

Overview

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

Filter

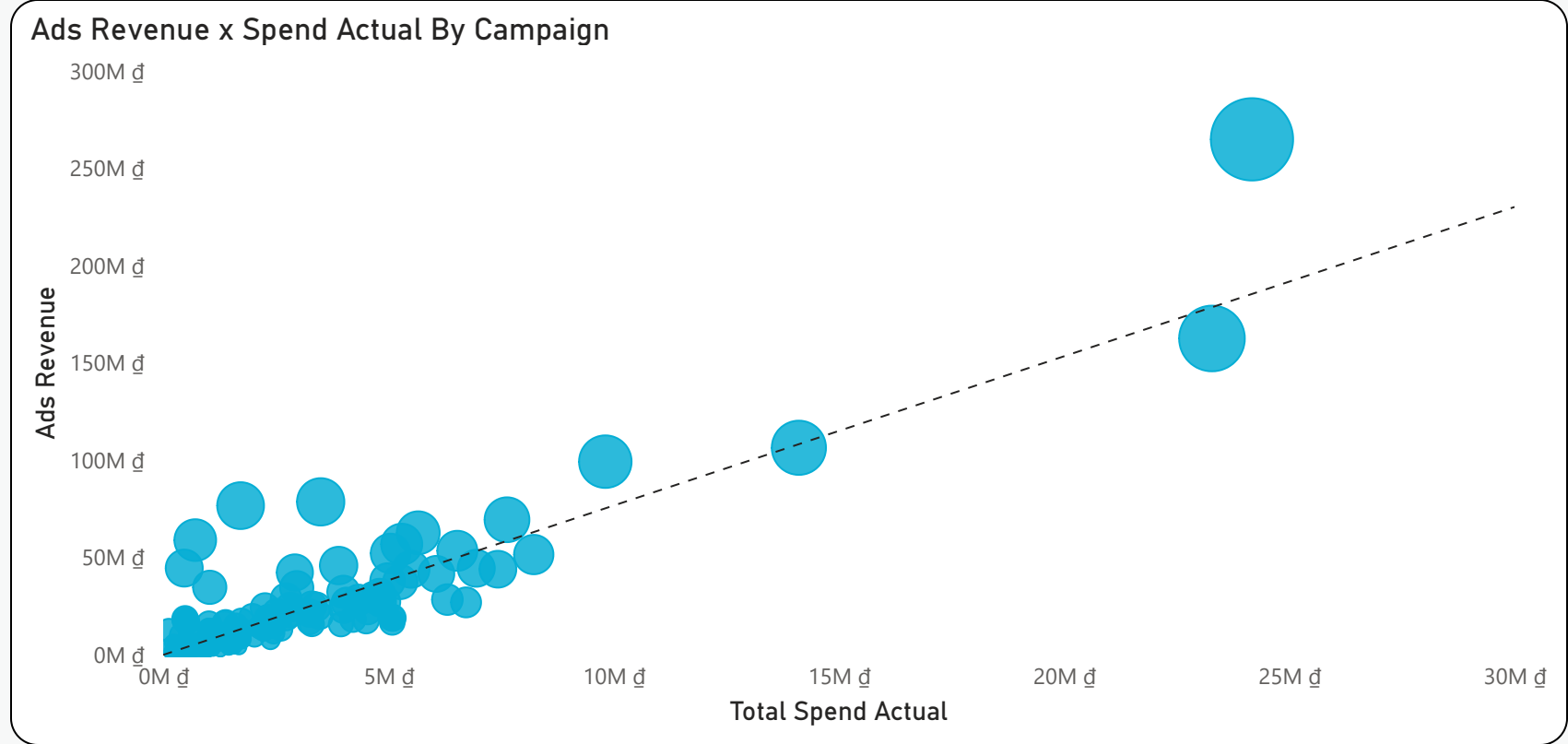
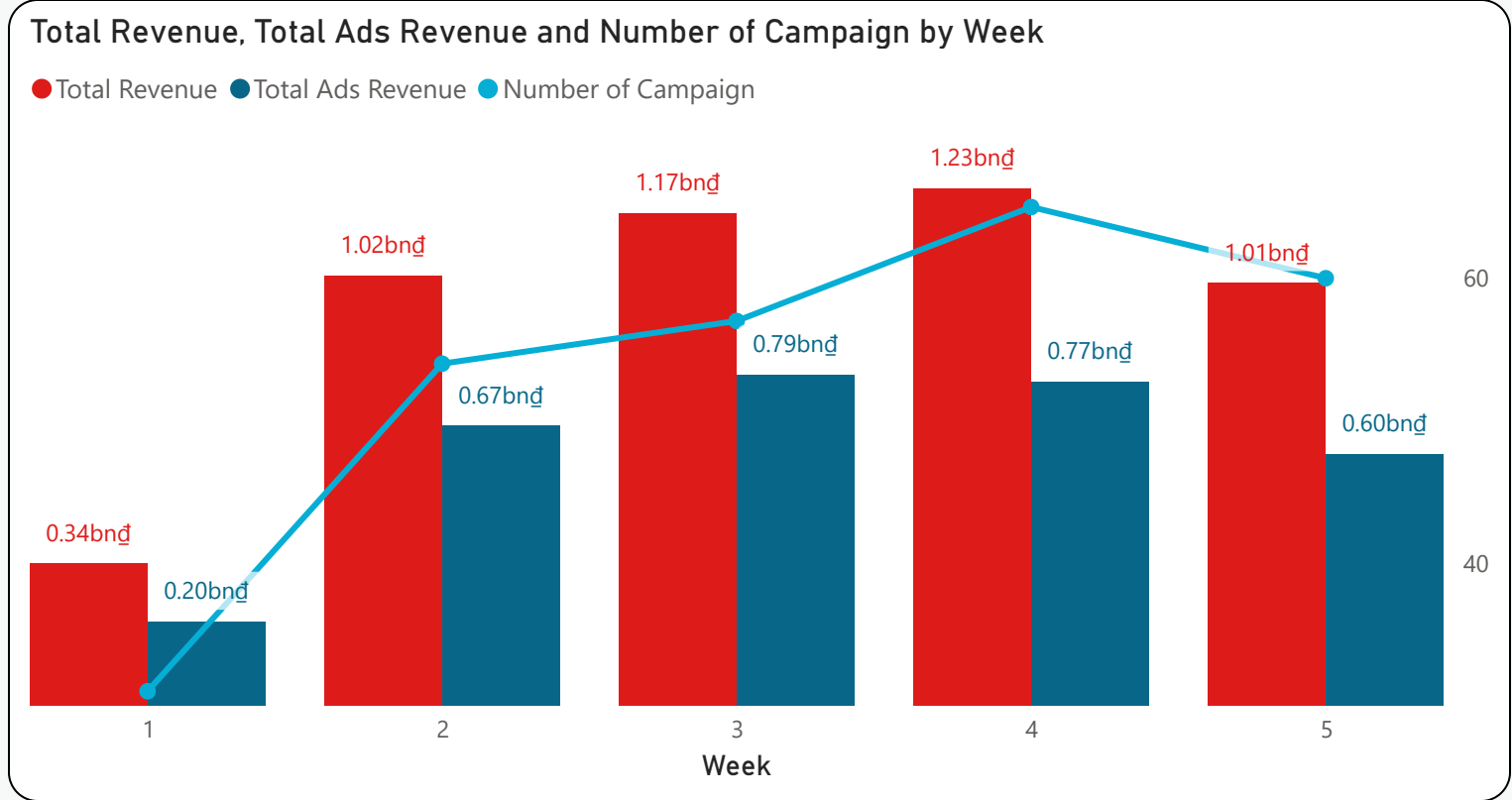
