



## Campaign Overview

## Channel Performance

## Ad Performance

Month

All

Campaign

All

Device

All

City Location

All

Info

Total Ads:  
10K



Total Impressions

14.65M

Average: CRT  
1.23%



Total Clicks

181.59K

Total Ads Spend:  
163K



Total Conversions

£40K

Total Ads Spend:  
163K

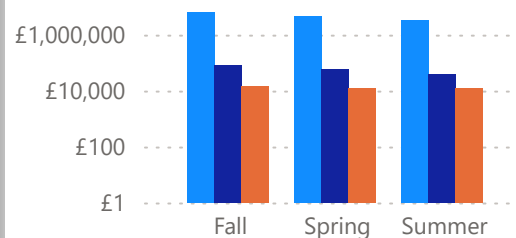


Return On Ad-spend

£10.61

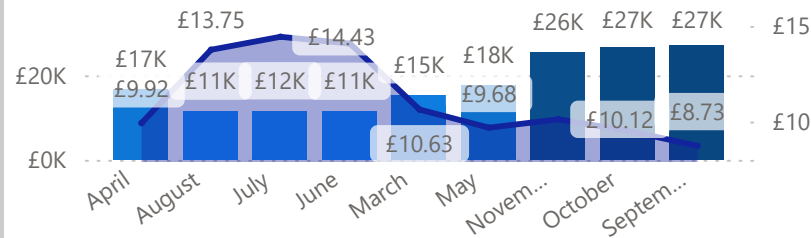
### Impressions to Conversion

Total Impressions Total Clicks Total Conversions



### Total Ad Spend vs Return

Total Ad Spend Return On Ad-spend



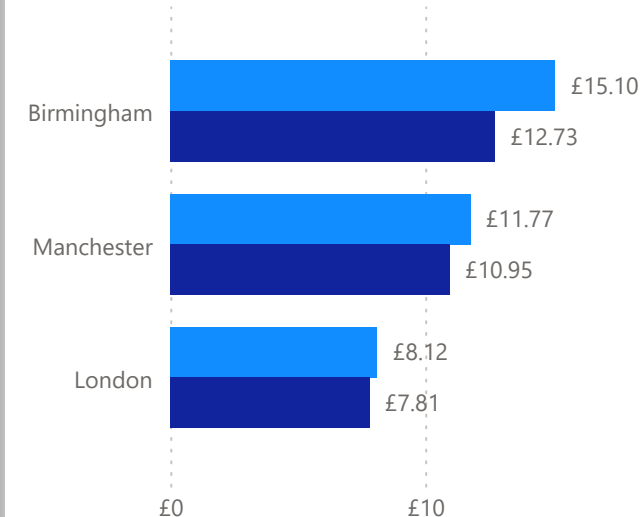
### Campaign Cost Vs Return on ADs Spend

