

Executive Overview & Campaign Performance Summary

200K

Total Campaigns

5.00

Average ROI

0.10

Average CTR

22.74

Average CPC

88.14M

Total Conversions

Executive Overview

Channel & Audience Summary

Time & Geographic Trends

Customer_Segment

All

Channel

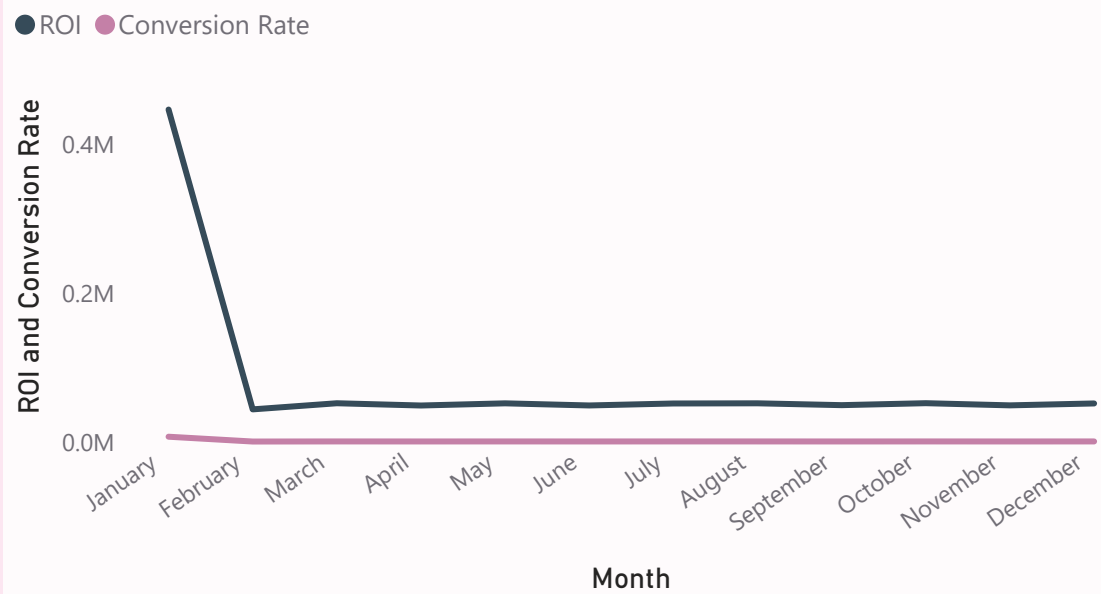
All

Date, Year

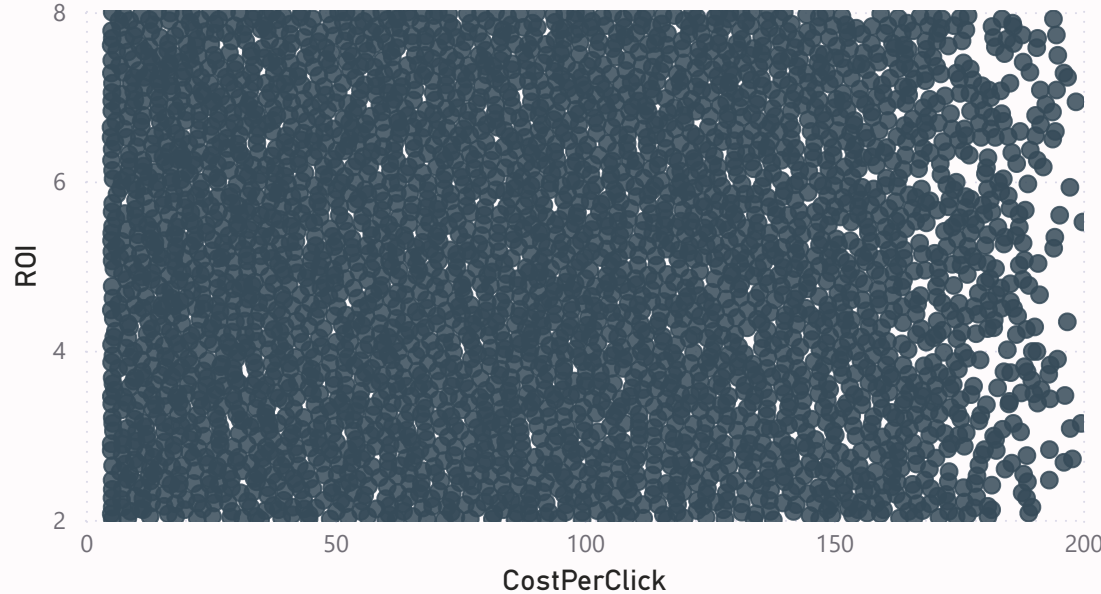
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13/01/2021 00:00:00

