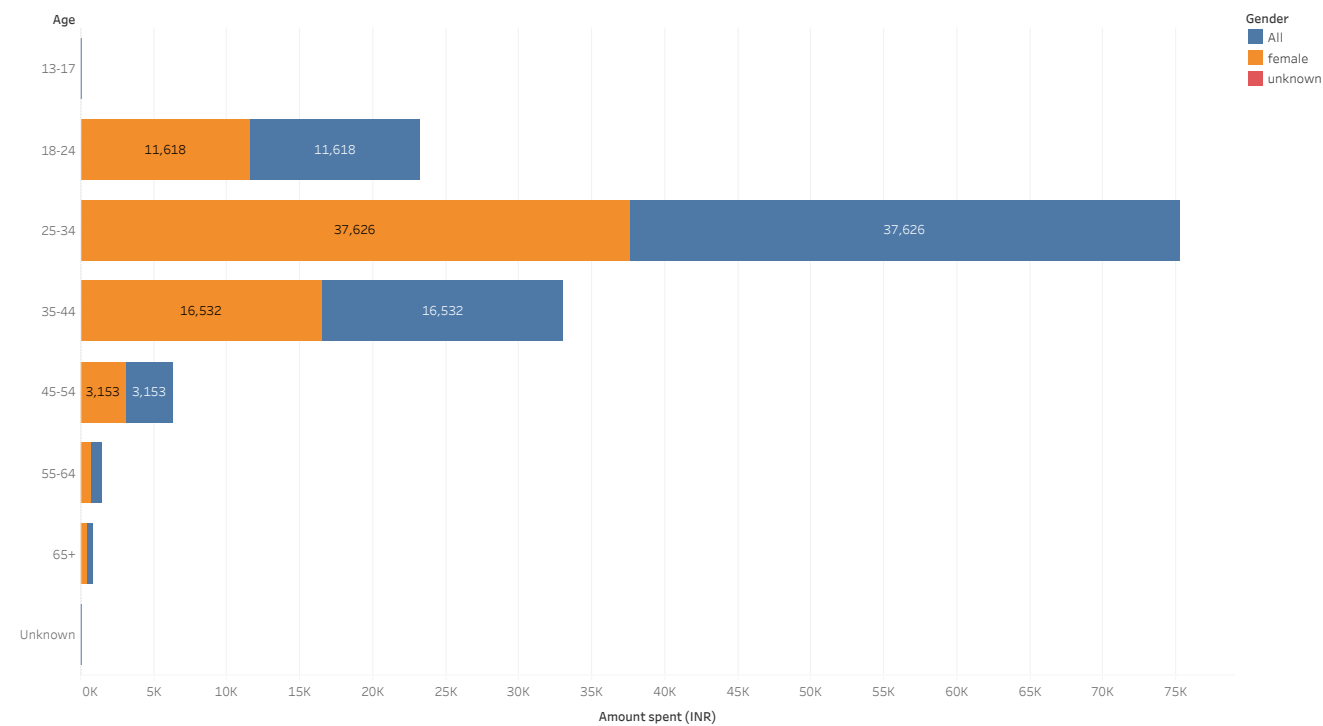


Amount spent across different age groups



Sum of Amount spent (INR) for each Age. Color shows details about Gender. The marks are labeled by sum of Amount spent (INR). The data is filtered on Campaign name, which keeps LIP GLOSS-Conversion-Lumos. The view is filtered on Exclusions (Age,Gender), which keeps 26 members.

# Campaign Top

Campaign name	
LIP GLOSS-Conversion-Lumos	
Campaign name: LIP GLOSS-Conversion-Lumos	
Cost per purchase: 579.1	121
Purchases Conversion Value: 90,643	579.1
Purchases: 121	90,643

Sum of Purchases, sum of Cost per purchase and sum of Purchases Conversion Value broken down by Campaign name. The view is filtered on Campaign name, which keeps LIP GLOSS-Conversion-Lumos.