Average CPC Cost per Acquisition Return On Ad-spend



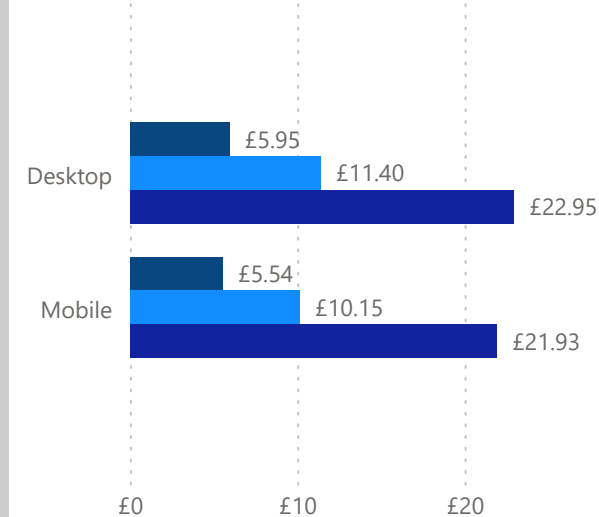
### Engagement by Location & Device

Device Desktop Mobile



### Revenue by Device & Channel

Channel Facebook Instagram Pinterest



### Revenue by City



Quick measure



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### Facebook Ads



Impressions  
5.44M



Click  
69.97K



Conversions  
£13K



Revenue  
£4.76



### Instagram Ads



Impressions  
4.84M



Click  
68.61K



Conversions  
£16K



Revenue  
£9.80



### Pinterest Ads



Impressions  
4.37M



Click  
43.01K



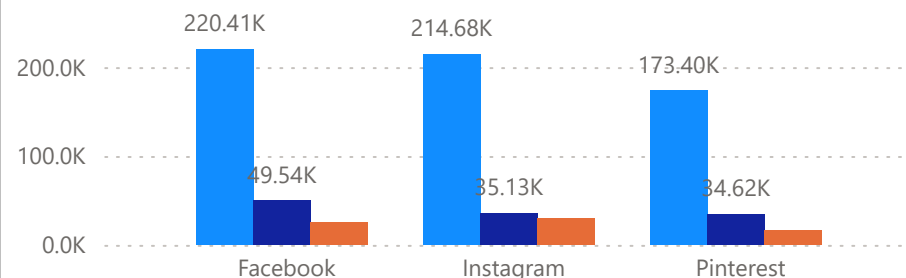
Conversions  
£12K



Revenue  
£21.47

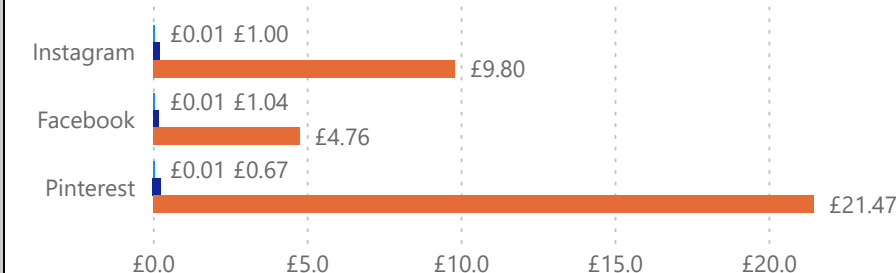
### Engagement per Channel

● Total Likes ● Total Shares ● Total Comments



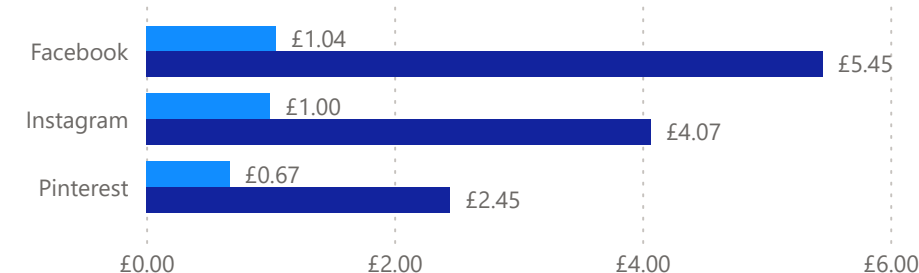
### Clicks to Revenue

● Average CTR ● Conversion rate ● Return-On-Investment (ROI)



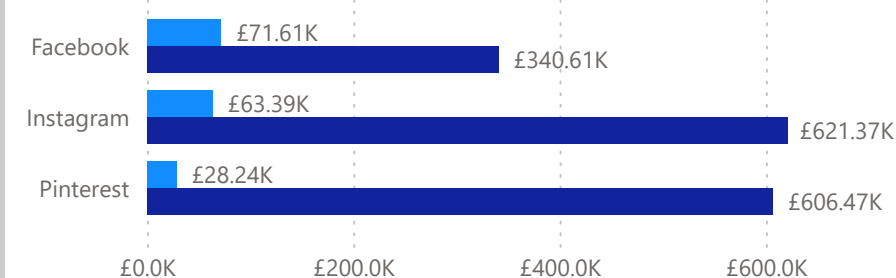
### Channel Cost Analysis

● Average CPC ● Cost per Acquisition (CPA)



