

Overview



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Marketing Effectiveness

Performance Analysis

Consumer Behaviour

Product Analysis

Filter 

Week

All

Day

All

Campaign

All

Category

All

Absolute  %Contribution 

Total Revenue

by Week and Sale Source

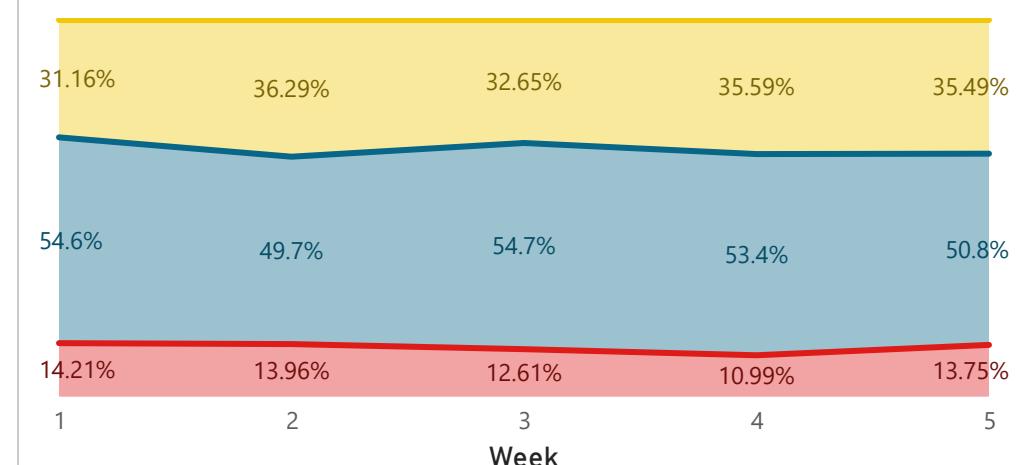
Sale Source ● Ads Sale ● Direct Sale



Total Revenue

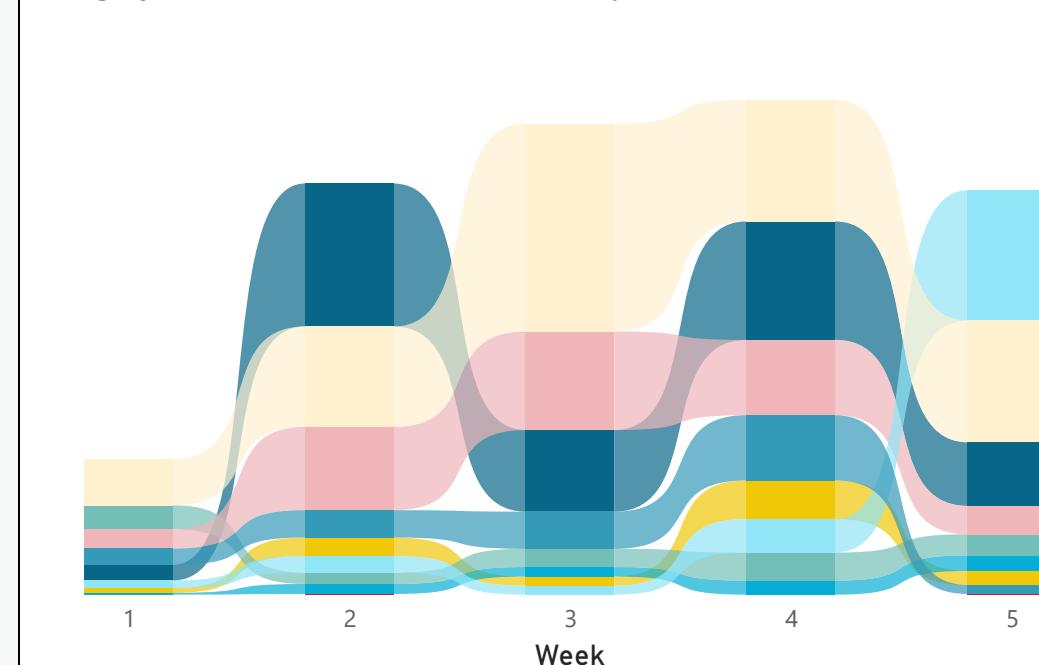
by Week and Region

Region ● Central ● North ● South



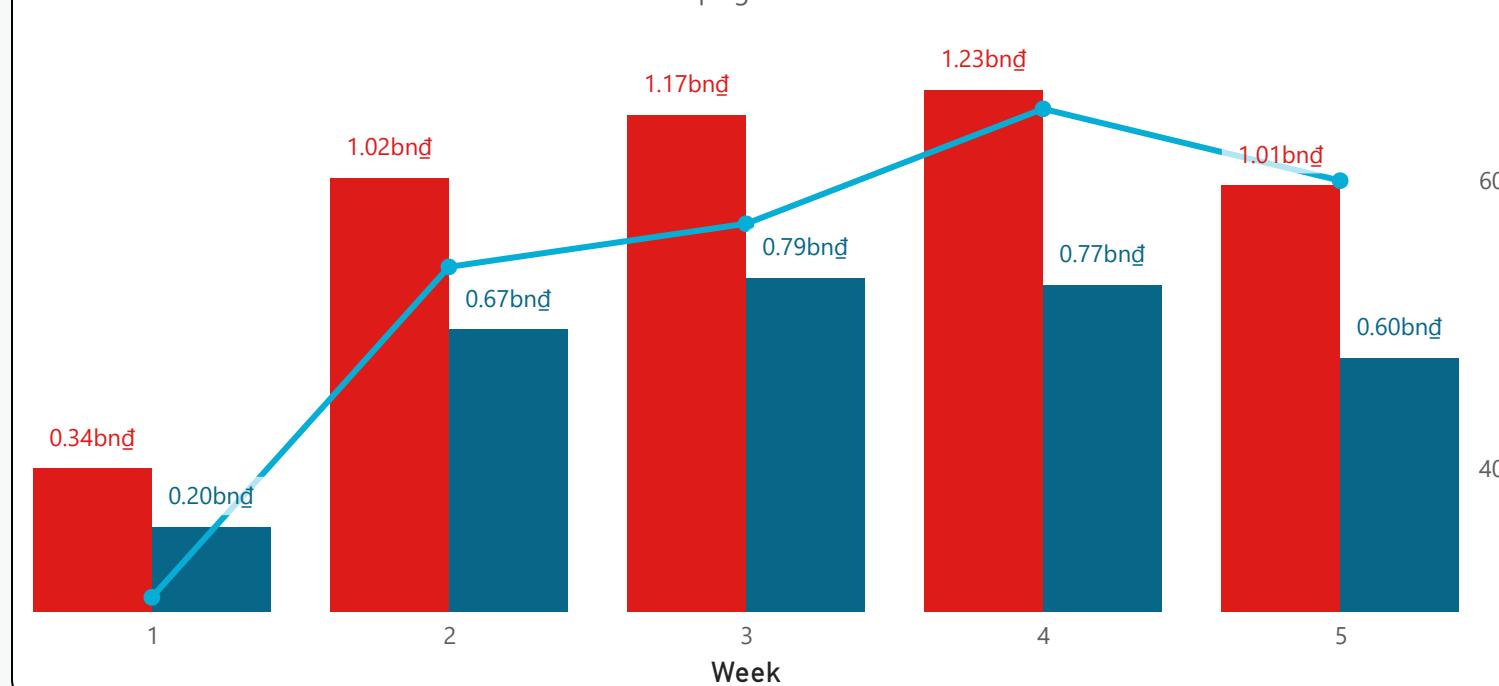
Total Revenue by Week and Category

Category ● Áo Khoác ● Áo Tách Set ● Chân Váy Tá... ● Quần Tá... ● Set Quần ... 