# KPI Indi- cator



KPI  
↑ Positive

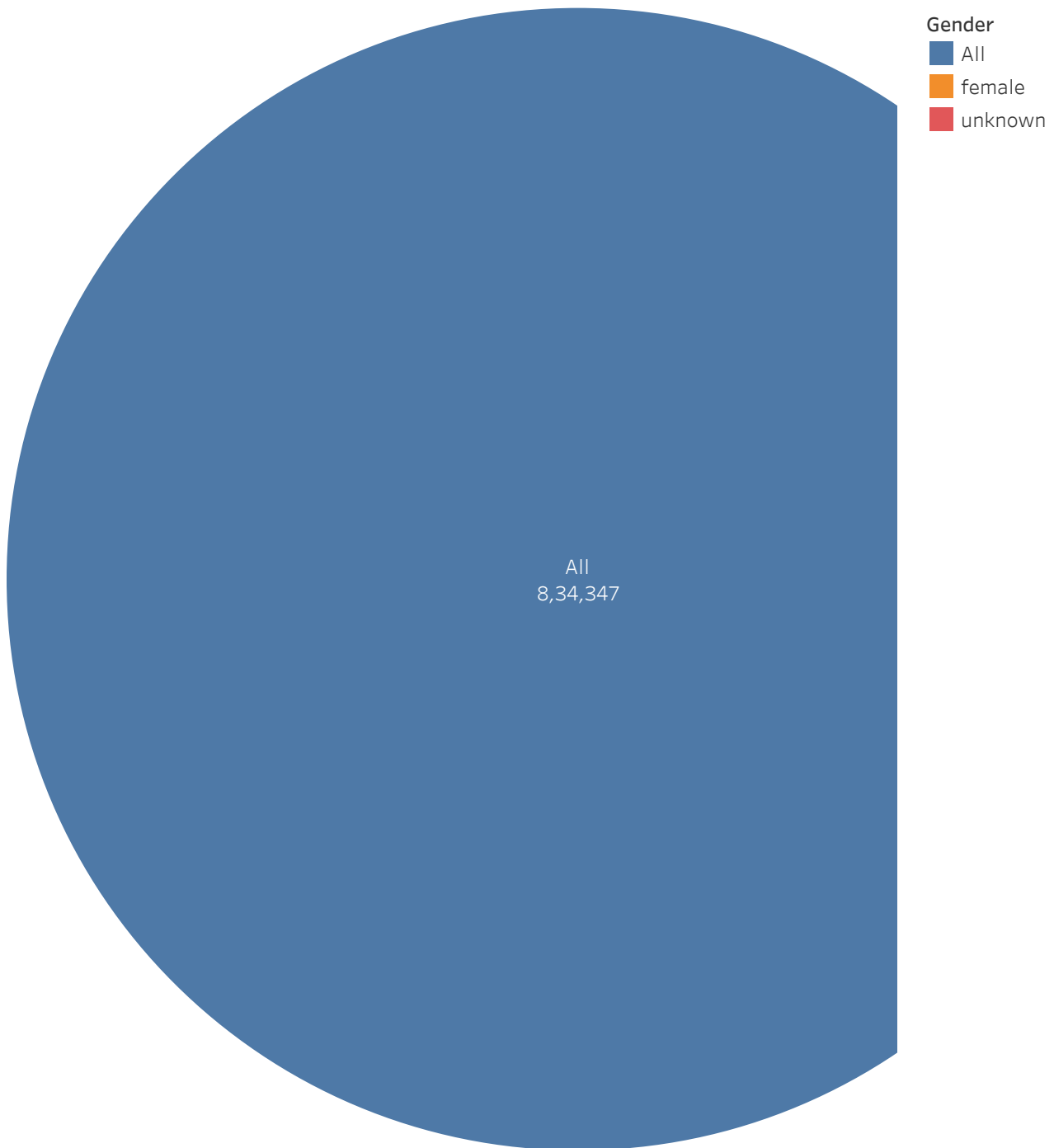
Shape shows details about KPI. The data is filtered on Campaign name, which keeps LIP GLOSS-Conversion-Lumos. The view is filtered on KPI, which excludes Null.