### Channel Spend Vs Return on Investment

● Total Ad Spend ● Monetary ROI





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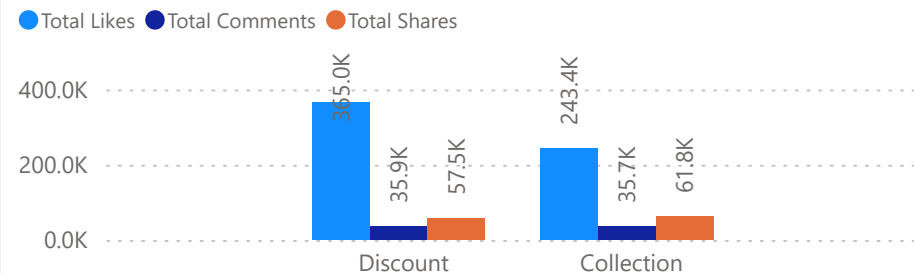
## Discount

Impressions	Conversions	Click	Revenue
6.72M	£21K	75.62K	£10.79

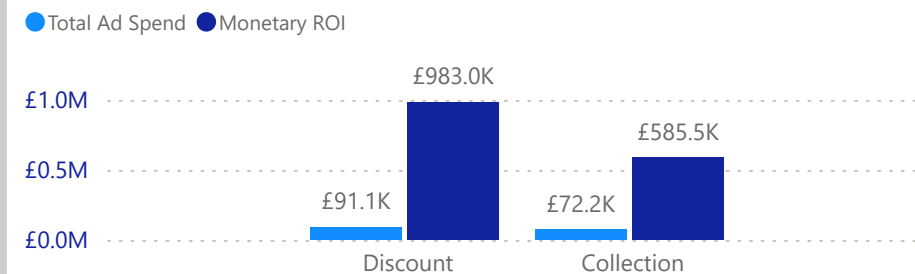
## Collection

Impressions	Conversions	Click	Revenue
7.9M	£19K	105.97K	£8.11

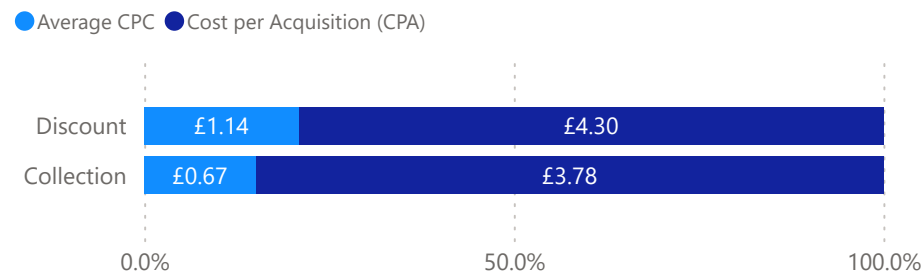
## Ad Engagement



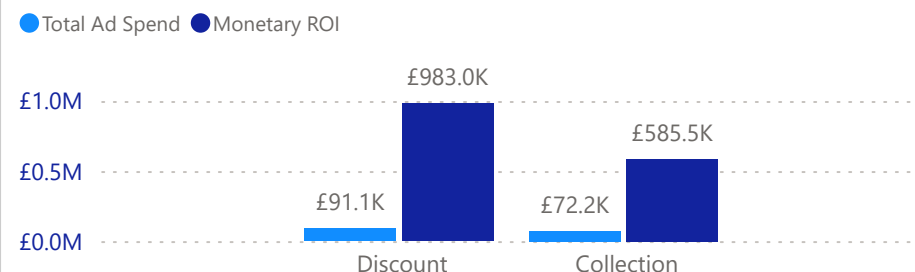
## Ads Clicks to Revenue



## Ad Cost Analysis



## Ad Spend vs Return on Investment



## Ads Detail

Campaign	Total Ad Spend	Total Ads	Total Clicks	Total Impressions	Total Conversions	Total Comments	Total Likes	Total Shares
Fall	£79,313.93	3276	85,106.33	6,434,259.00	£14,886	26,554.00	218659	46220
Spring	£49,554.52	3312	57,657.98	4,751,611.40	£12,613	18,104.50	182421	32924
Summer	£34,381.61	3312	38,821.71	3,459,578.40	£12,753	26,872.00	207405	40147