

Marketing Campaign Performance Report

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Key Metrics Snapshot

- Total Impressions: 149,000
- Total Clicks: 7,250
- Total Spend: \$14,403.75
- Total Visits: 6,520
- Avg CTR: 4.87%
- Avg CPC: \$1.99

Executive Summary

Digital marketing performance from January 1 to January 10, 2024, showed a total of 149,000 impressions, 7,250 clicks, and \$14,403.75 in spend, resulting in an average ROI of 0.45. The top-performing campaigns were Festival Sale, Flash Sale, and New Year Blast. Overall, the performance metrics indicate room for improvement.

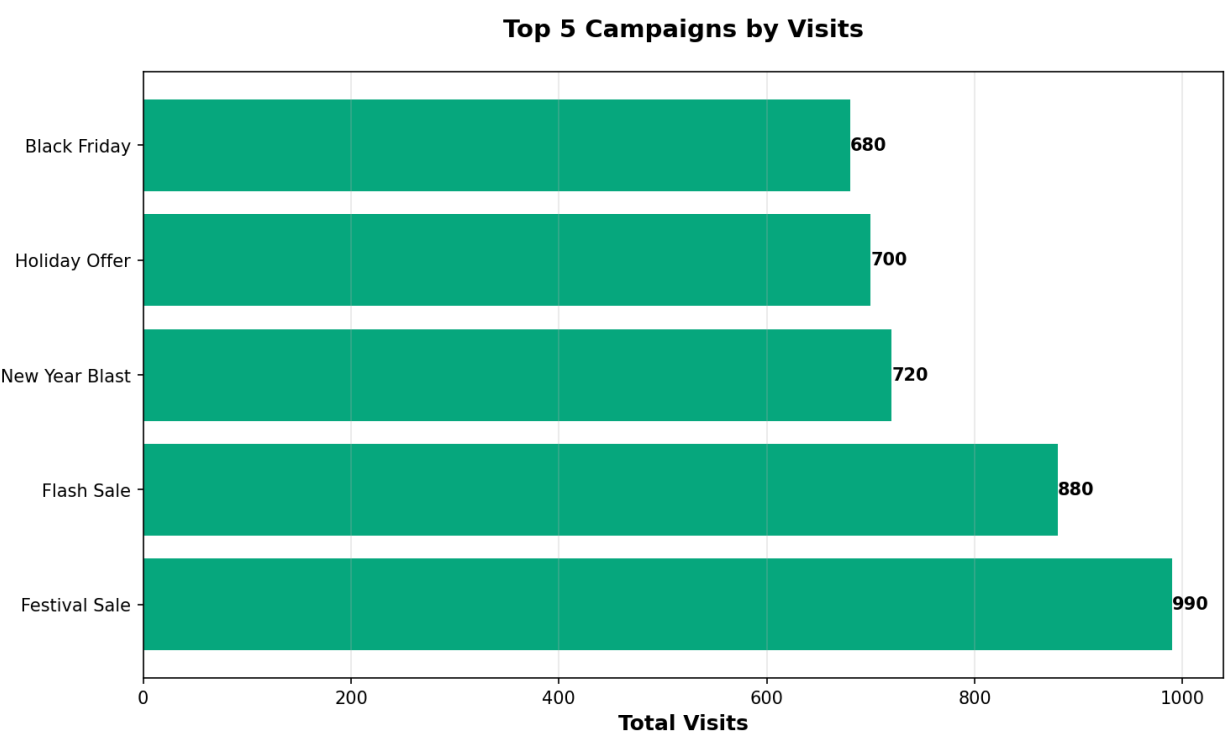
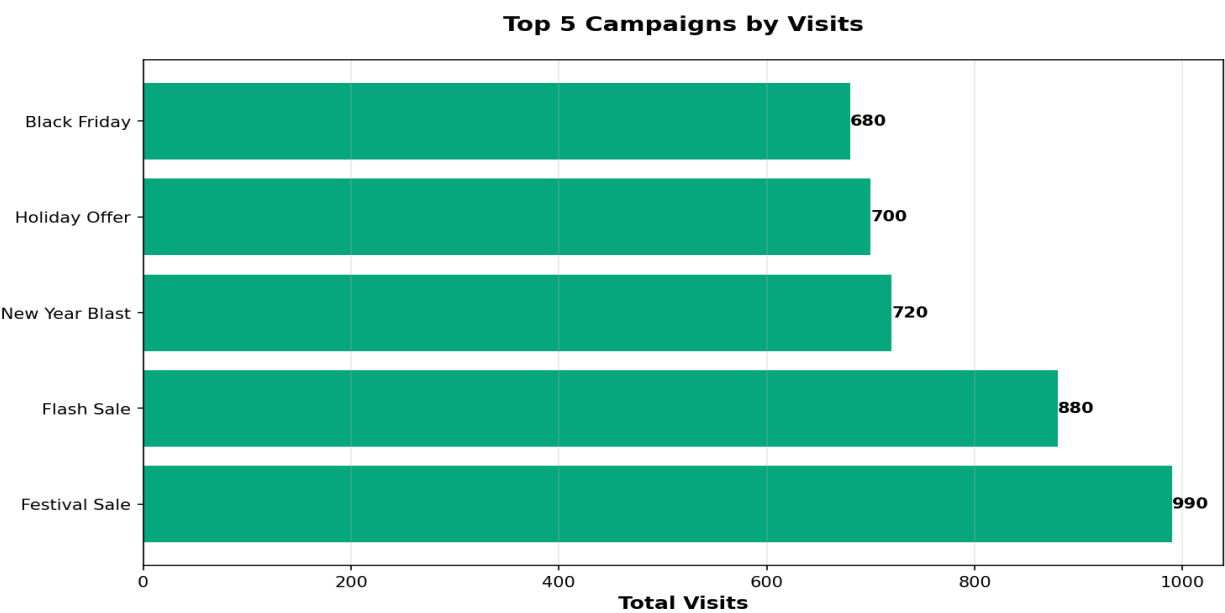
Key Insights:

- Total Impressions: 149,000
- Total Clicks: 7,250
- Total Spend: \$14,403.75

Recommendations:

- Optimize campaign targeting and ad creative to improve average CTR and ROI.
- Analyze and adjust bidding strategies to reduce average CPC.
- Prioritize and allocate budget to top-performing campaigns, such as Festival Sale and Flash Sale.

Key Visuals



Top 5 Campaigns

1. Festival Sale

- Visits: 990
- Clicks: 1,100
- Spend: \$2,200.30
- CTR: 5.00%

2. Flash Sale • Visits: 880 • Clicks: 950 • Spend: \$1,900.00 • CTR: 4.75%

3. New Year Blast • Visits: 720 • Clicks: 820 • Spend: \$1,700.00 • CTR: 4.56%

4. Holiday Offer • Visits: 700 • Clicks: 800 • Spend: \$1,600.40 • CTR: 5.00%

5. Black Friday • Visits: 680 • Clicks: 750 • Spend: \$1,500.75 • CTR: 5.00%

Appendix: Key Metrics

Total Impressions: 149,000

Total Clicks: 7,250

Total Spend: \$14,403.75

Total Visits: 6,520

Average CTR: 4.87%

Average CPC: \$1.99