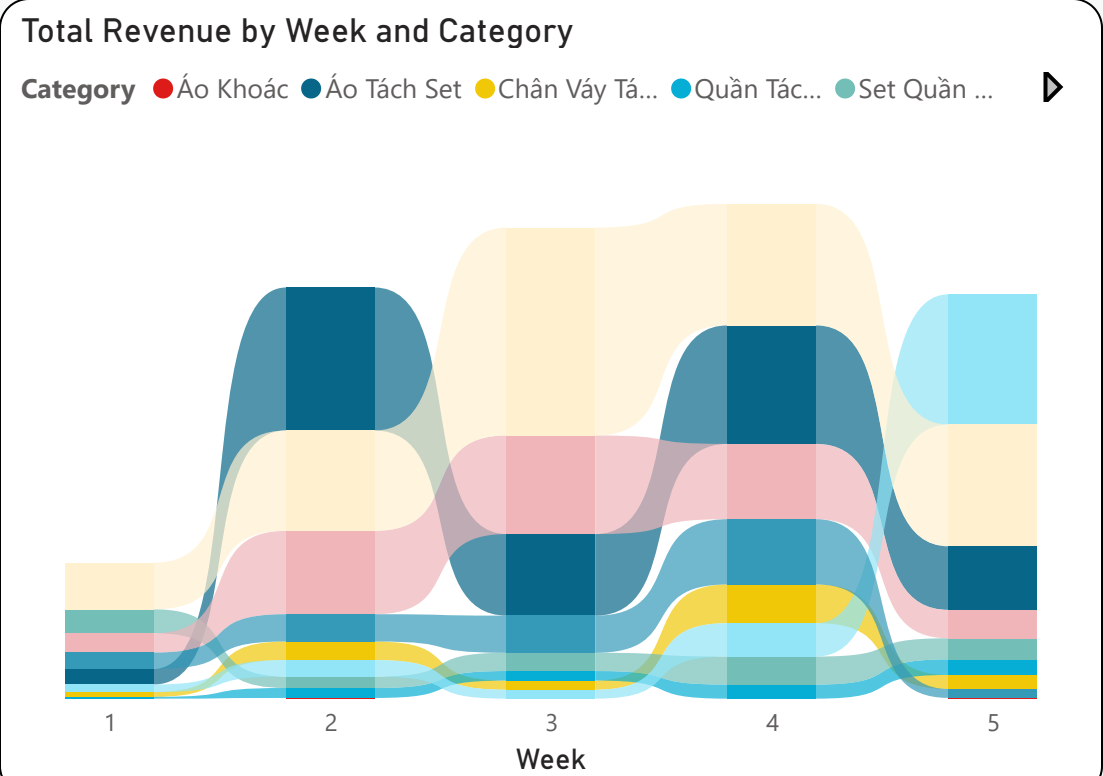
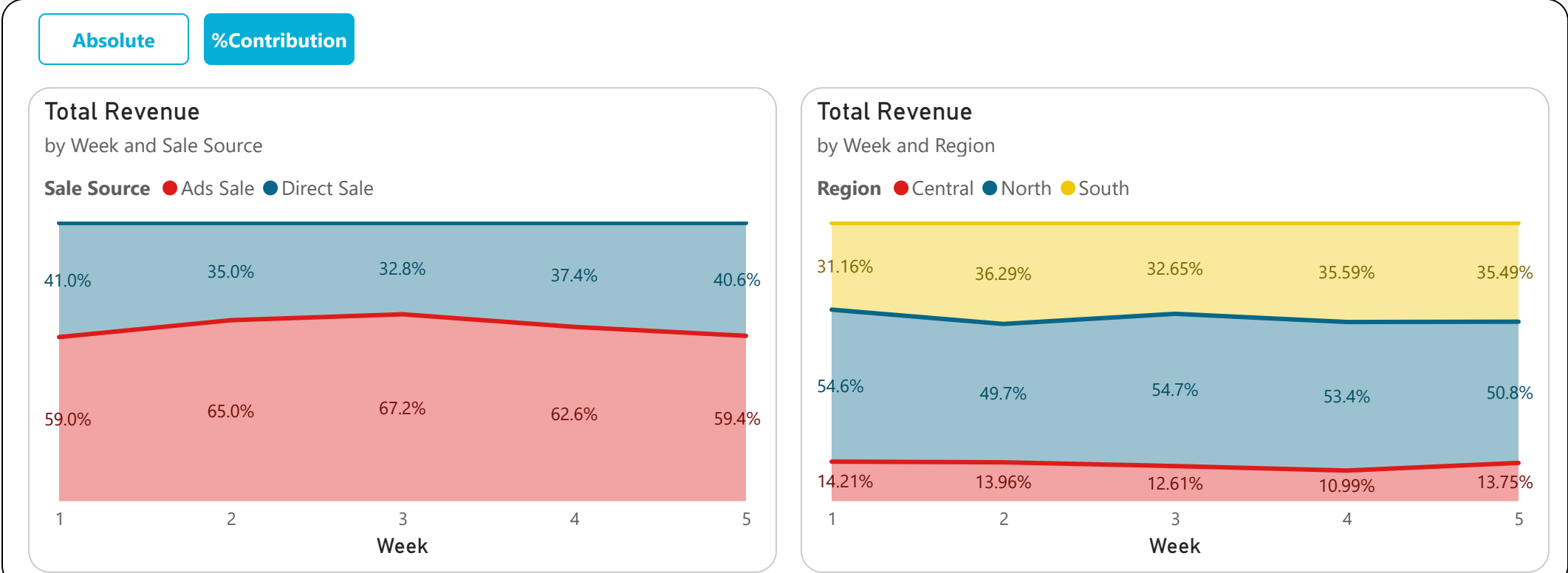
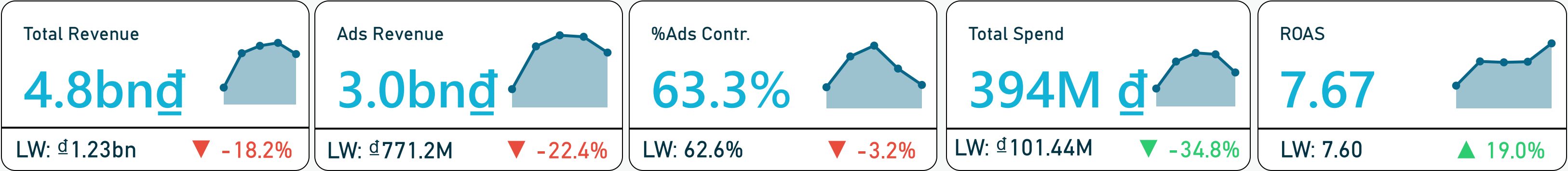
- Week