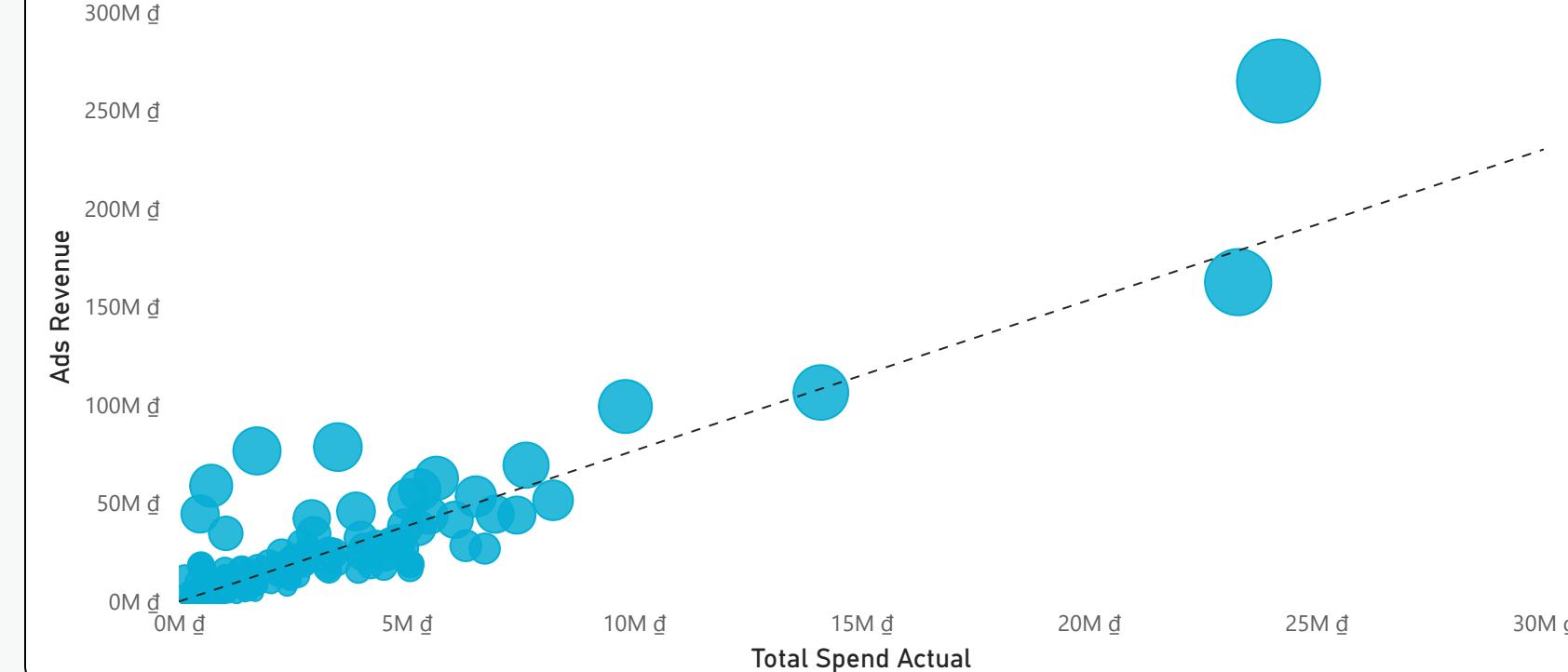


Total Revenue, Total Ads Revenue and Number of Campaign by Week

● Total Revenue ● Total Ads Revenue ● Number of Campaign



Ads Revenue x Spend Actual By Campaign



Marketing Effectiveness



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All 

Day

All 

