

Audiance analysis on Market Campaign

2021

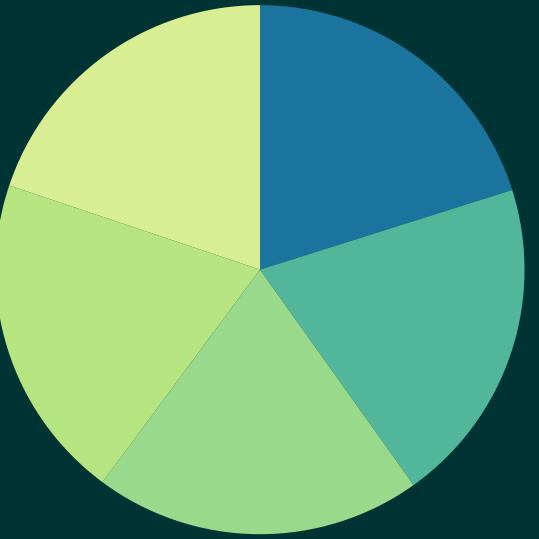
Key Performance Indicator:

1. ROI and Engagement Score Analysis
2. Conversion Rate Trends by Campaign Type
3. Channel Effectiveness by Audience and Company
4. Engagement and ROI by Customer Segment
5. Campaign Effectiveness Across Country and Language



