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# Markelytics Ads Dashboard

Tap Anywhere to Continue

Last Refresh Date  
**23 May 2025**

95K

Impressions

5K

Clicks

5%

CTR

3%

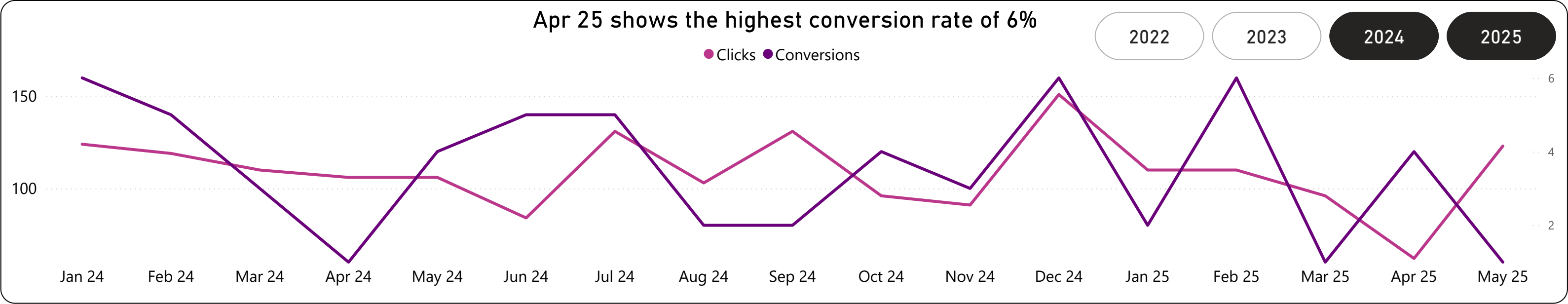
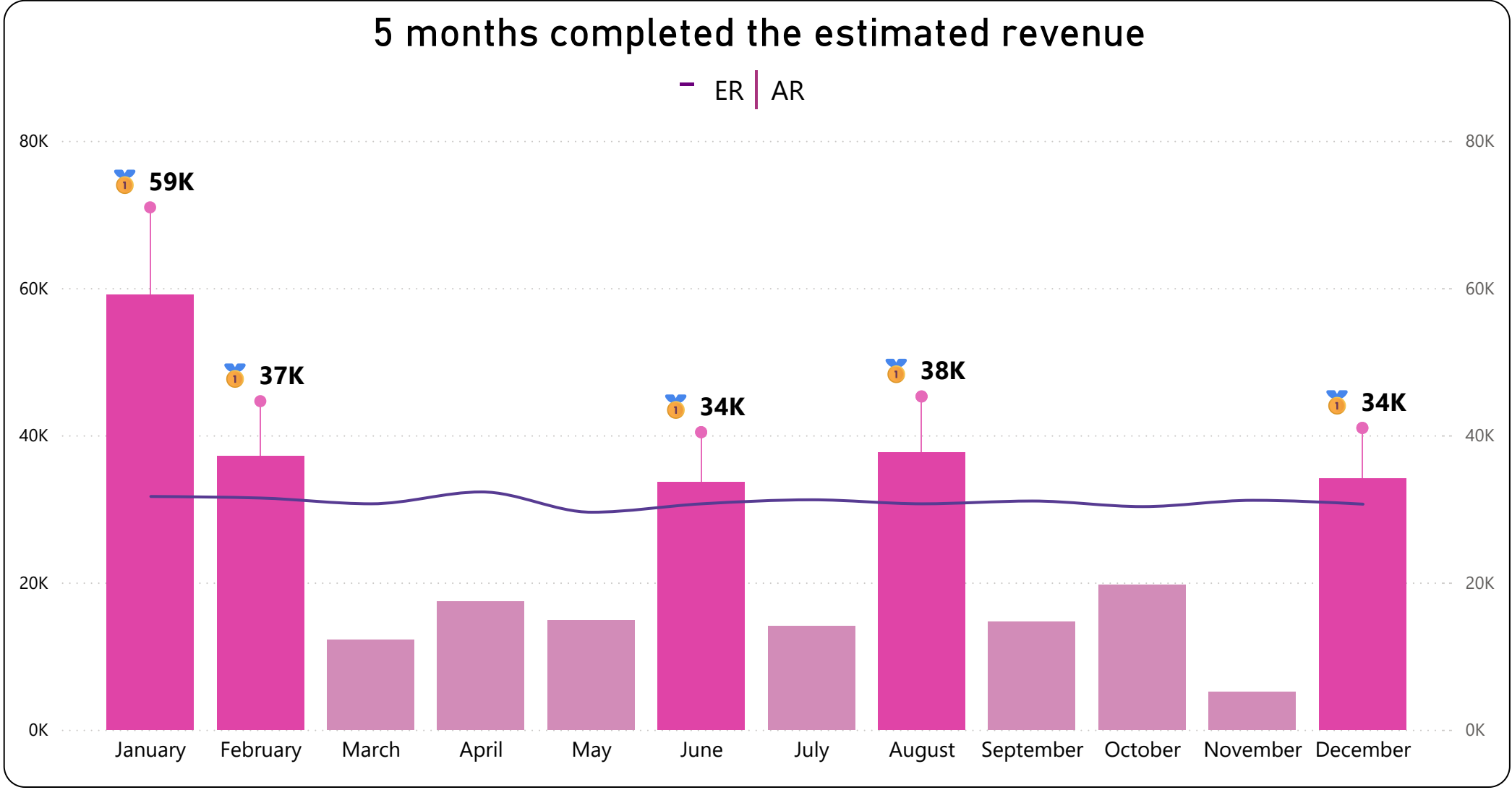
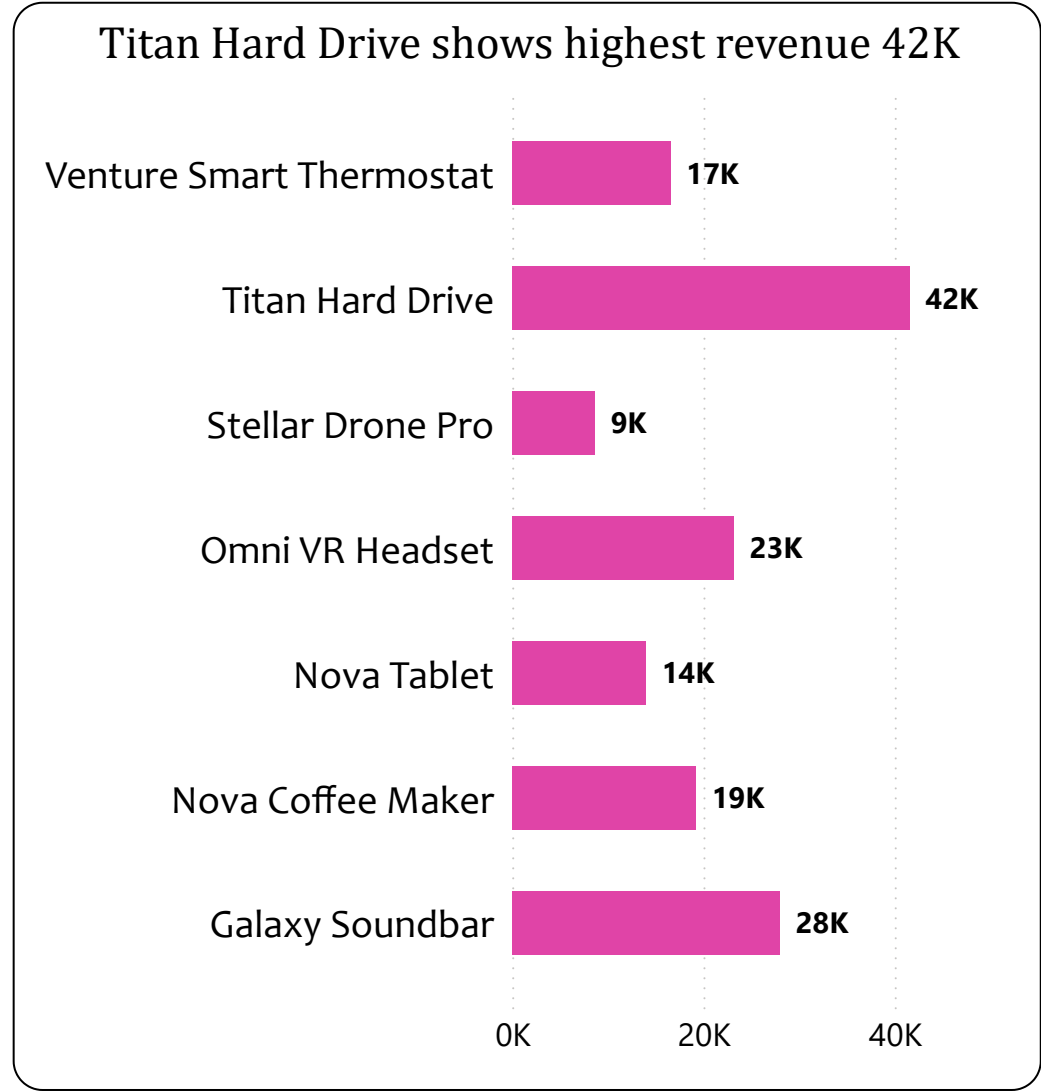
Conversion Rate