All
- Day

All
- Campaign

All
- Category

All



Marketing Effectiveness

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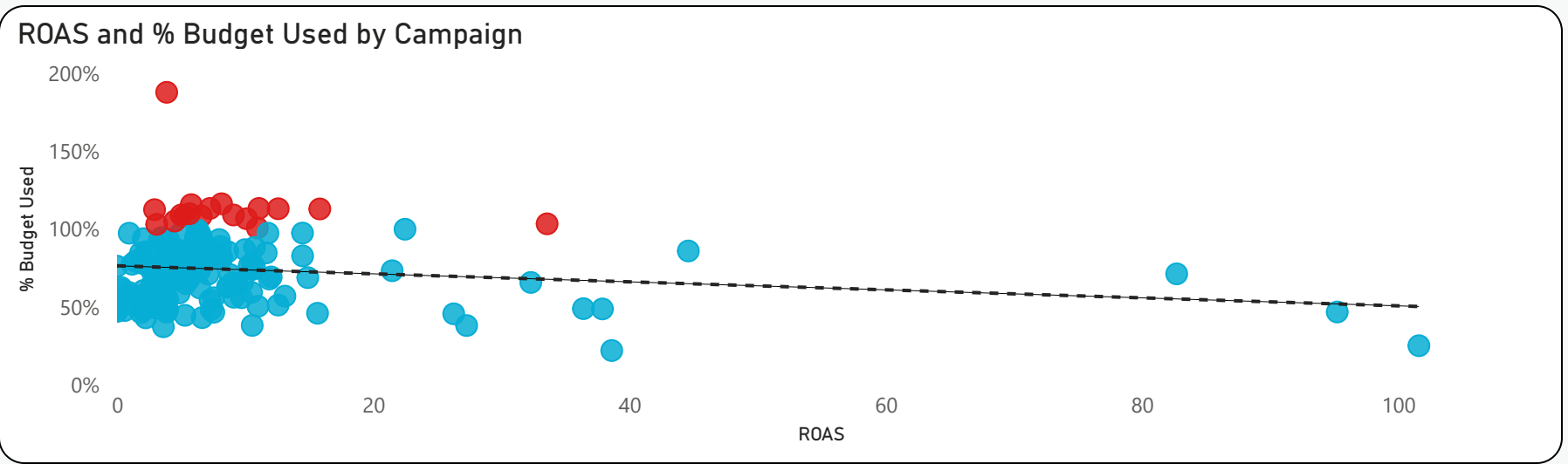
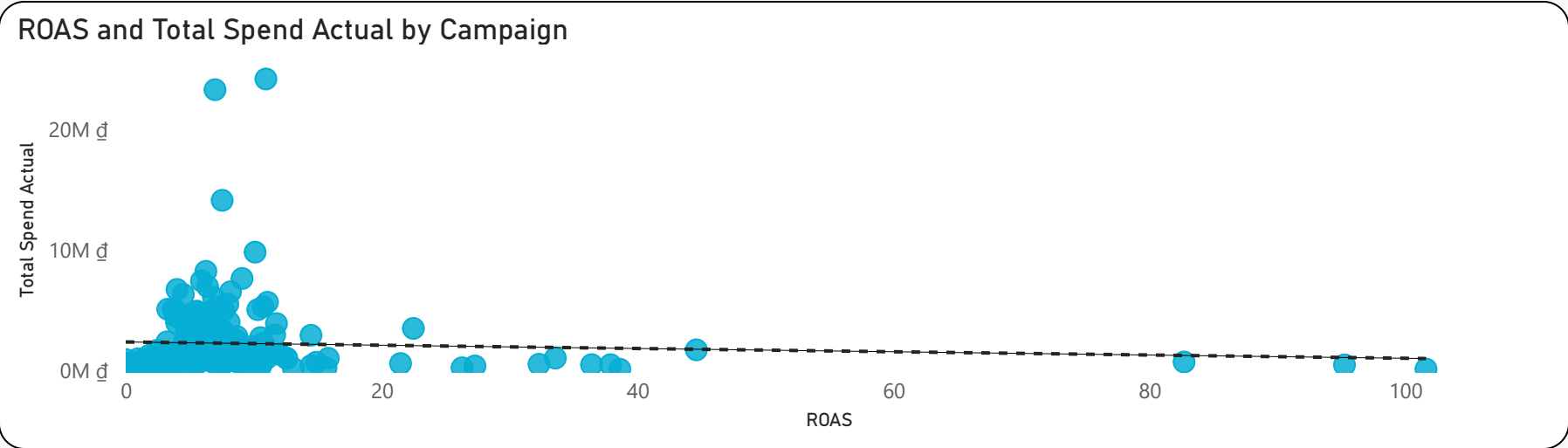
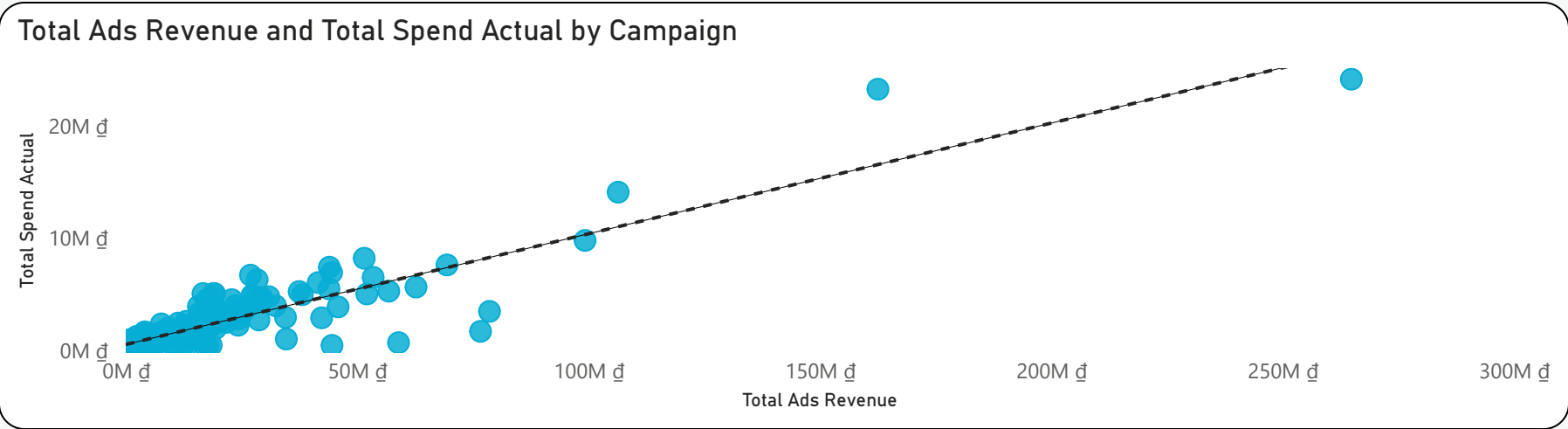
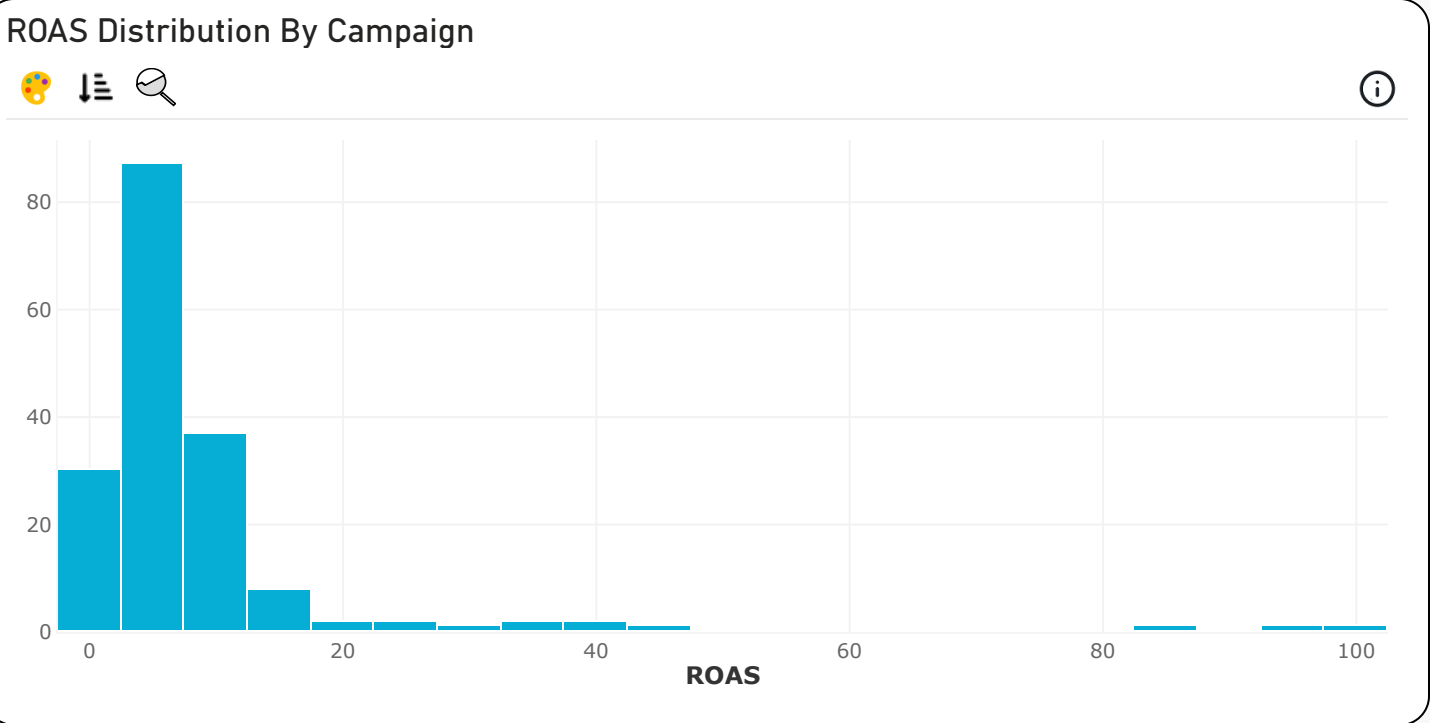
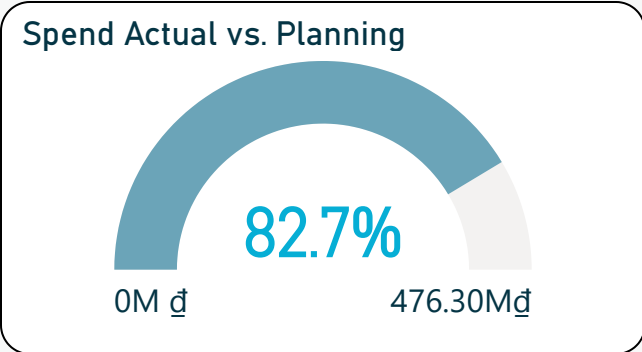
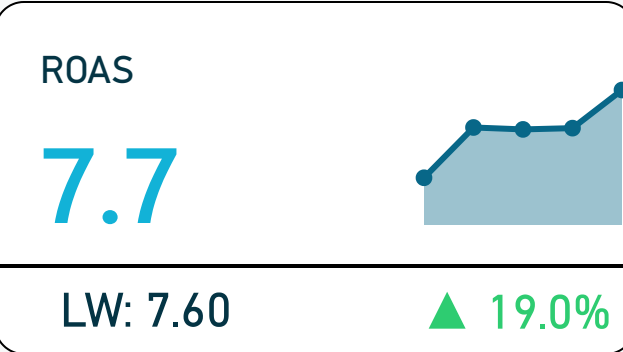
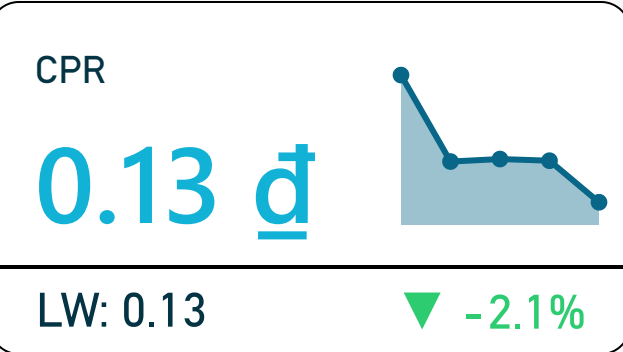