Target Audience Distribution

Target_Audience ● Men 18-24 ● Men 25-34 ● All Ages ● Women 25-34 ● Women 35-44



Average of ROI

by Target_Audience

● Increase ● Decrease ● Total



Average of Engagement_Score

by Target_Audience

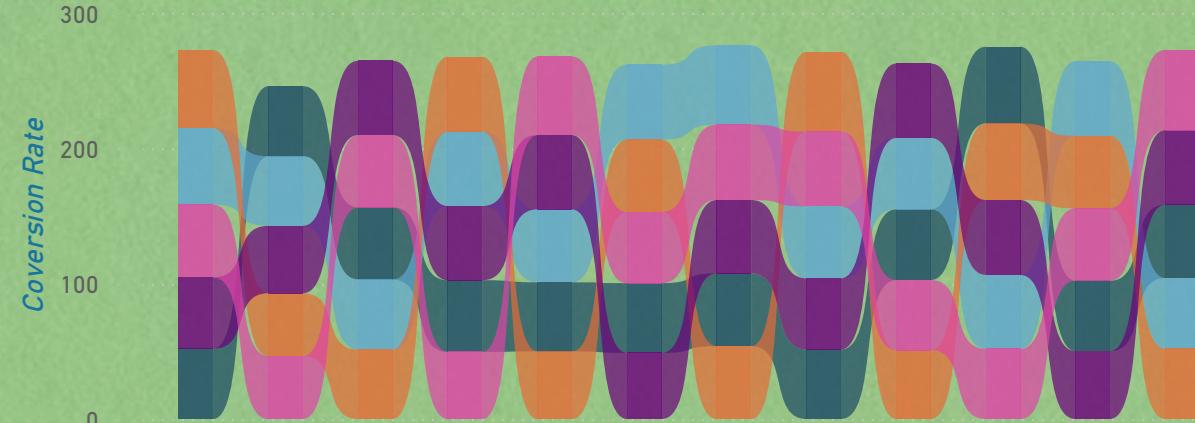
● Increase ● Decrease ● Total



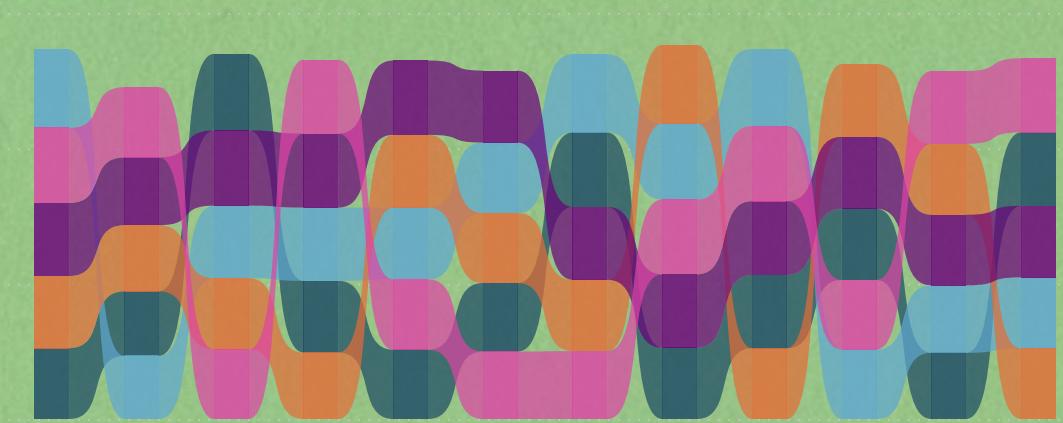
Conversion rate Trends Over Time by Campaign Type