# KPI Table

Profit: <b>20,575</b>	20,575
Profit%: <b>29.36</b>	29.36

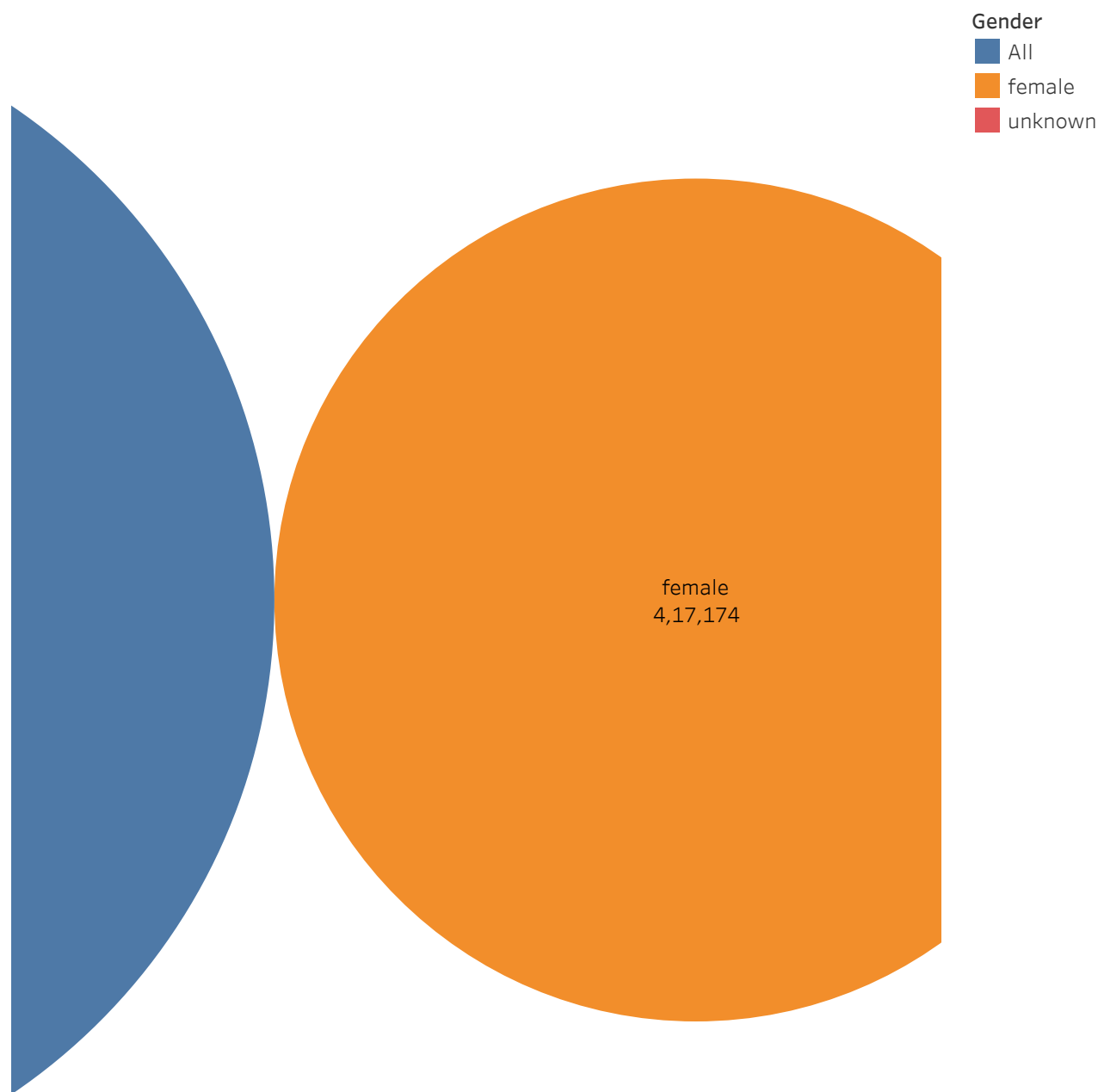
Sum of Profit and sum of Profit%.  
The data is filtered on Campaign  
name, which keeps LIP  
GLOSS-Conversion-Lumos.

