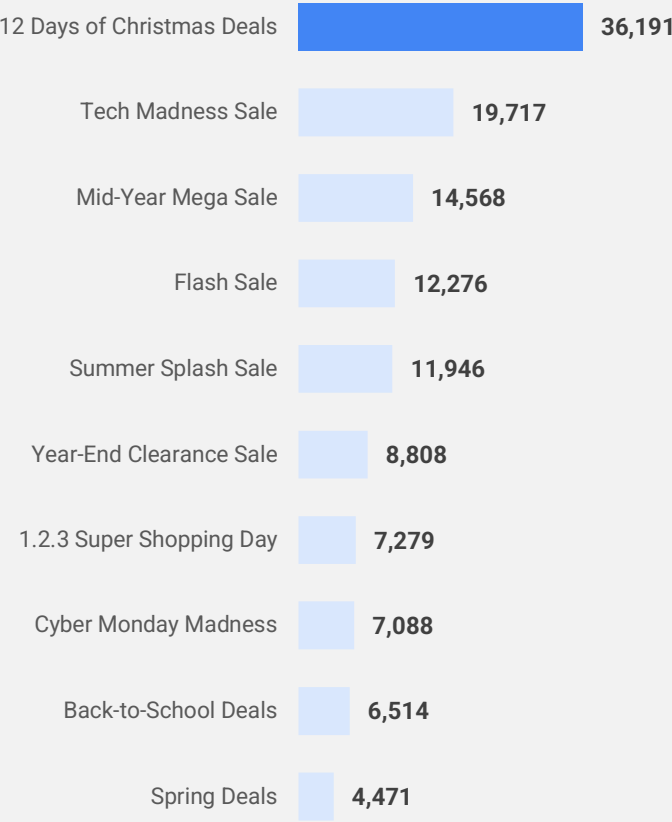


PopCart Marketing Campaign Performance - Executive Summary

Total Impressions by Campaign



Revenue (with campaign)
₱87,965,591



Impression
128,858



CTR (click-through-rate)
38.71%



Clicks
49,876

Filter by Segment:

Gender

Female Male

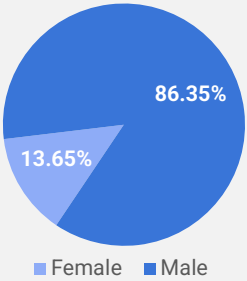
Region

Metro Ma... Mindanao North Luz... South Luz... Visayas

Age Level

0-17 years 18-24 ye... 25-34 ye... 35-44 ye... 45-54 ye... 55-64 ye... 65 years ...

Revenue by Gender



CTR vs Impression by Product Category