Target_Audience ● All Ages ● Men 18-24 ● Men 25-34 ● Women 25-34 ● Women 35-44

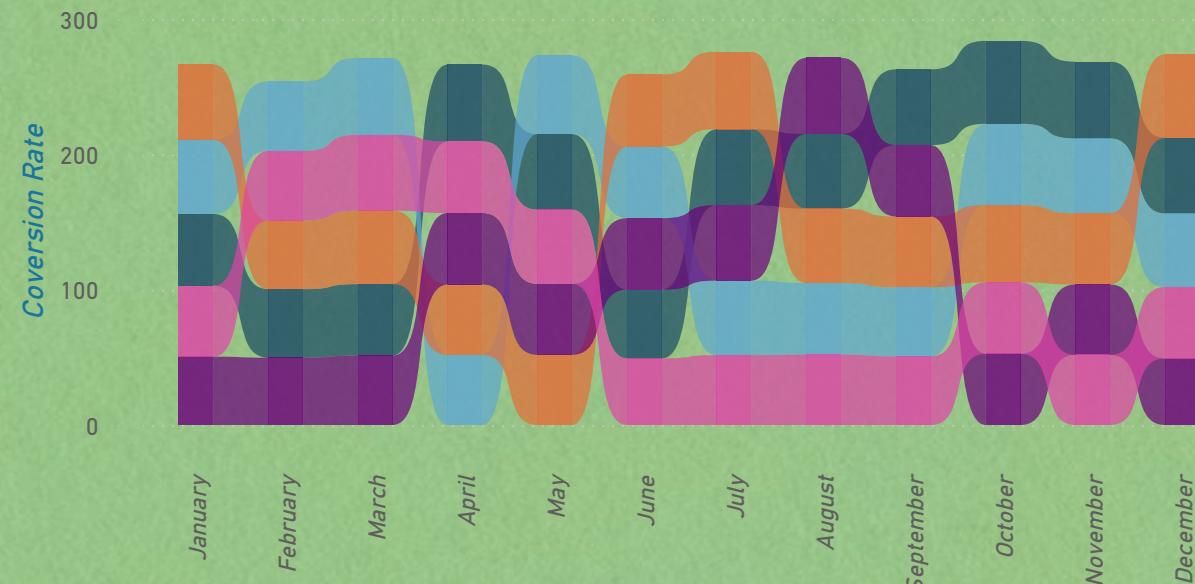
Display



Email



Influencer



Search



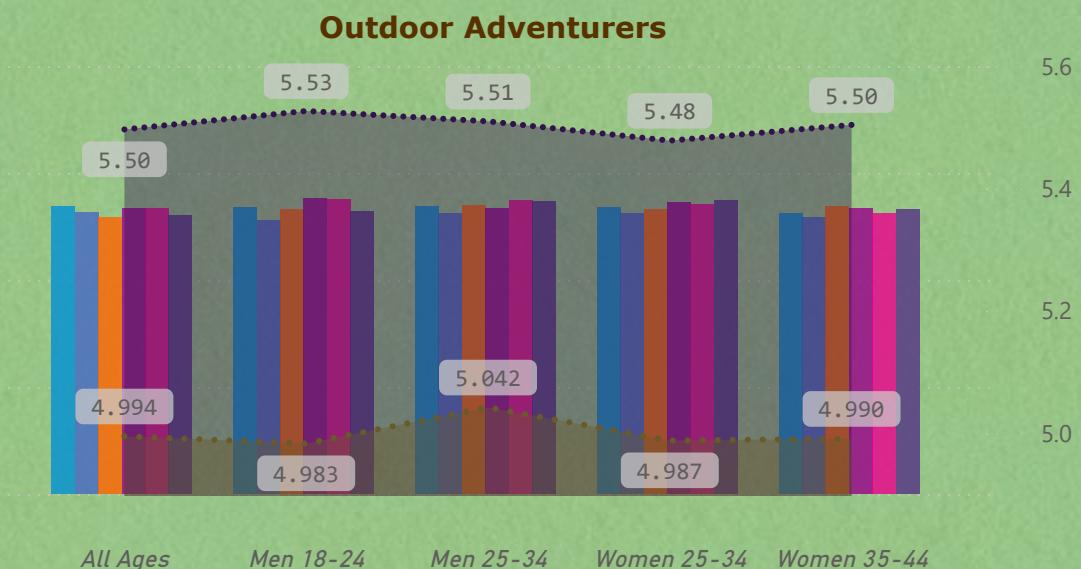
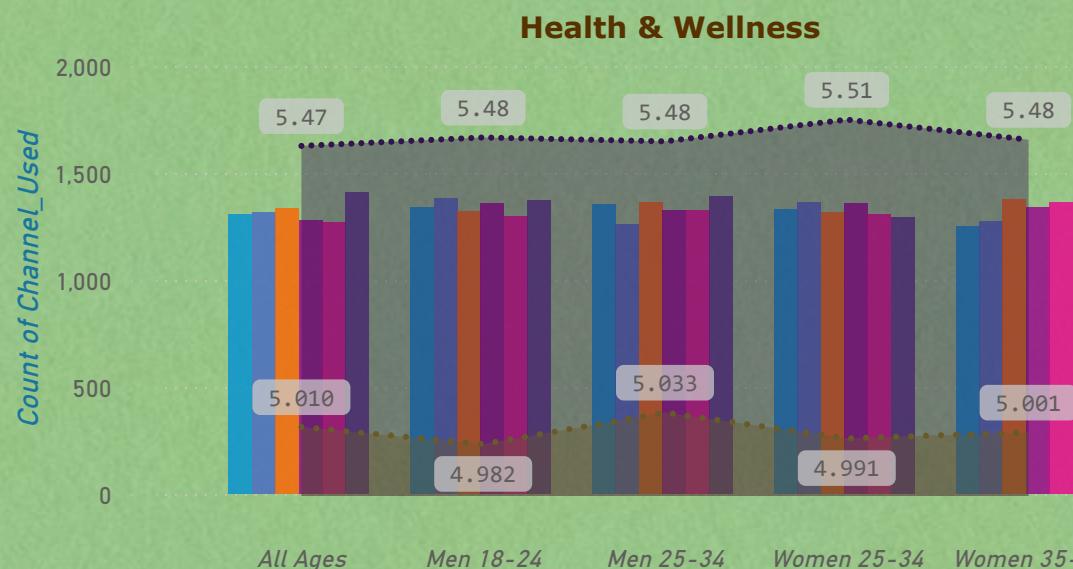
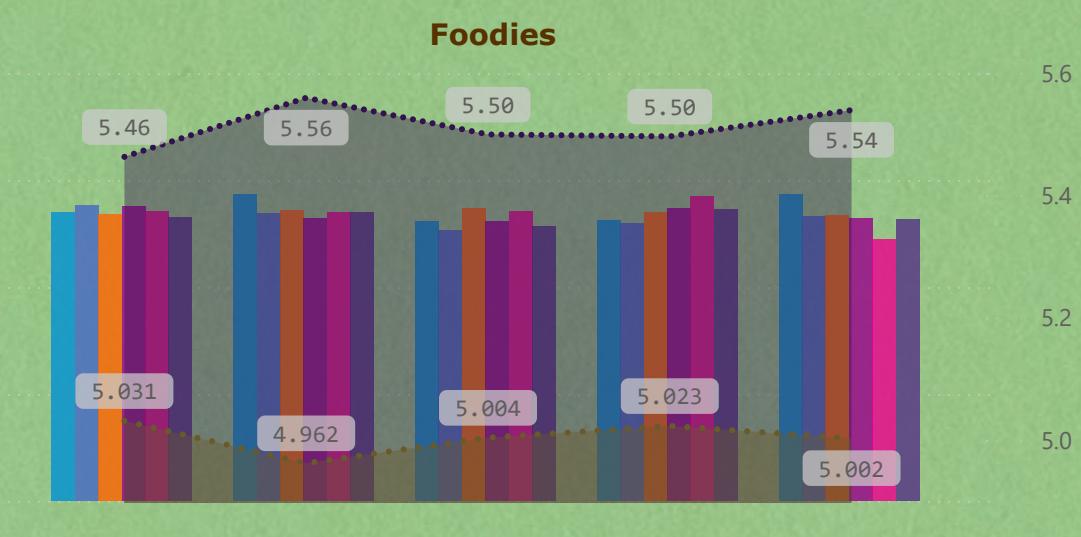
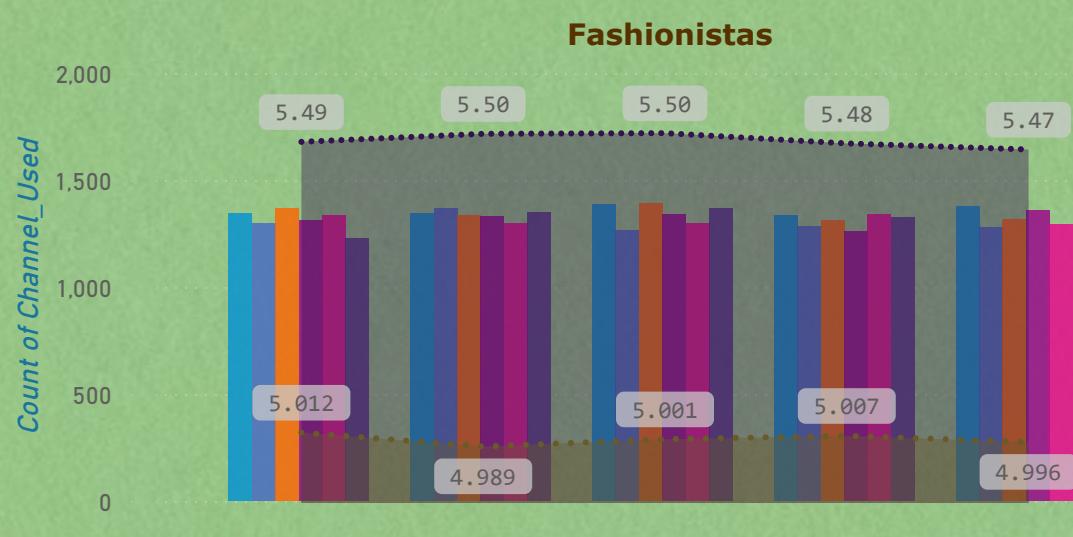
Audience Conversion Rate by Channel for various Company

Target_Audience ● All Ages ● Men 18-24 ● Men 25-34 ● Women 25-34 ● Women 35-44 ● Average of Conversion_Rate



Audience Engagement and ROI by segment in various Channels

Channel_Used ● Email ● Facebook ● Google Ads ● Instagram ● Website ● YouTube ● Average of Engagement_Score ● Average of ROI



Exploring Campaign Effectiveness Across Country, Language and Location