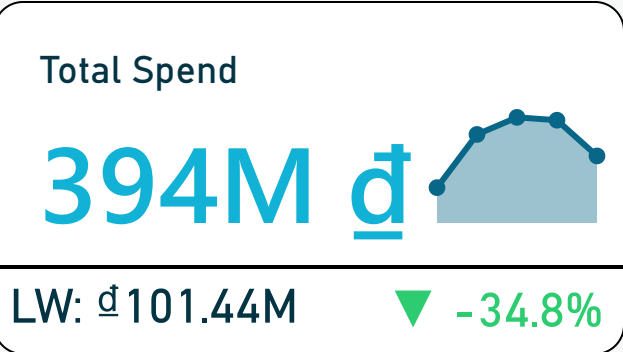
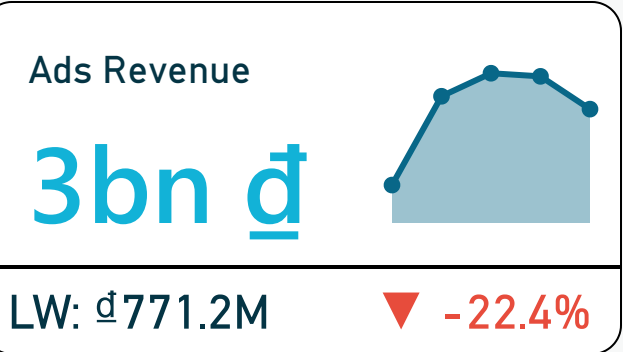
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Campaign	ROAS	%Revenue Contr.	%Growth Revenue
AUDREY SHIRT LAL new - ib - Op -1000k	11.0	8.8%	-43.0%
AUDREY SHIRT LAL new - ib - Re -1000k	7.0	5.4%	-56.3%
Tổng hợp 21/4 FLOWERS MAKE MY DAY LAL new - ib - Op -1000k	7.5	3.5%	
AVIAN DRESS - ib - Op -1000k	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