## Reach based on Gender



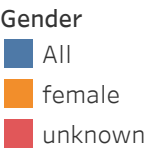
Gender and sum of Reach. Color shows details about Gender. Size shows sum of Reach. The marks are labeled by Gender and sum of Reach. The data is filtered on Campaign name, which keeps LIP GLOSS-Conversion-Lumos.

# Reach based on Gender



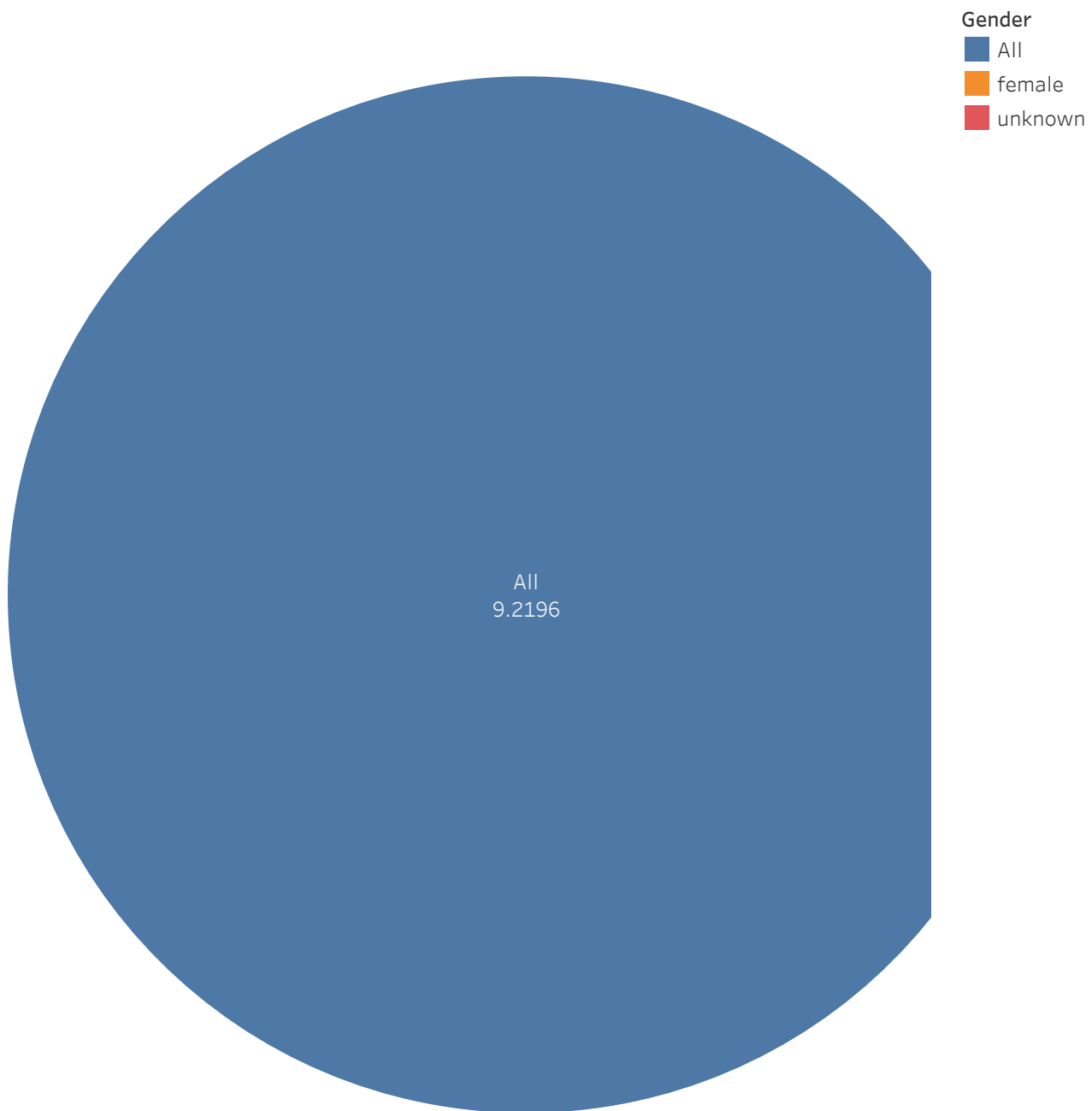
Gender and sum of Reach. Color shows details about Gender. Size shows sum of Reach. The marks are labeled by Gender and sum of Reach. The data is filtered on Campaign name, which keeps LIP GLOSS-Conversion-Lumos.