₹15.4

CPM

122

ROAS



Date

01-01-202231-12-2025

Year

☐ 2022☐ 2023☐ 2024☐ 2025

Month Name

All

Products

All

Campaigns

All

95K

Impressions

5K

Clicks

5%

CTR

3%

Conversion Rate

₹15.4

CPM

122

ROAS

Date

01-01-2022

31-12-2025

Year	Months	Impressions	Ly Impressions	Clicks	Conversions	Ly Conversions	Costly Campaigns	Top Products
2025	January	2282	-1%	110	2	-66.67%	New Arrival: Smart Gadgets - ₹30	Quantum Phone X - ₹20,662
	February	2287	15%	110	6	20.00%	Summer Splash Sale - ₹33	AlphaSmart Watch - ₹5,641
	March	2019	-4%	96	1	-66.67%	New Arrival: Smart Gadgets - ₹28	Stream Wireless Router - ₹6,669
	April	1512	-31%	62	4	300.00%	New Arrival: Smart Gadgets - ₹24	Nova Coffee Maker - ₹10,781
	May	2244	61%	123	1	Equal	Year-End Clearance - ₹39	Nova Tablet - ₹1,591
	Total	10344	4%	501	14	-12.50%	Total Revenue - ₹624	Total Revenue - ₹69,622
2024	January	2303	-23%	124	6	Equal	New Arrival: Smart Gadgets - ₹30	Flex Fitness Band - ₹14,571
	February	1990	7%	119	5	-37.50%	New Arrival: Smart Gadgets - ₹33	Titan Hard Drive - ₹12,985
	March	2101	-22%	110	3	50.00%	Year-End Clearance - ₹28	Stream Wireless Router - ₹3,919
	April	2178	-20%	106	1	✖	Year-End Clearance - ₹28	Stream Wireless Router - ₹1,005
	May	2108	-14%	106	4	33.33%	New Arrival: Smart Gadgets - ₹35	Echo Smart Home Hub - ₹5,304
	June	1994	-11%	84	5	Equal	Year-End Clearance - ₹25	Omni VR Headset - ₹13,657
	July	2637	1%	131	5	25.00%	Year-End Clearance - ₹38	Galaxy Soundbar - ₹7,463
	August	1874	-20%	103	2	-33.33%	New Arrival: Smart Gadgets - ₹24	Titan Hard Drive - ₹21,332
	September	2418	-4%	131	2	-50.00%	Year-End Clearance - ₹35	Flex Fitness Band - ₹14,118
	October	1955	5%	96	4	100.00%	Year-End Clearance - ₹30	Aero Air Purifier - ₹13,485
	November	1922	-33%	91	3	-25.00%	Summer Splash Sale - ₹26	Nova Coffee Maker - ₹2,826
	December	2928	19%	151	6	-45.45%	Summer Splash Sale - ₹51	Solar Powerbank - ₹17,236
	Total	26408	-11%	1352	46	-11.54%	Total Revenue - ₹1,705	Total Revenue - ₹230,402
2023	January	3008	55%	155	6	200.00%	New Arrival: Smart Gadgets - ₹44	UltraSonic Headphones - ₹8,675
	February	1865	-7%	110	8	166.67%	Summer Splash Sale - ₹34	Omni VR Headset - ₹8,053

