

# Social Media Ad Campaign Performance – July 2025

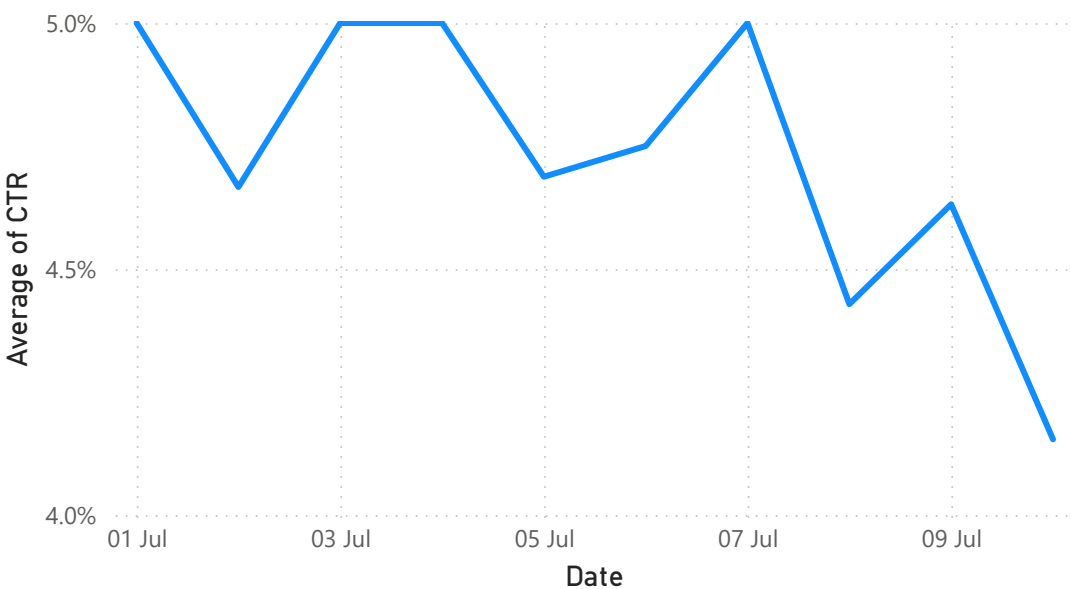
31K  
Sum of Spend

50K  
Sum of Revenue

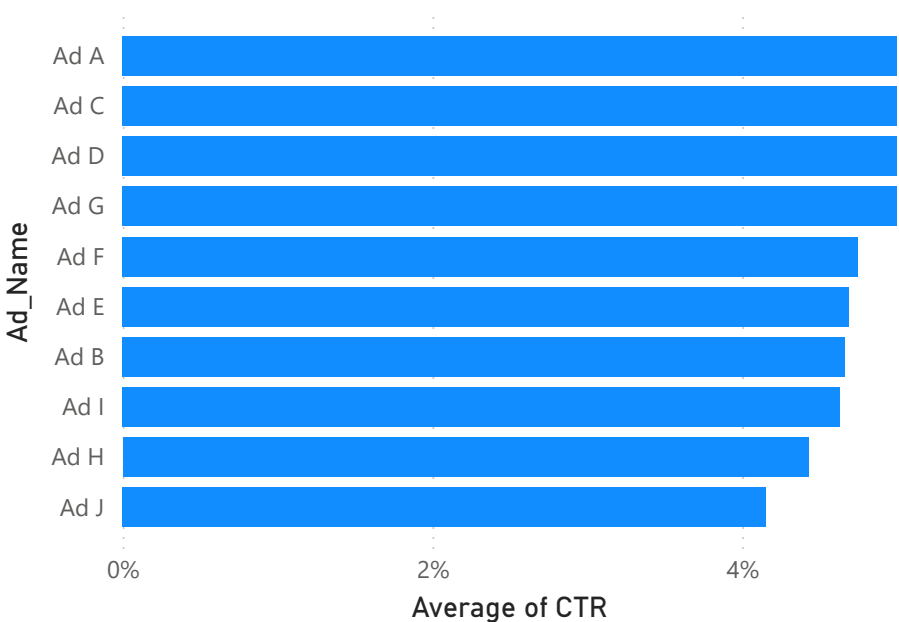
4.73%  
Average of CTR

58.23%  
Average of ROI

Average of CTR by Date



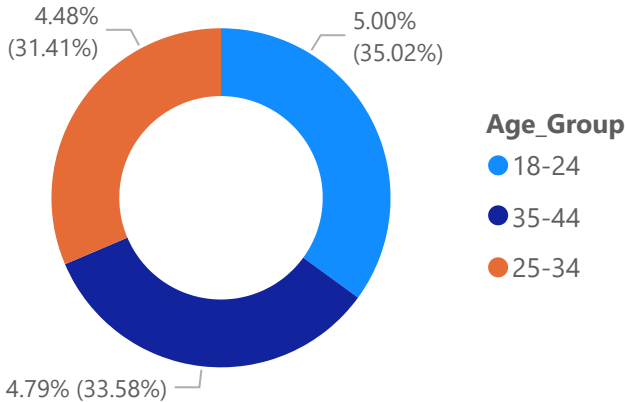
Average of CTR by Ad\_Name



Age\_Group

All

Average of CTR by Age\_Group



Ad_Name	Sum of CPC	Average of CTR	Average of ROI
Ad A	₹ 5.00	5.00%	60.00%
Ad B	₹ 4.29	4.67%	66.67%
Ad C	₹ 4.67	5.00%	50.00%
Ad D	₹ 3.56	5.00%	65.63%
Ad E	₹ 4.13	4.69%	54.84%
Ad F	₹ 4.21	4.75%	50.00%
Ad G	₹ 4.12	5.00%	62.86%
Ad H	₹ 4.68	4.43%	55.17%
Ad I	₹ 4.20	4.63%	59.46%
Ad J	₹ 4.81	4.15%	57.69%
Total	₹ 43.67	4.73%	58.23%