

# Renee Campaign Analysis

Amount spent across different age groups

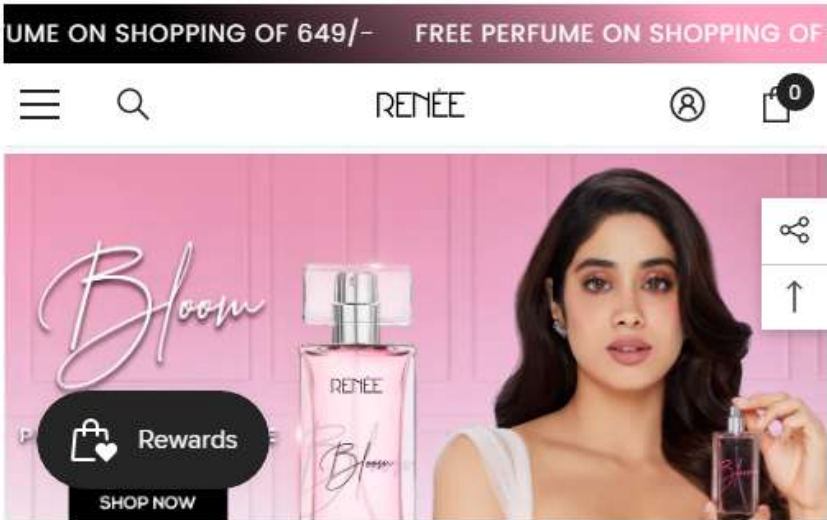


Campaign name	LIP GLOSS-Conversion-Lumos
Campaign name: LIP GLOSS-Conversion-Lumos	
Cost per purchase: 579.1	121
Purchases Conversion Value: 90,643	579.1
Purchases: 121	90,643

## KPI Table

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

KPI Indicator



Campaign Name

LIP GLOSS-Conversion-Lumos

Gender

All

female

unknown

KPI

Positive

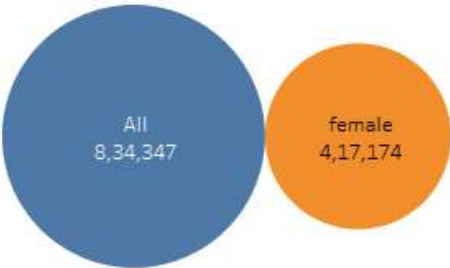
Measure Names

CTR (all)

Cost per 1,000 people reached

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## Reach based on Gender



## CTR based on Gender



## Age wise Click analysis