# Reach based on Gender



Gender and sum of Reach. Color shows details about Gender. Size shows sum of Reach. The marks are labeled by Gender and sum of Reach. The data is filtered on Campaign name, which keeps LIP GLOSS-Conversion-Lumos.

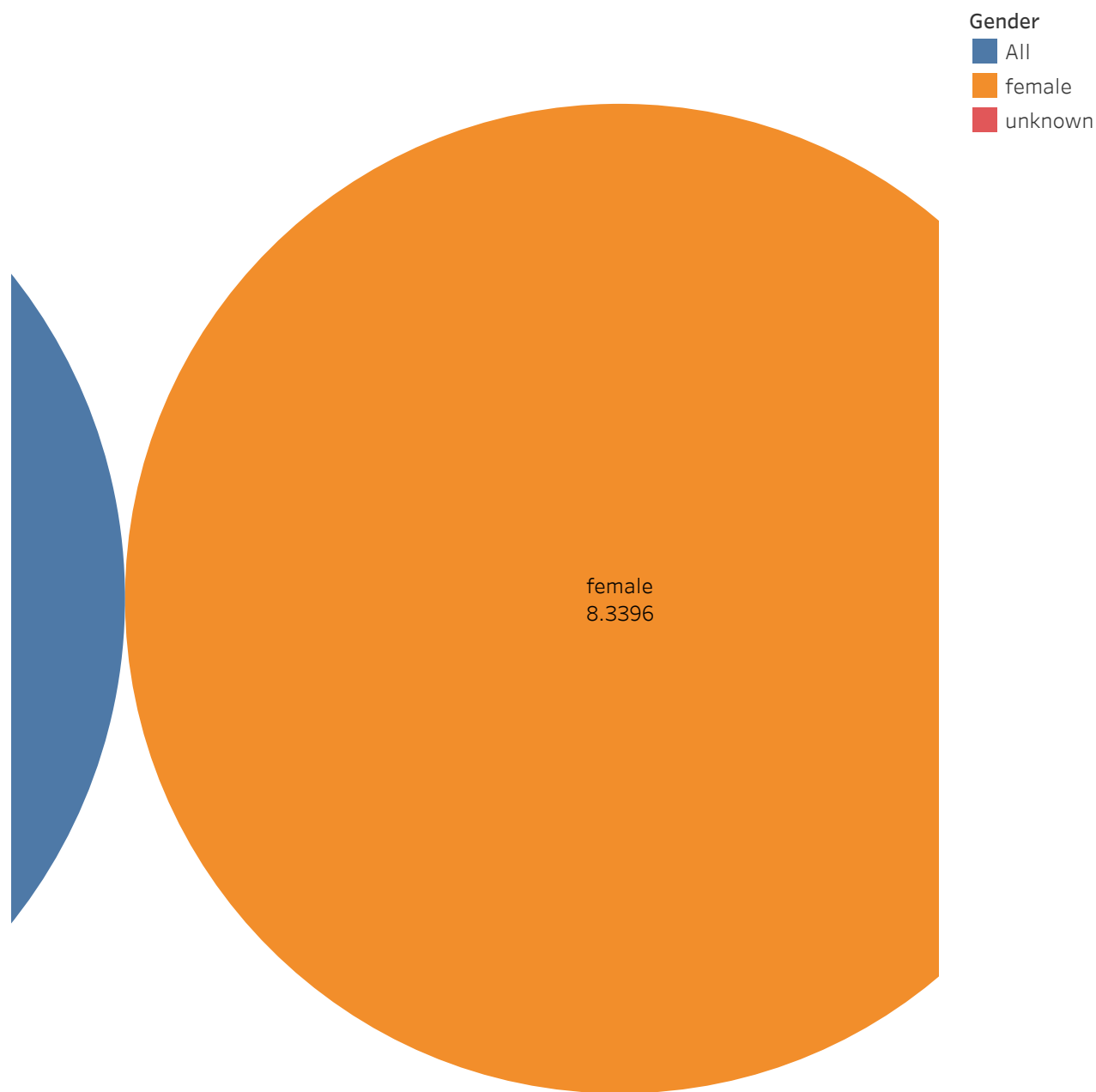
## CTR based on Gender



Gender and sum of CTR (all). Color shows details about Gender. Size shows sum of CTR (all). The marks are labeled by Gender and