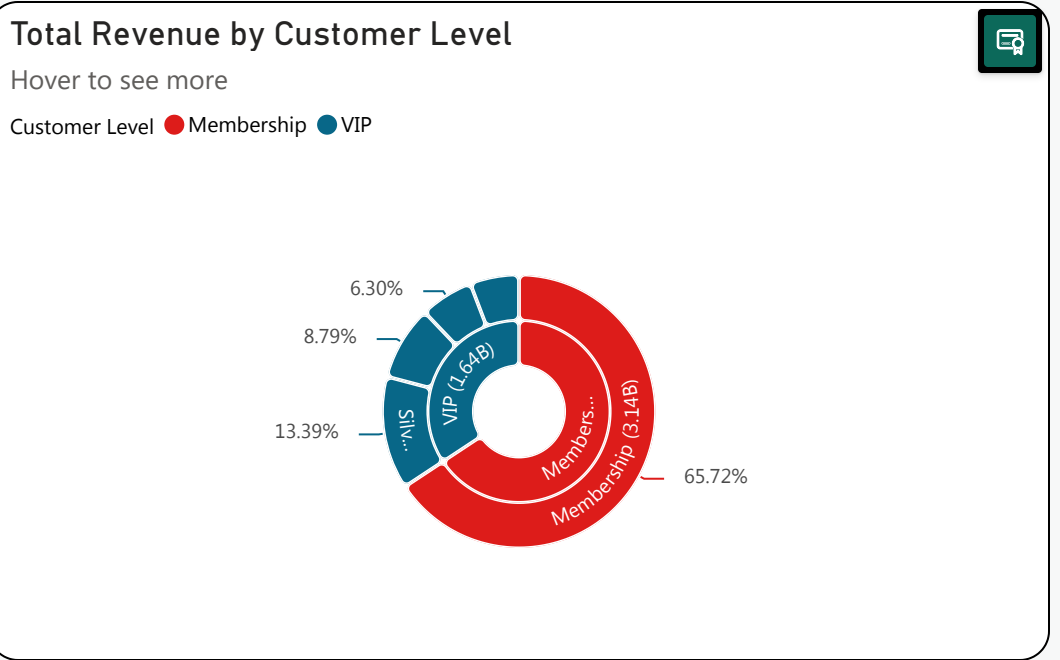
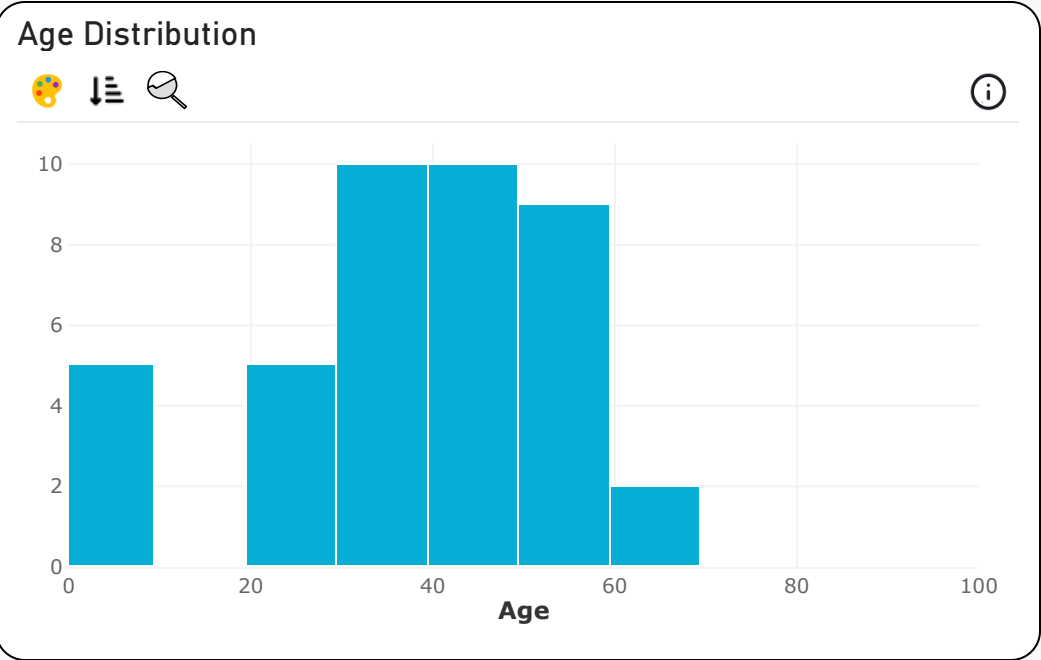
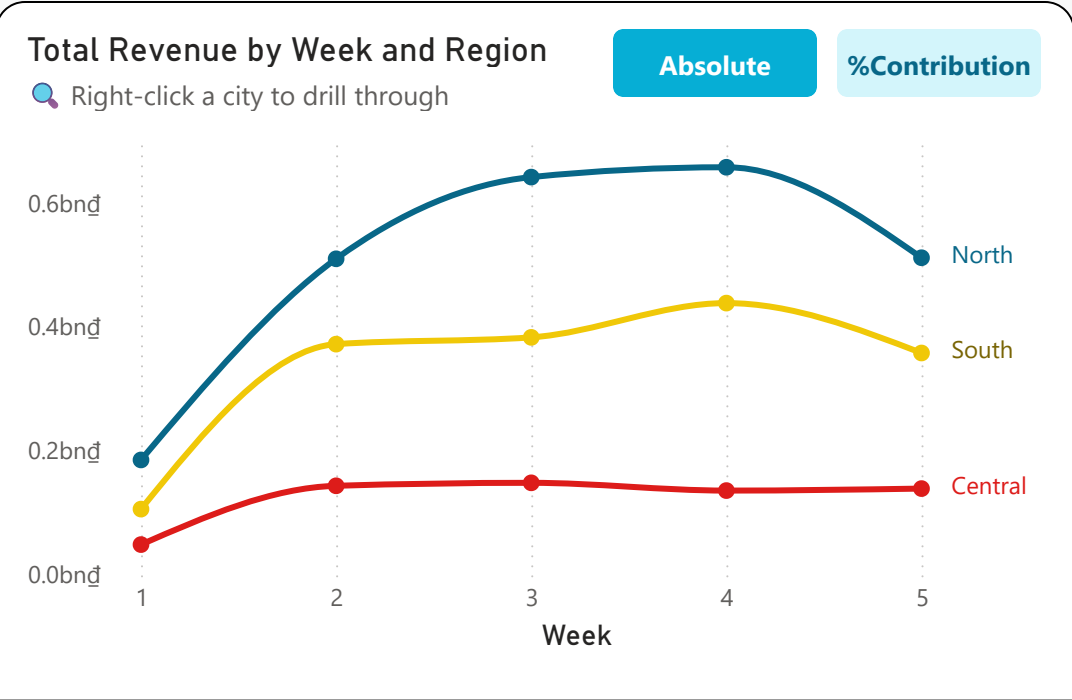
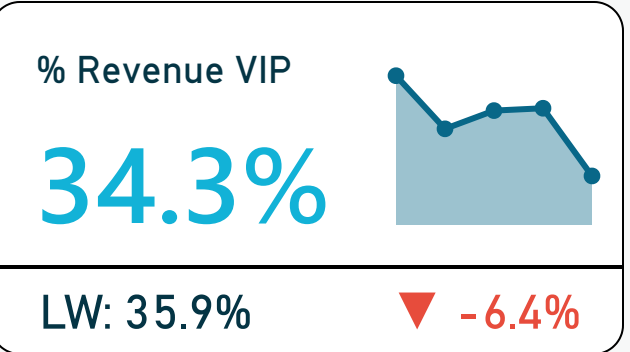