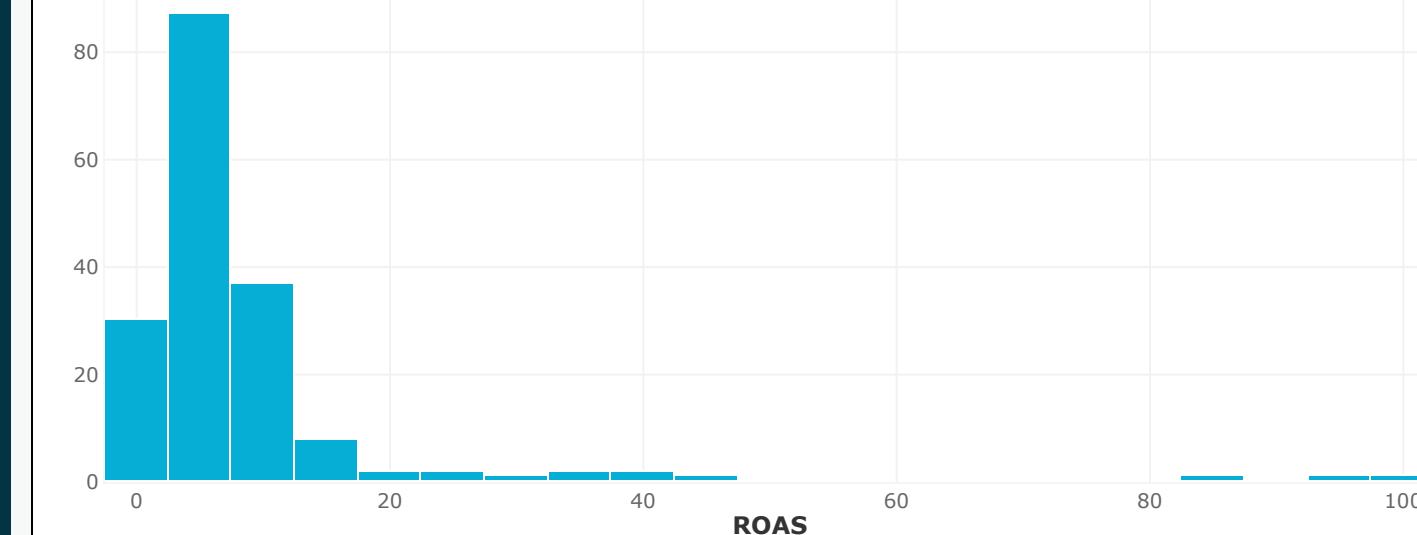
Campaign

All 

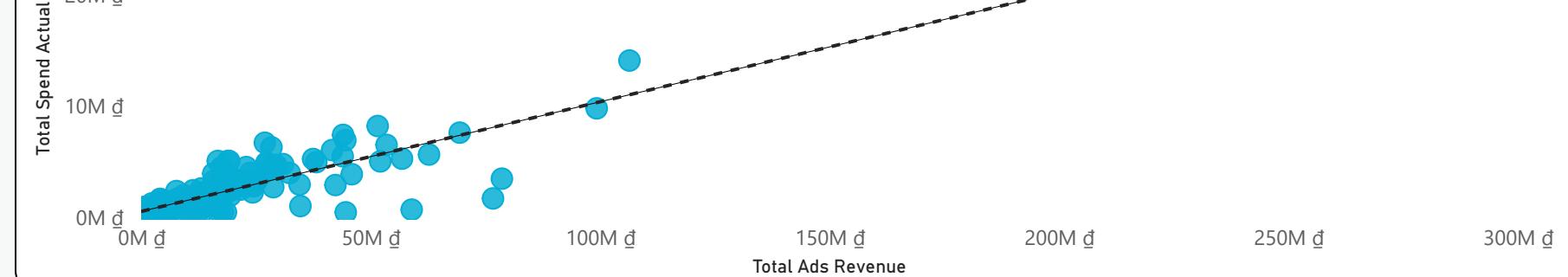
Category

All 

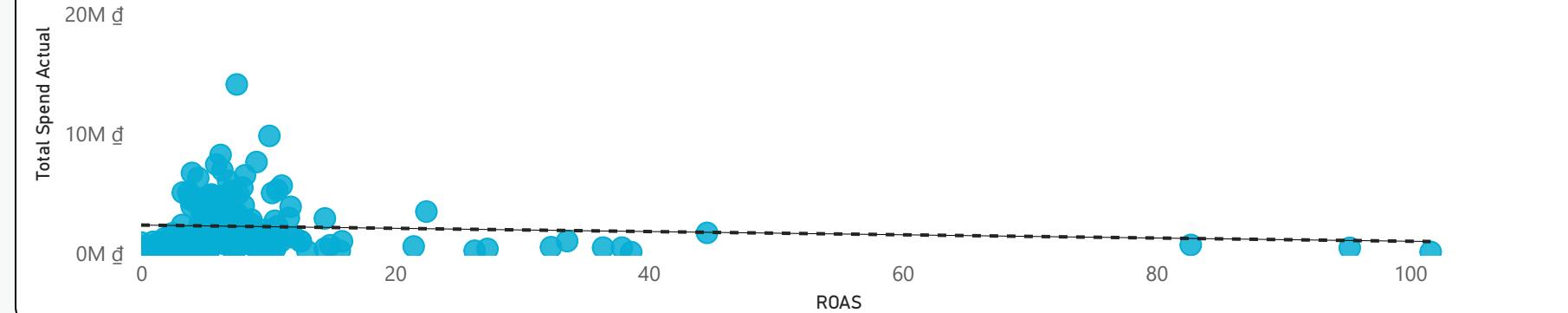
ROAS Distribution By Campaign



Total Ads Revenue and Total Spend Actual by Campaign



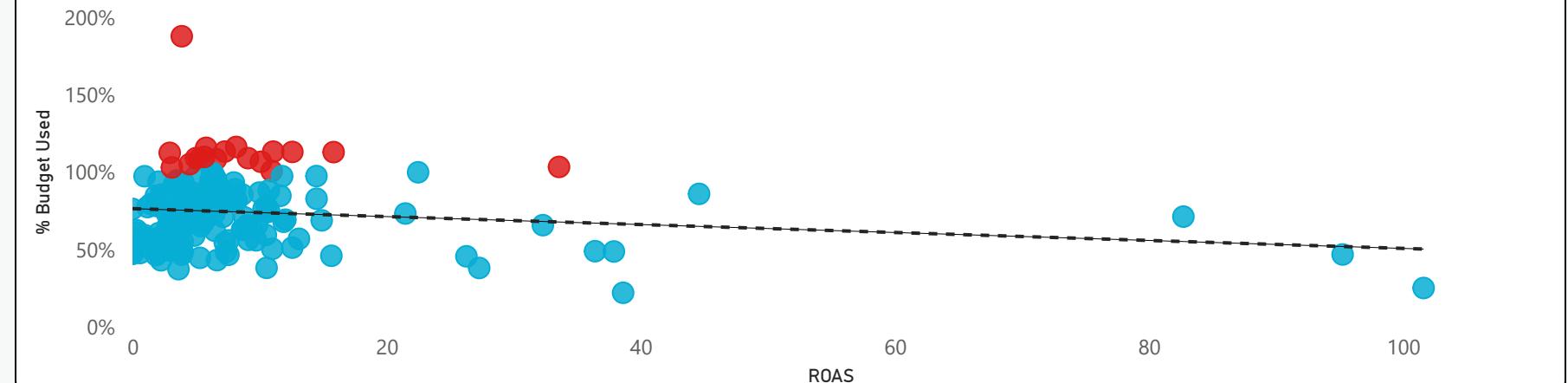
ROAS and Total Spend Actual by Campaign