sum of CTR (all). The data is filtered on Campaign name, which keeps LIP GLOSS-Conversion-Lumos.

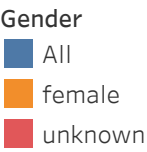


# CTR based on Gender



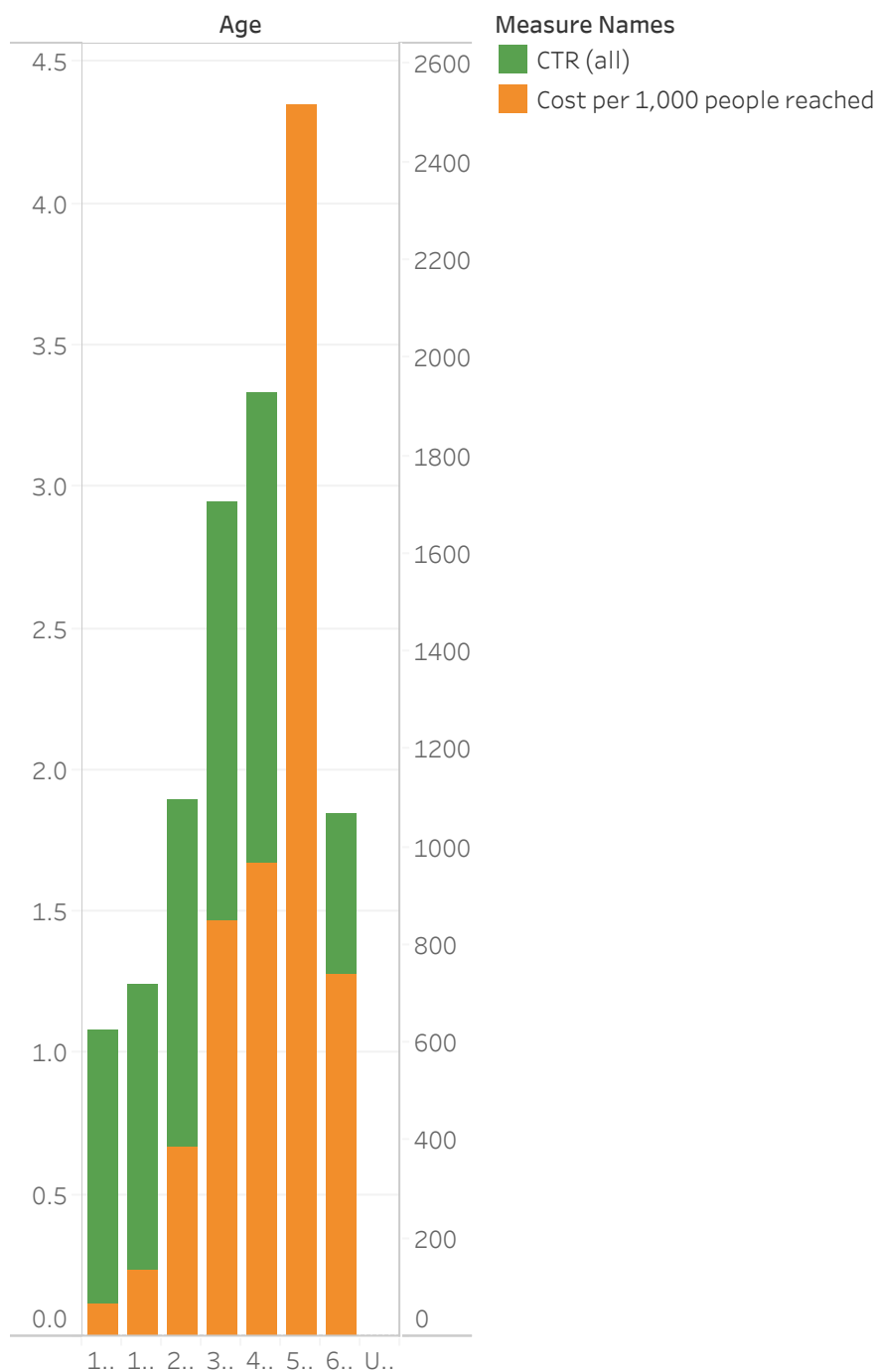
Gender and sum of CTR (all). Color shows details about Gender. Size shows sum of CTR (all). The marks are labeled by Gender and sum of CTR (all). The data is filtered on Campaign name, which keeps LIP GLOSS-Conversion-Lumos.