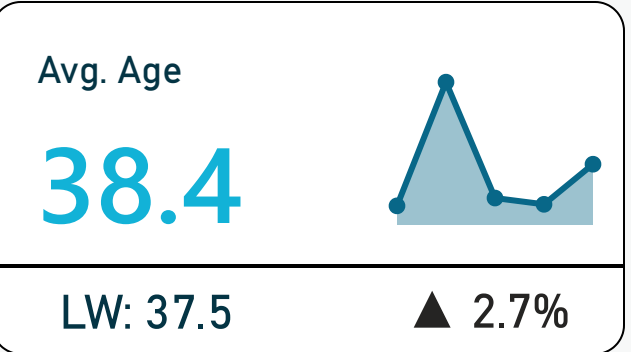
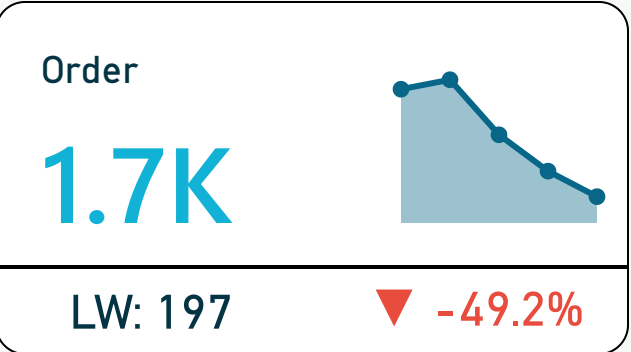
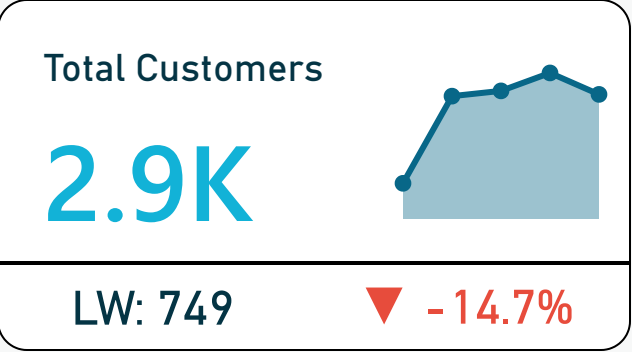
Week
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Product Analysis