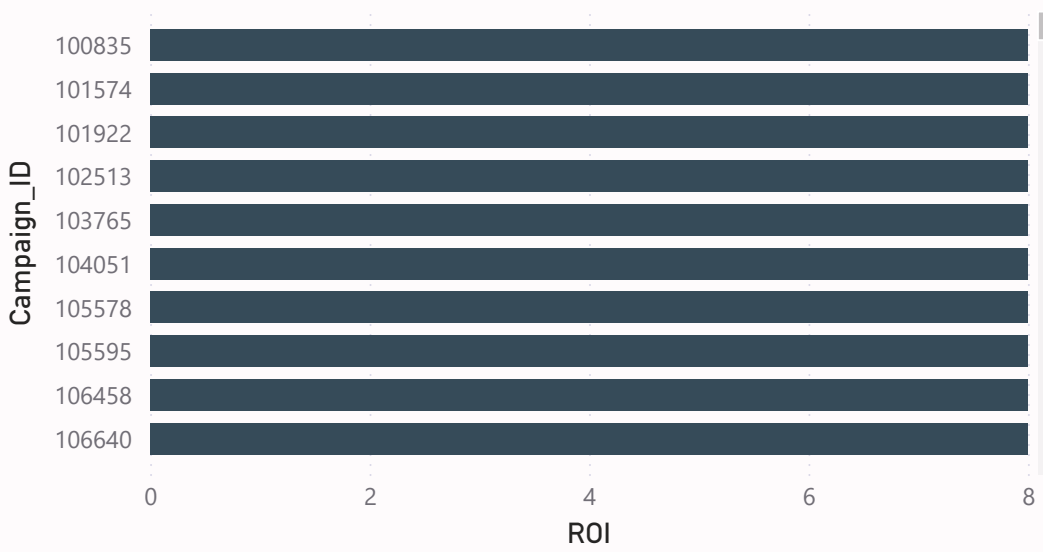
ROI and Conversion Rate by Month



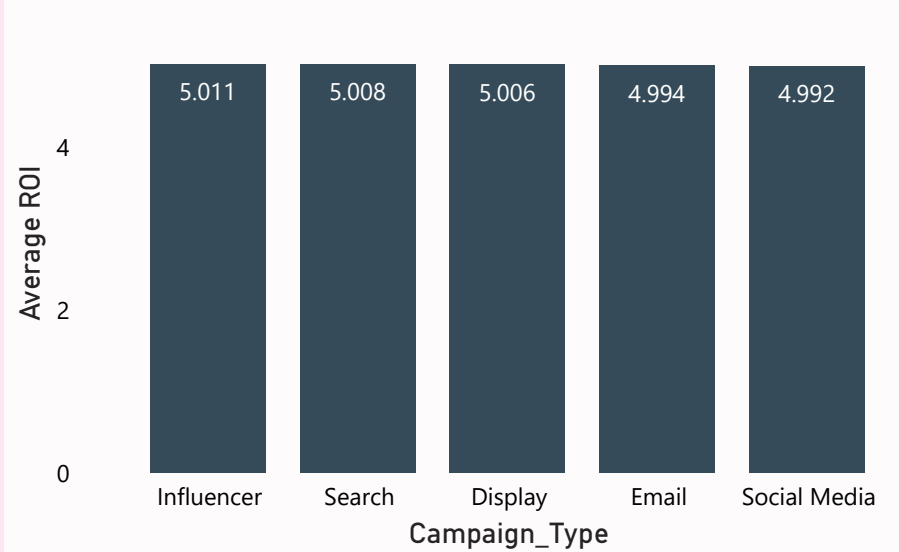
CostPerClick and ROI



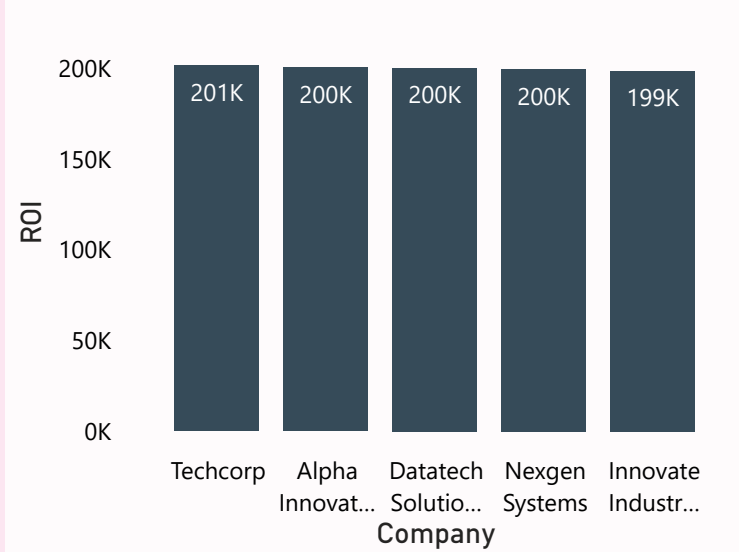
ROI by Campaign_ID



Average ROI by Campaign Type



ROI by Company



Channel & Audience Summary

Executive Overview

Channel & Audience
Summary

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Trends

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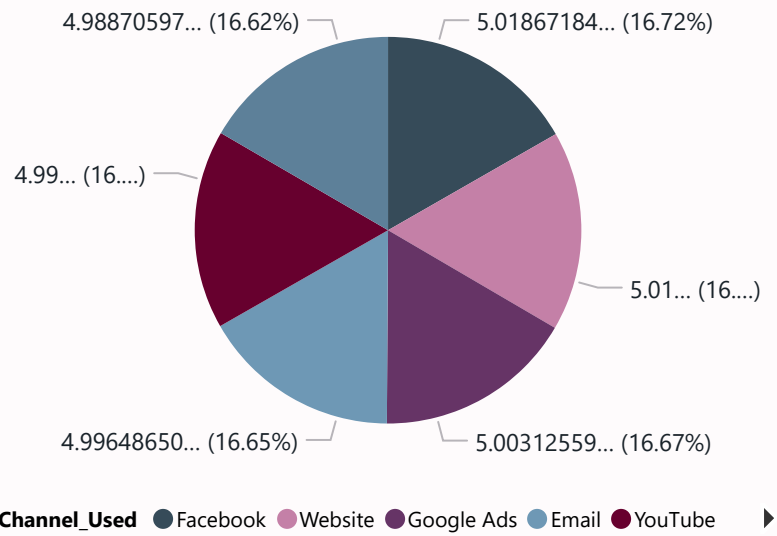
88.14M