# CTR based on Gender



Gender and sum of CTR (all). Color shows details about Gender. Size shows sum of CTR (all). The marks are labeled by Gender and sum of CTR (all). The data is filtered on Campaign name, which keeps LIP GLOSS-Conversion-Lumos.

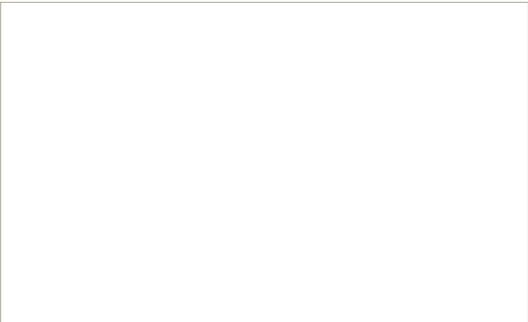
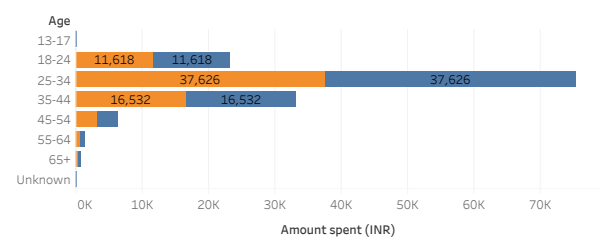
# Age wise Click analysis



CTR (all) and Cost per 1,000 people reached for each Age. Color shows details about CTR (all) and Cost per 1,000 people reached. The data is filtered on Campaign name, which keeps LIP GLOSS-Conversion-Lumos. The view is filtered on Age, which keeps 9 of 10 members.

# Renee Campaign Analysis

Amount spent across different age groups



**Campaign Name**  
LIP GLOSS-Conversion-Lumos

**Gender**  
All  
female  
unknown

**KPI**  
Positive

**Measure Names**  
CTR (all)  
Cost per 1,000 people reached

↓

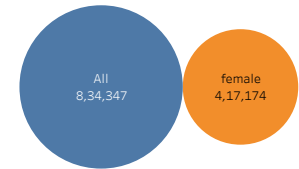
Campaign name	
LIP GLOSS-Conversion-Lumos	
Campaign name: LIP GLOSS-Conversion-Lumos	
Cost per purchase: 579.1	121
Purchases Conversion Value: 90,643	579.1
Purchases: 121	90,643

## KPI Table

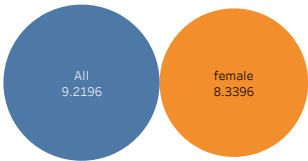
Profit: 20,575	20,575
Profit%: 29.36	29.36

KPI  
Indi-  
cator  
↑

## Reach based on Gender



## CTR based on Gender



## Age wise Click analysis