Campaign

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%

ROAS and % Budget Used by Campaign



Performance Analysis



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All

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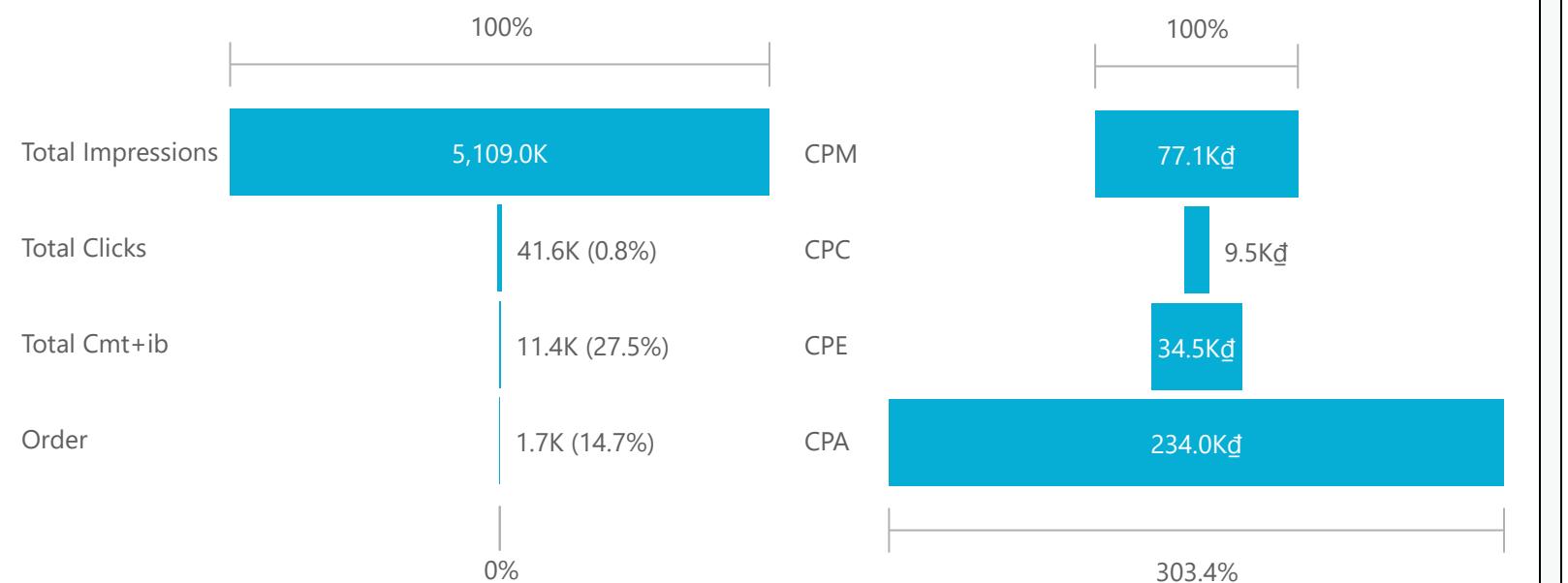
Campaign