Total Conversions

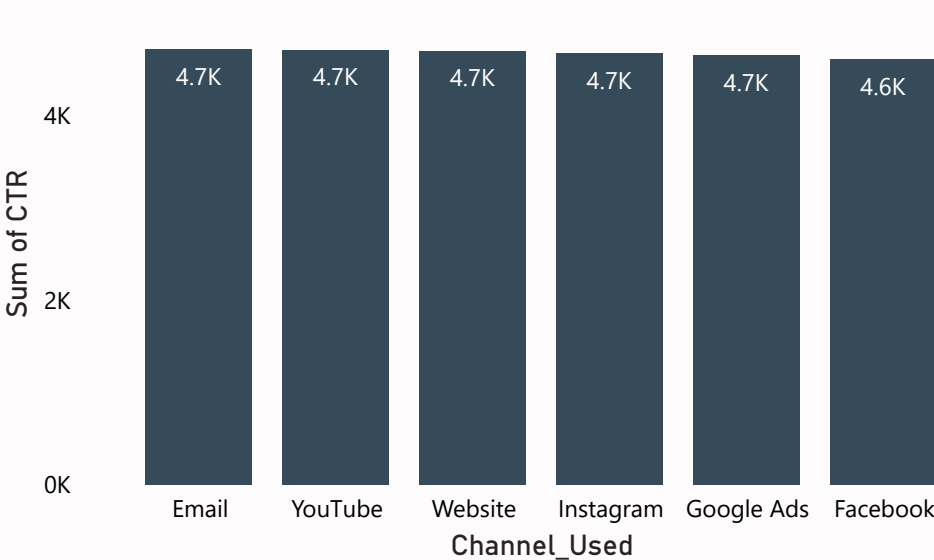
Customer_Segment

All

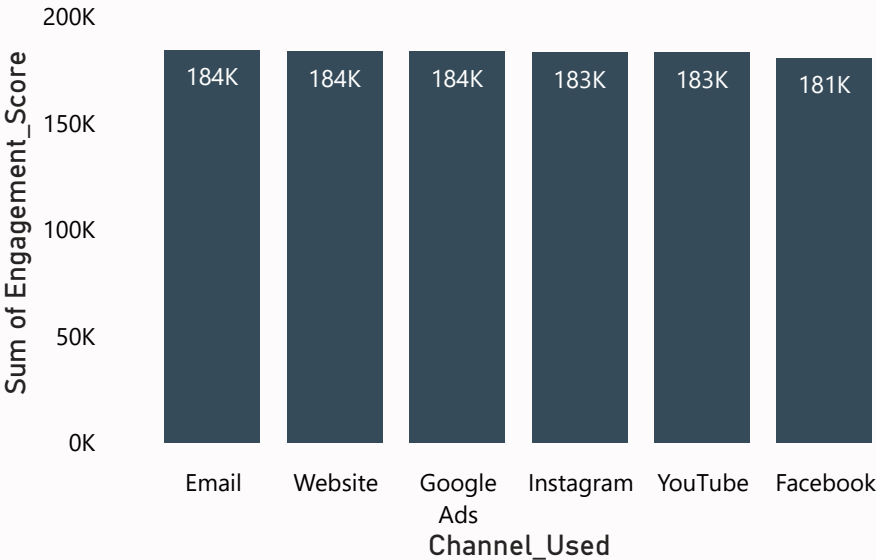
Average ROI by Channel_Used



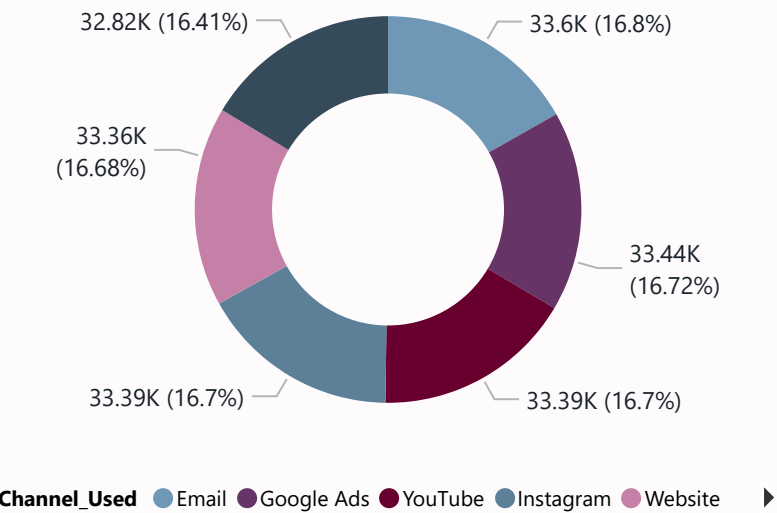
ROI and Conversion Rate by Month



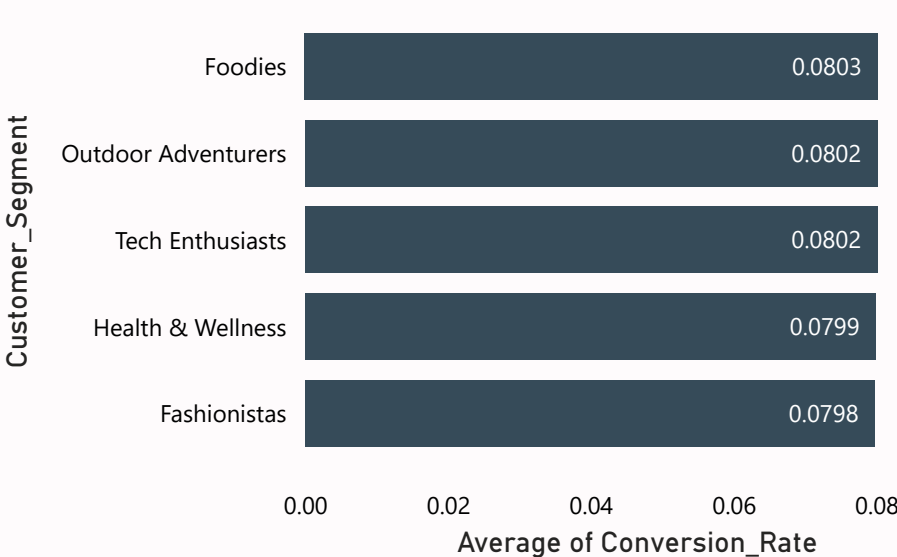
Engagement Score by Channel



Count of Campaign_ID by Channel_Used



Average of Conversion_Rate by Customer_Segment



Channel_Used	Avg CPC	Avg ROI	Conversion_Rate	Engagement
Facebook	22.76	5.02	2,625.27	180633
Instagram	22.77	4.99	2,667.57	183290
YouTube	22.71	4.99	2,667.76	183154
Website	22.62	5.01	2,674.95	183780
Google Ads	22.84	5.00	2,681.24	183719
Email	22.76	5.00	2,697.38	184386
Total	22.74	5.00	16,014.17	1098962