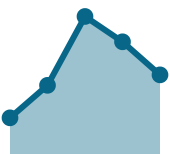
5.1M



LW: 1.3M -34.3%

Total Clicks

41.6K



LW: 10.7K -29.2%

CTR

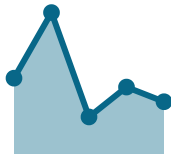
0.8%



LW: 0.8% 0.1%

CPC

9K đ



LW: đ9.4K -7.9%

CPM

77K đ



LW: đ78.5K -0.7%

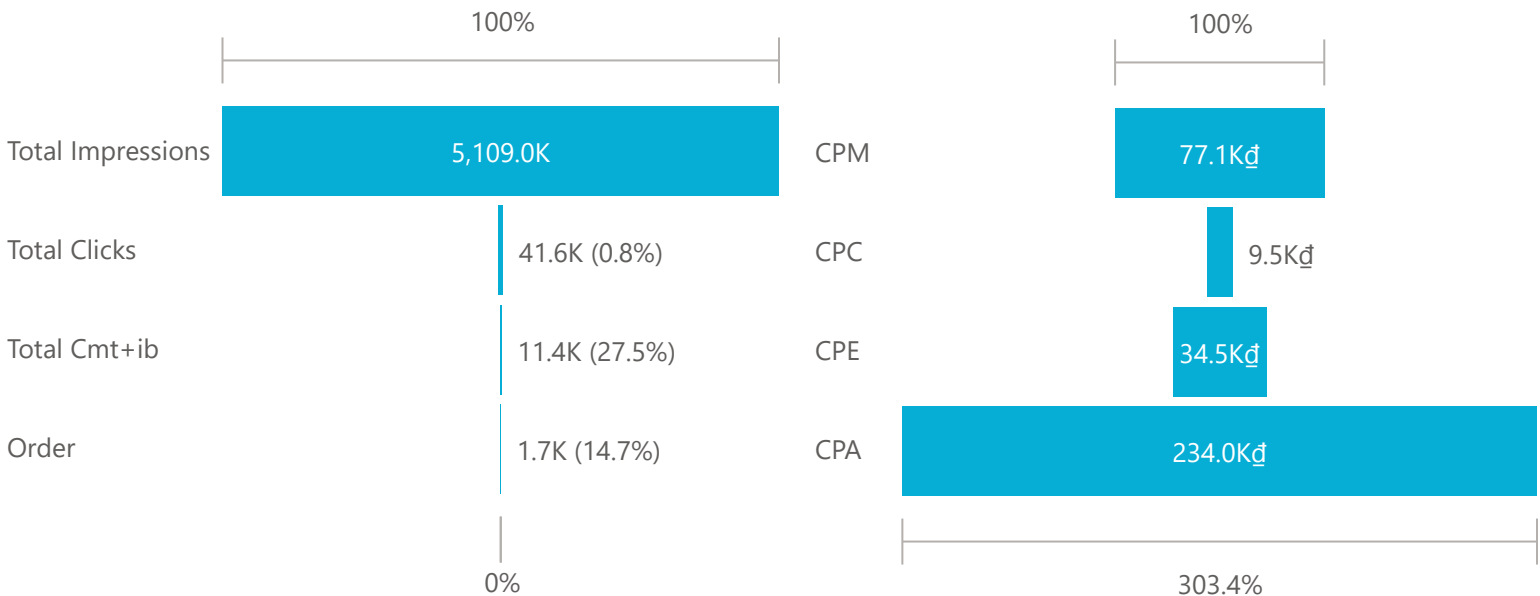
ROAS

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

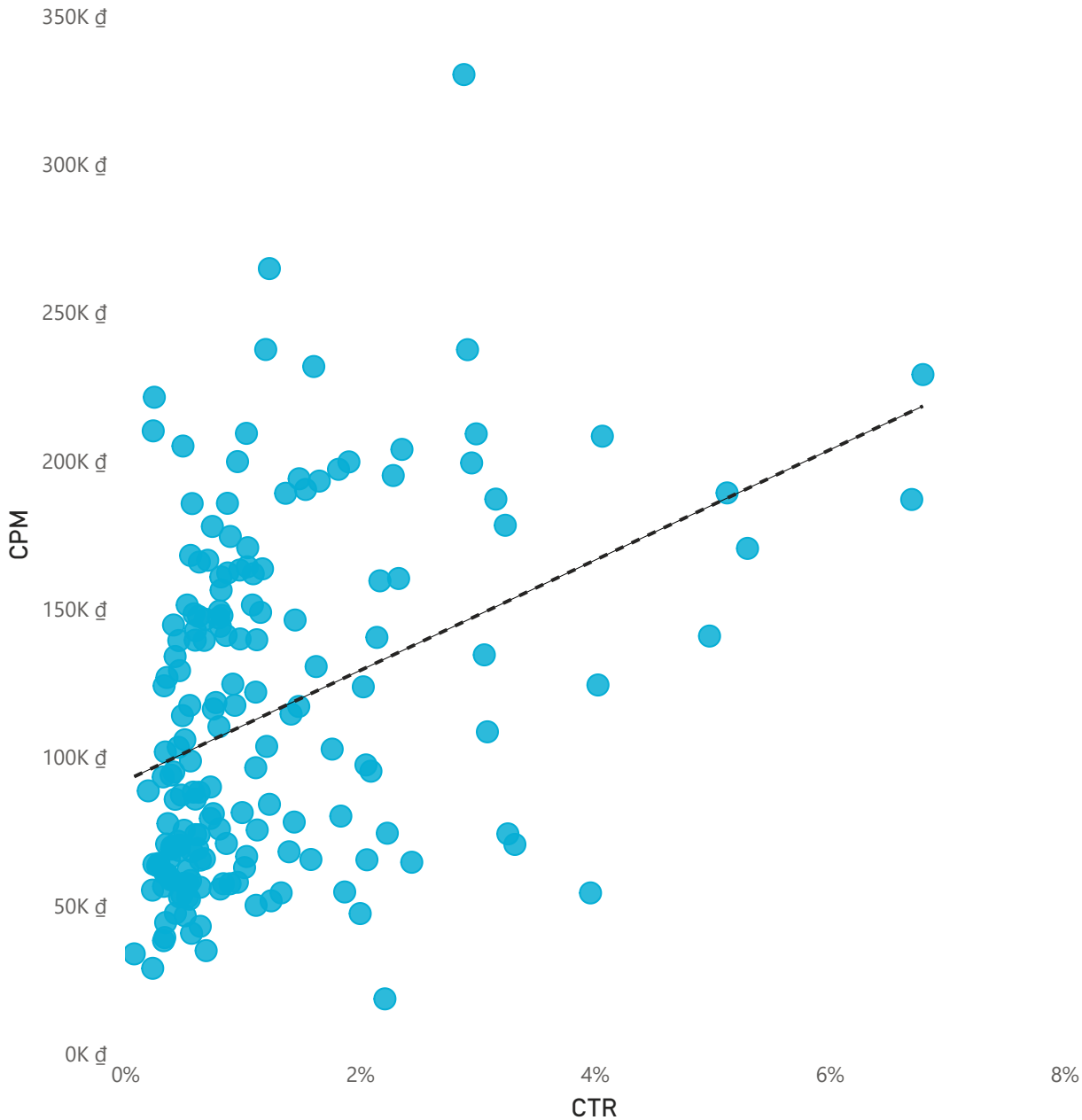
Total Impressions

Total Clicks

CPM

CPC

CTR and CPM by Campaign



Total Impressions

CTR

Consumer Behavior

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Filter