All

Category

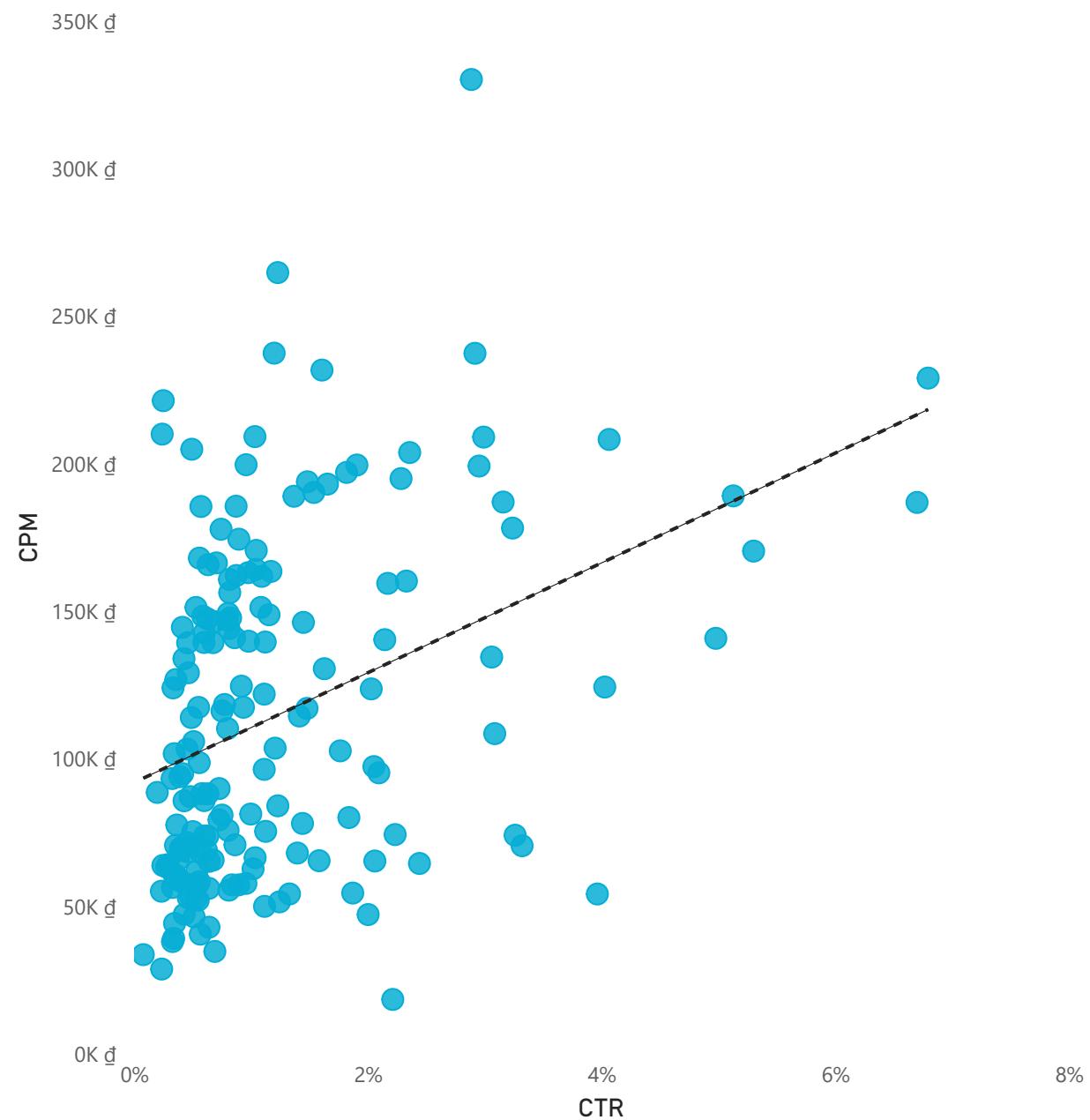
All

Marketing Funnel



Please [click buttons](#) in X & Y Axis to see different view

CTR and CPM by Campaign



Top/ Bottom Campaign by ROAS