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Total Revenue

4.8bnđ

LW: ₫1.23bn

-18.2%

Ads Revenue

3bn đ

LW: ₫771.2M

-22.4%

%Ads Contr.

63.3%

LW: 62.6%

-3.2%

Order

1.7K

LW: 197

-49.2%

Avg. Price

1.3Mđ

LW: ₫1.3M

5.7%

Total Revenue by Category

Total Revenue by Category and Sale Source

Category

Central

North

South

Váy Chít Eo Xòe	221,240,000.00 đ	877,920,000.00 đ	428,690,000.00 đ
Áo Tách Set	119,690,000.00 đ	557,800,000.00 đ	373,450,000.00 đ
Set Váy Áo	101,500,000.00 đ	396,150,000.00 đ	261,330,000.00 đ
Váy Chít Eo Ôm	57,900,000.00 đ	240,450,000.00 đ	191,050,000.00 đ
Váy Suông Xòe	36,550,000.00 đ	203,670,000.00 đ	148,370,000.00 đ
Set Quần Áo	29,250,000.00 đ	125,250,000.00 đ	100,950,000.00 đ
Chân Váy Tách Set	19,550,000.00 đ	110,590,000.00 đ	81,850,000.00 đ
Quần Tách Set	17,000,000.00 đ	53,350,000.00 đ	56,400,000.00 đ
Áo Khoác			3,600,000.00 đ
Total	612,680,000.00 đ	2,505,180,000.00 đ	1,655,690,000.00 đ

What is the best Product?

Top 10 Products - Revenue

Hover to see Size of Product

Product Name

IG|News Shirt

Ads Sale

51.45Mđ

Direct Sale

17.85Mđ

Total Revenue by Week and Sale Source

Category

Áo Tách Set

Selling Price

1,050,000 đ

Cost of Goods Sold

1,100,000 đ

Brand

Trơn

Color

Trắng

Material

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