Week

All

Day

All

Campaign

All

Category

All

Region

All

Total Customers

2.9K

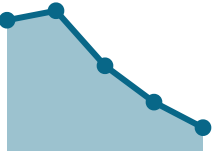
LW: 749 -14.7%



Order

1.7K

LW: 197 -49.2%



Avg. Age

38.4

LW: 37.5 2.7%



% Revenue VIP

34.3%

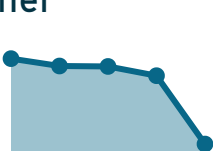
LW: 35.9% -6.4%



Avg Quantity/ Customer

1.21

LW: 1.22 -8.9%

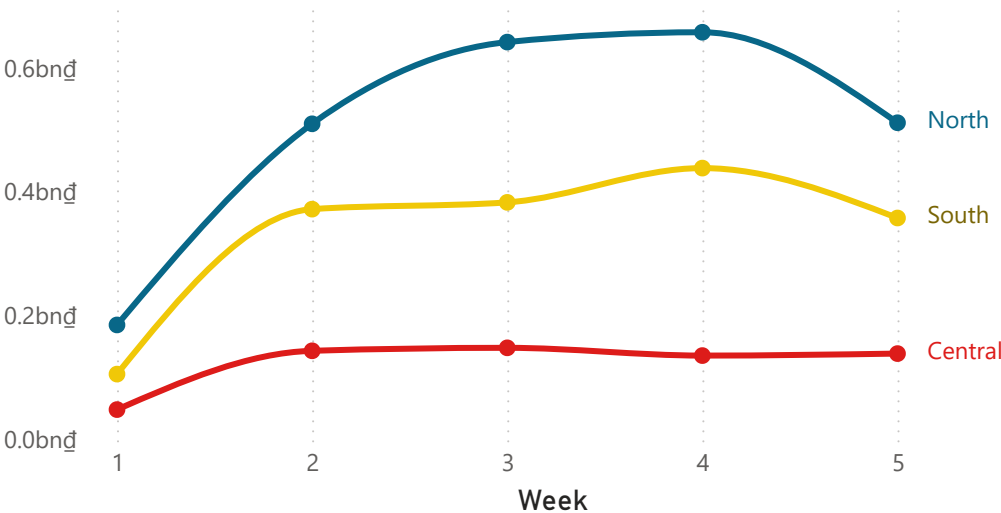


Total Revenue by Week and Region

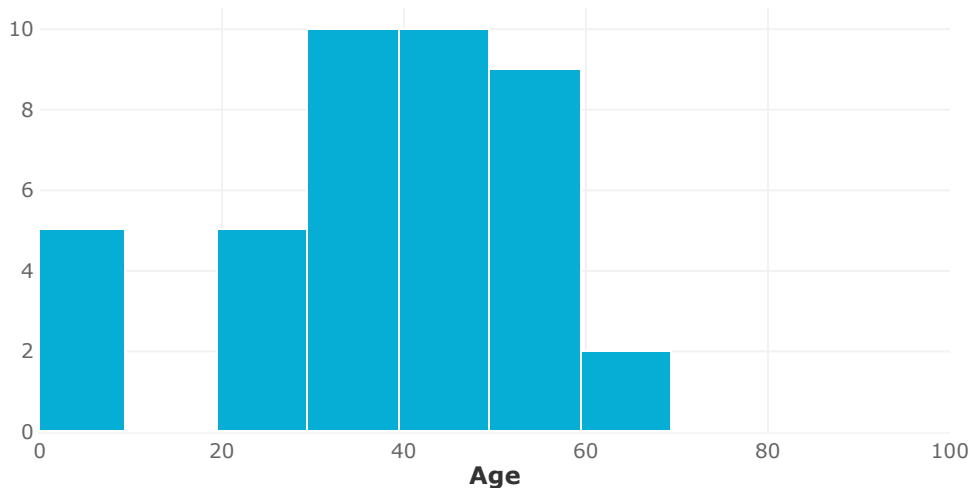
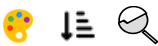
Right-click a city to drill through