Thrill through to see detail of campaign

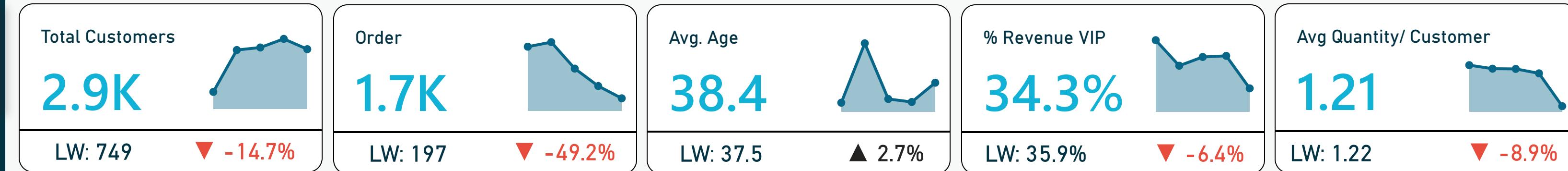
Campaign

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

Total Impressions

CTR

Consumer Behavior



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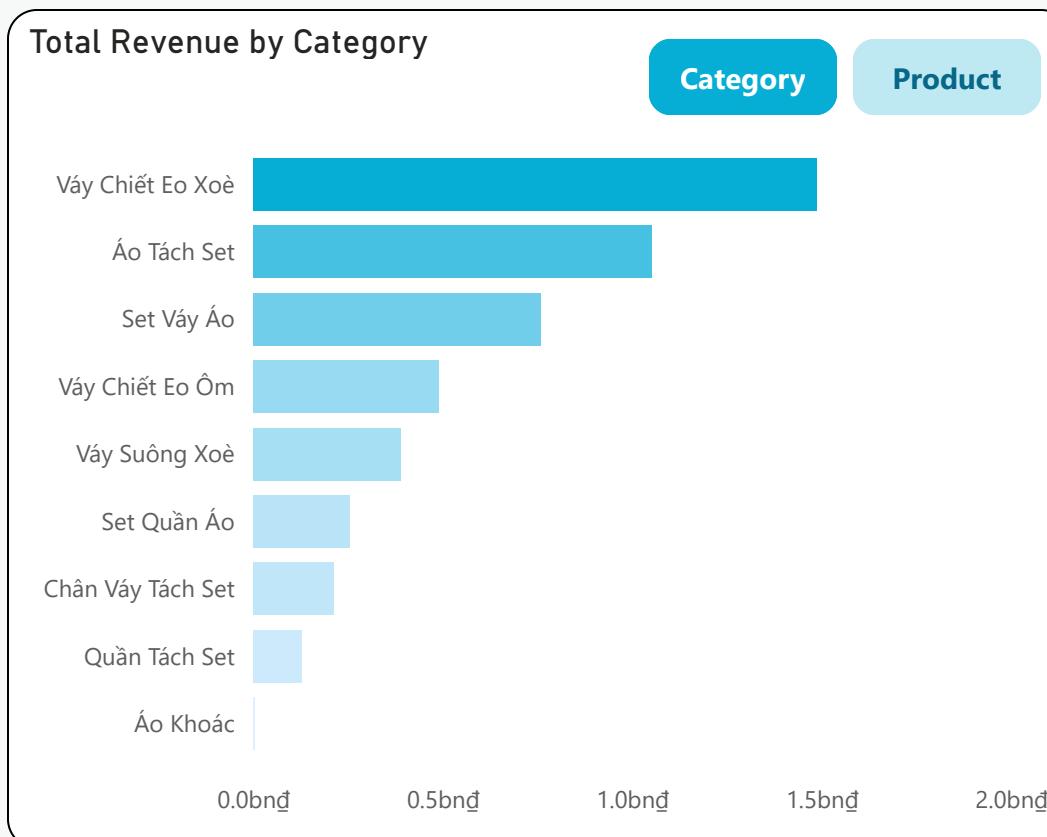
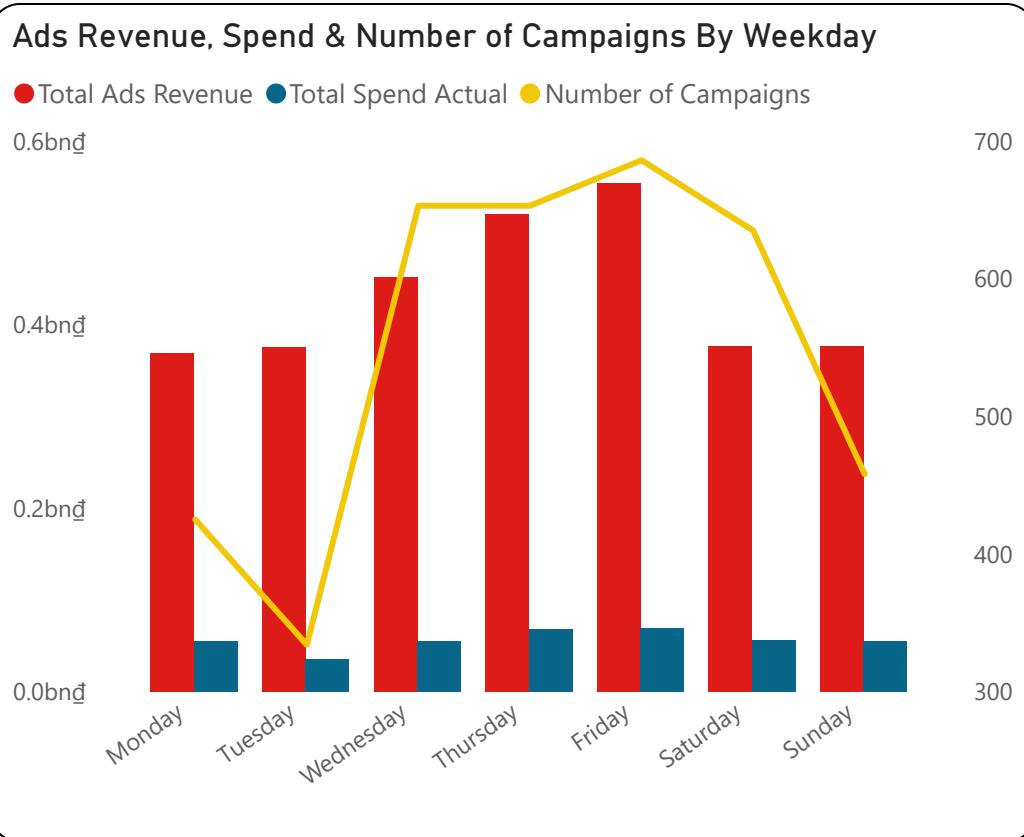
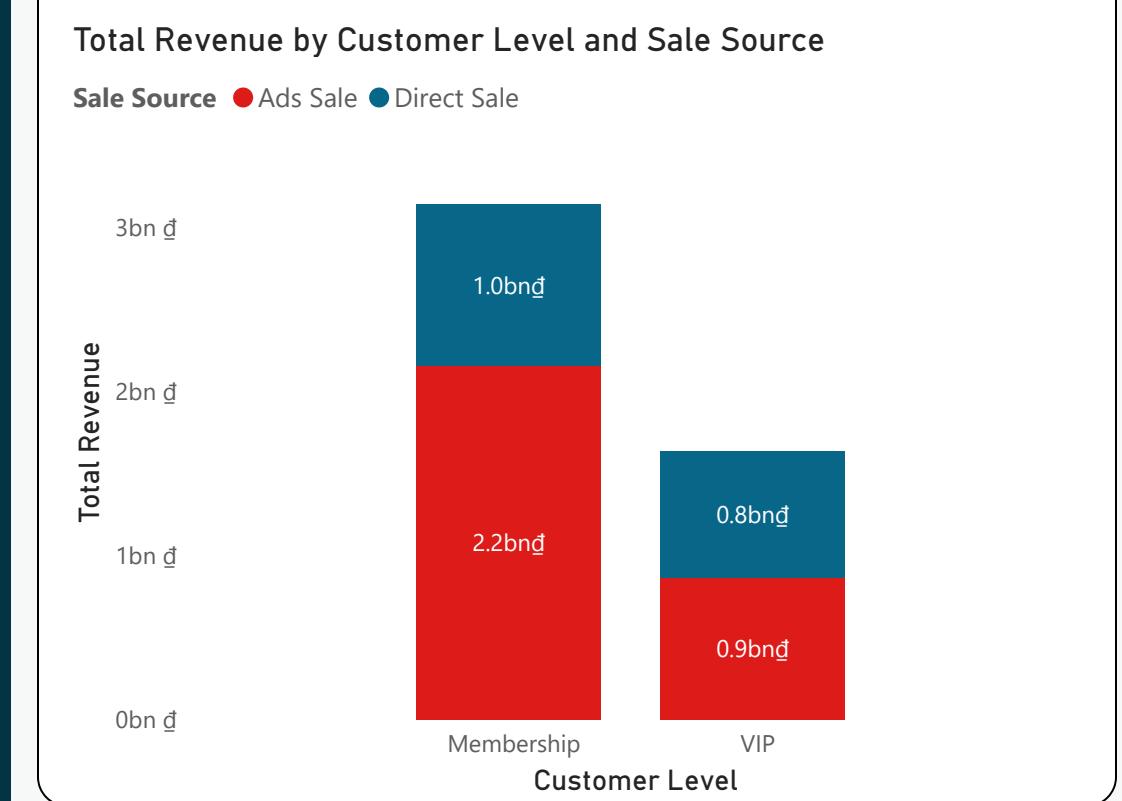