Time & Geography Trend

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Channel & Audience
Summary

Time & Geographic
Trends

200K
Total Campaigns

5.00
Average ROI

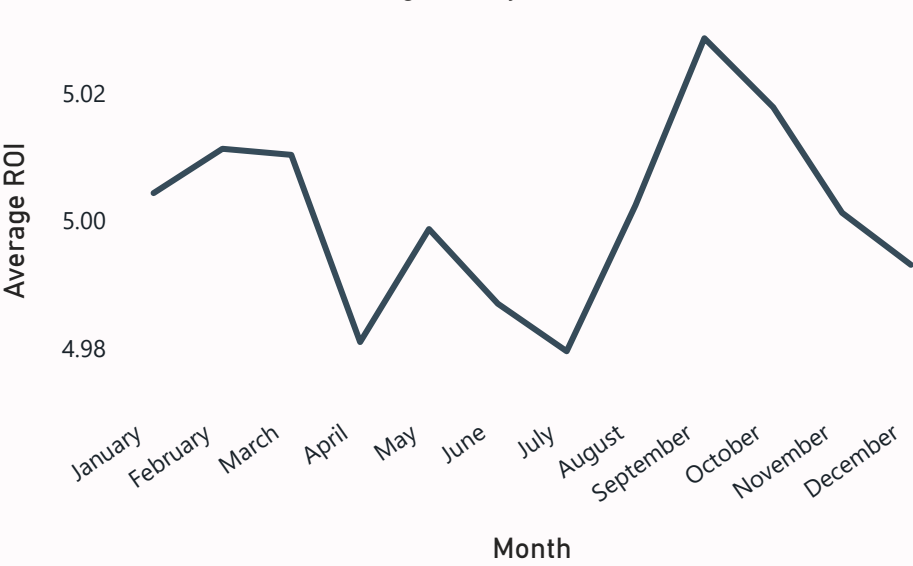
0.10
Average CTR

22.74
Average CPC

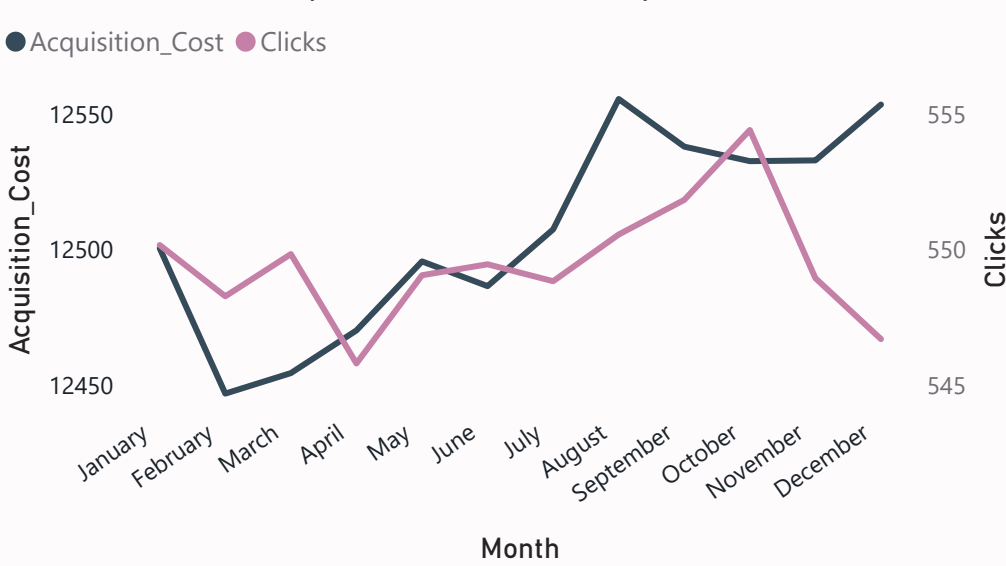
88.14M
Total Conversions

Customer_Segment
All

Average ROI by Month

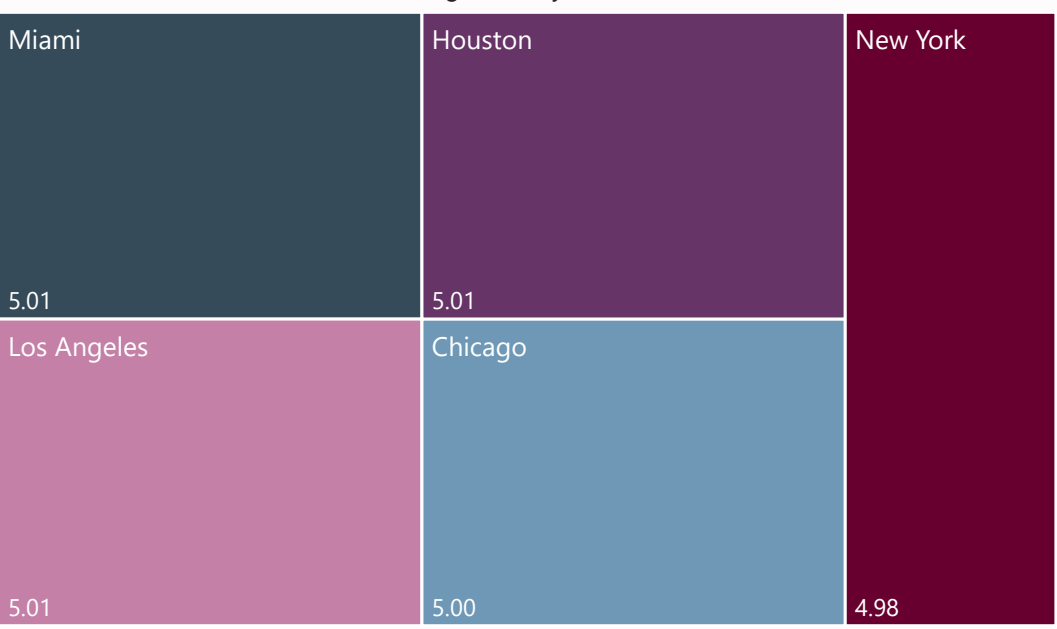


Acquisition_Cost and Clicks by Month



Location	Avg ROI	Avg CPC	Engagement	Conversion
Chicago	5.00	22.78	220274	3,206.27
Houston	5.01	22.61	219210	3,178.05
Los Angeles	5.01	22.79	219262	3,196.28
Miami	5.01	22.85	221309	3,223.43
New York	4.98	22.69	218907	3,210.14
Total	5.00	22.74	1098962	16,014.17

Average ROI by Location



Count of Campaign by Campaign Type