Absolute

%Contribution



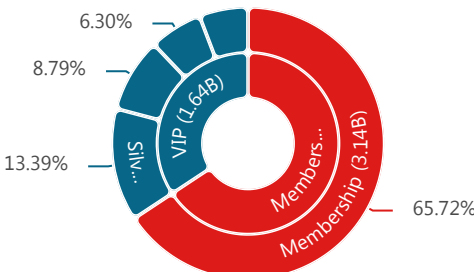
Age Distribution



Total Revenue by Customer Level

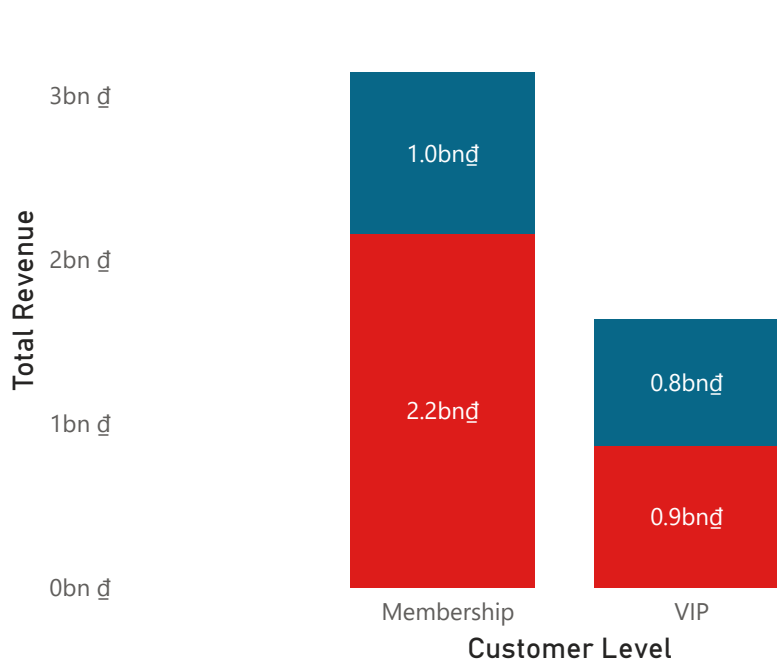
Hover to see more

Customer Level Membership VIP



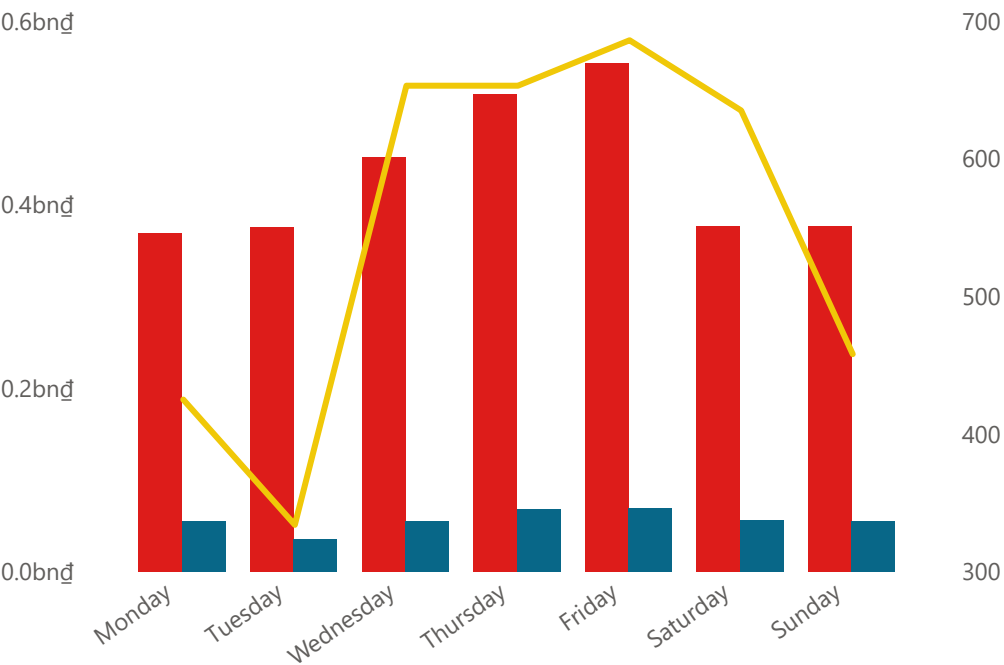
Total Revenue by Customer Level and Sale Source

Sale Source Ads Sale Direct Sale



Ads Revenue, Spend & Number of Campaigns By Weekday

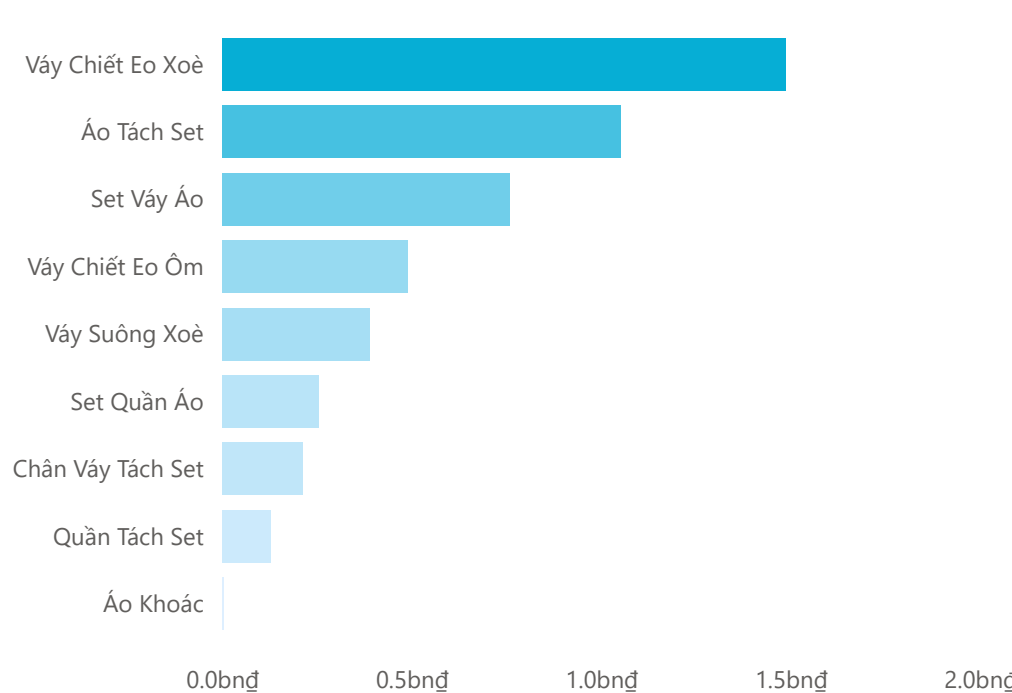
Total Ads Revenue Total Spend Actual Number of Campaigns



Total Revenue by Category

Category

Product



Product Analysis

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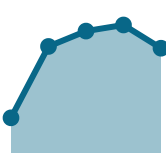
All

Category

All

Total Revenue

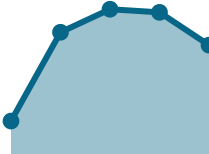
4.8bnđ



LW: đ1.23bn ▼ -18.2%

Ads Revenue

3bn đ



LW: đ771.2M ▼ -22.4%

%Ads Contr.