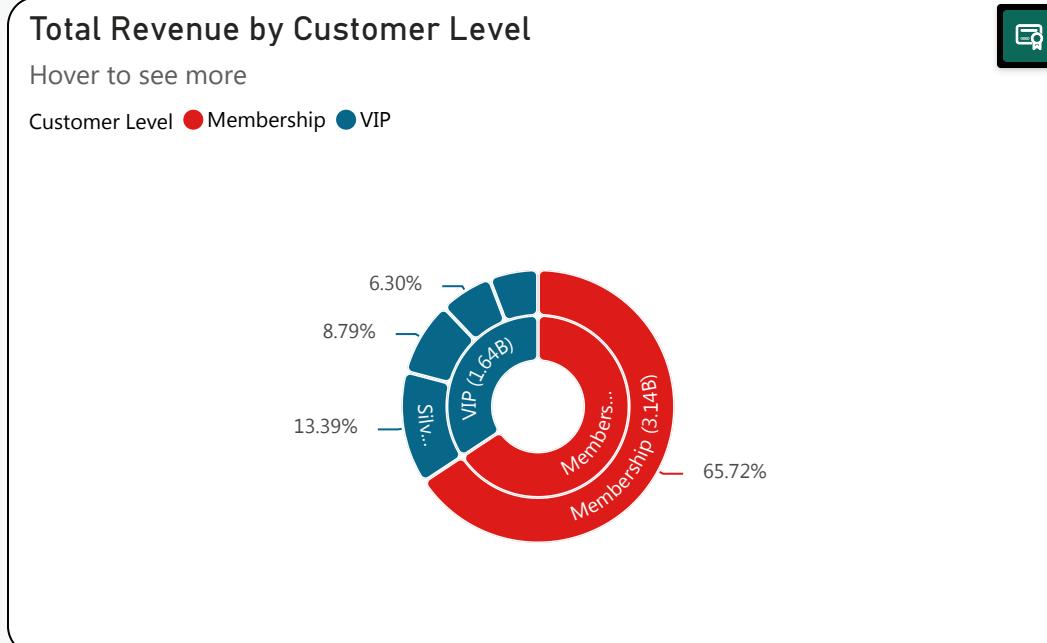
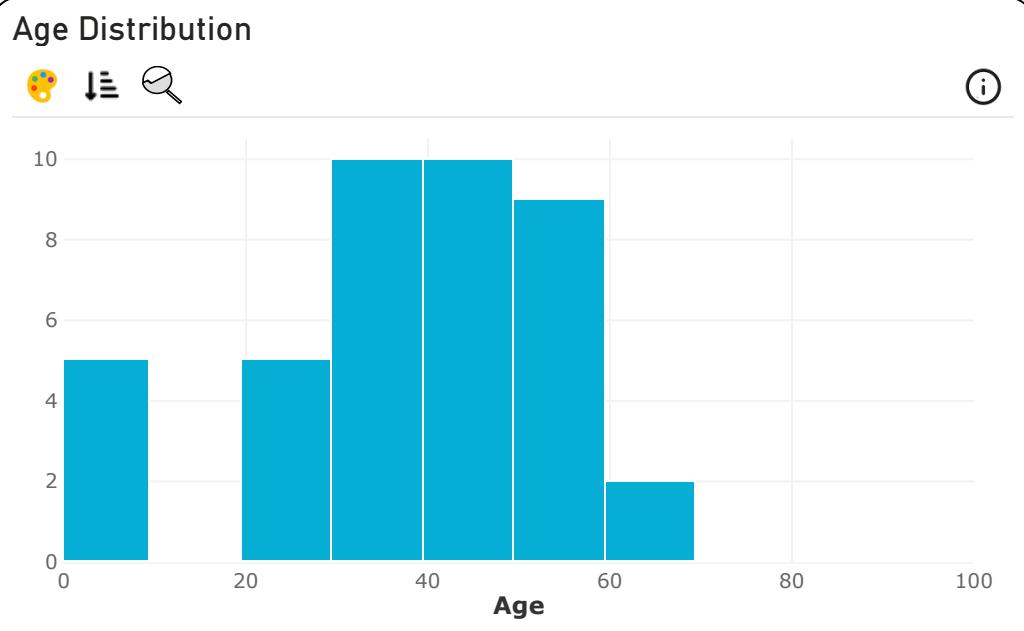
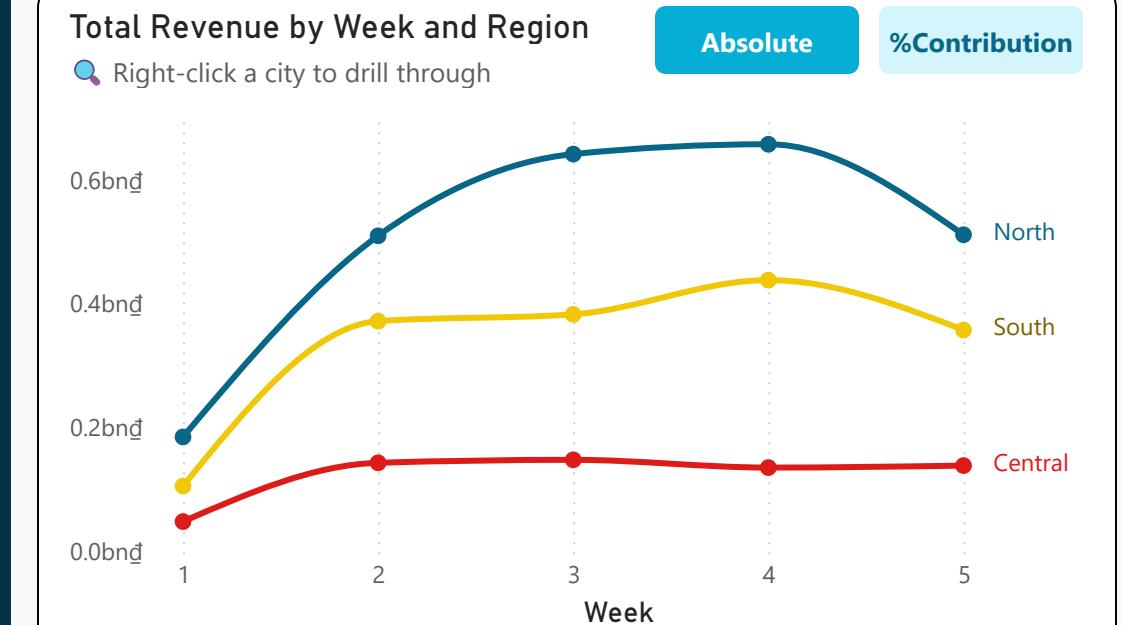
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All



Product Analysis