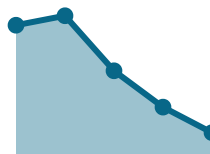
63.3%



LW: 62.6% ▼ -3.2%

Order

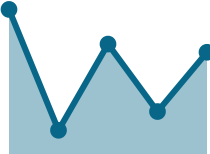
1.7K



LW: 197 ▼ -49.2%

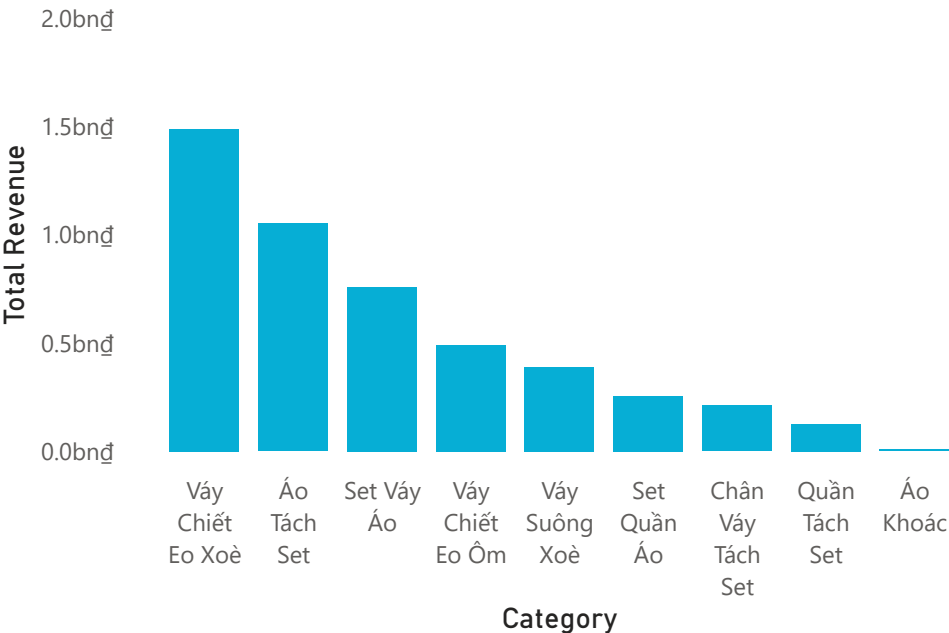
Avg. Price

1.3Mđ

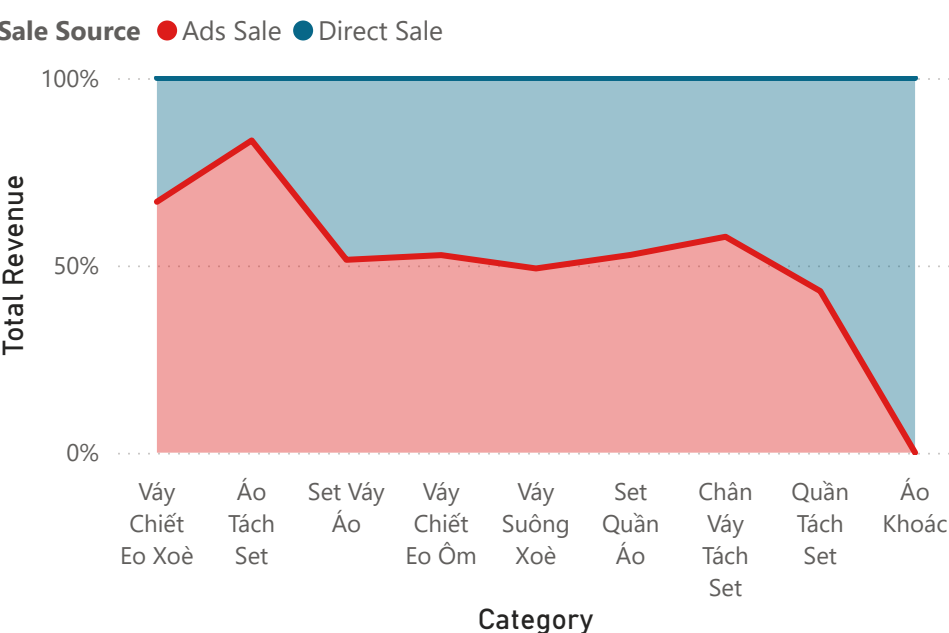


LW: đ1.3M ▲ 5.7%

Total Revenue by Category



Total Revenue by Category and Sale Source

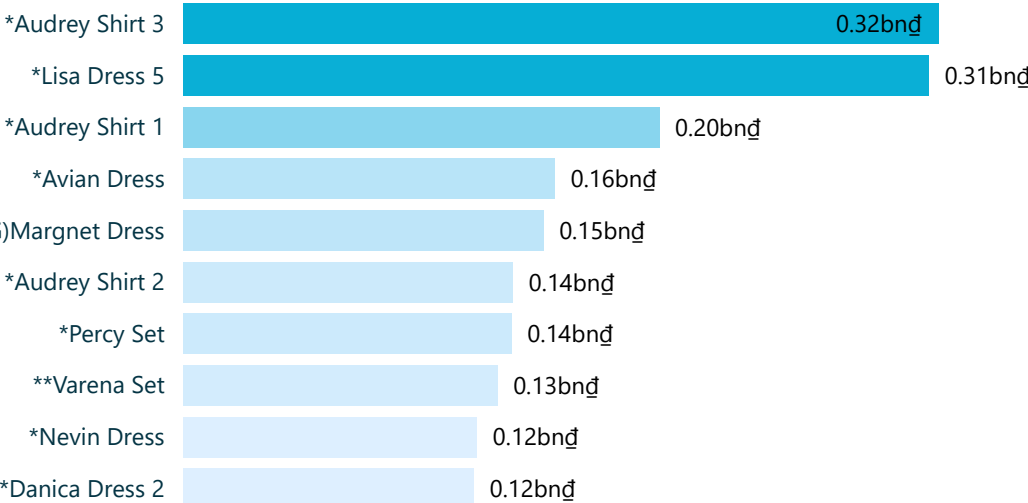


Category	Central	North	South
Váy Chiết Eo Xoè	231,240,000.00 đ	817,920,000.00 đ	438,690,000.00 đ
Áo Tách Set	119,690,000.00 đ	557,800,000.00 đ	373,450,000.00 đ
Set Váy Áo	101,500,000.00 đ	396,150,000.00 đ	261,330,000.00 đ
Váy Chiết Eo Ôm	57,900,000.00 đ	240,450,000.00 đ	191,050,000.00 đ
Váy Suông Xoè	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

(G)Neva Shirt

Total Revenue by Week and Sale Source



Ads Sale	Direct Sale

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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