Year

☐ 2022

☐ 2023

☐ 2024

☐ 2025

Month Name

All

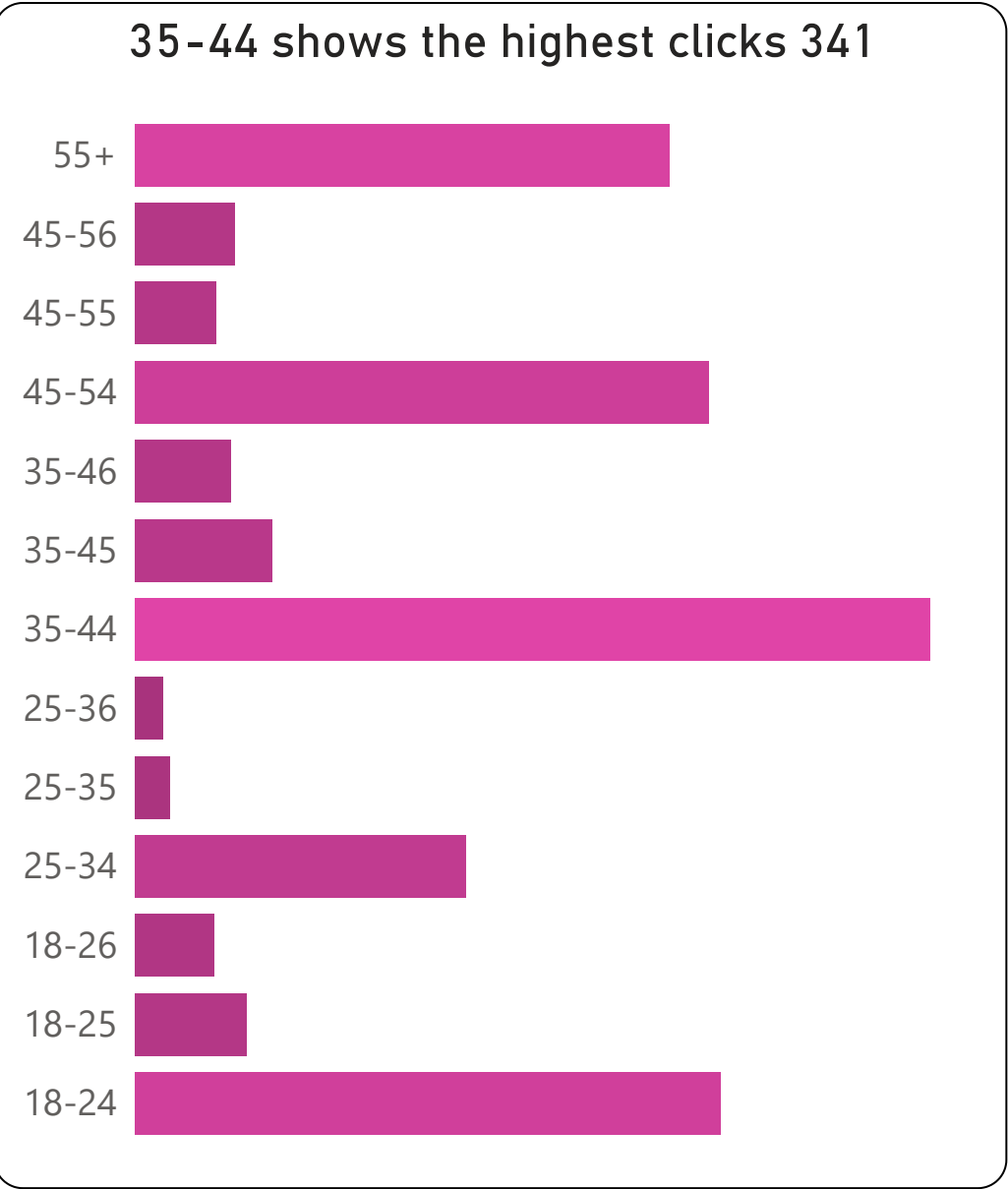
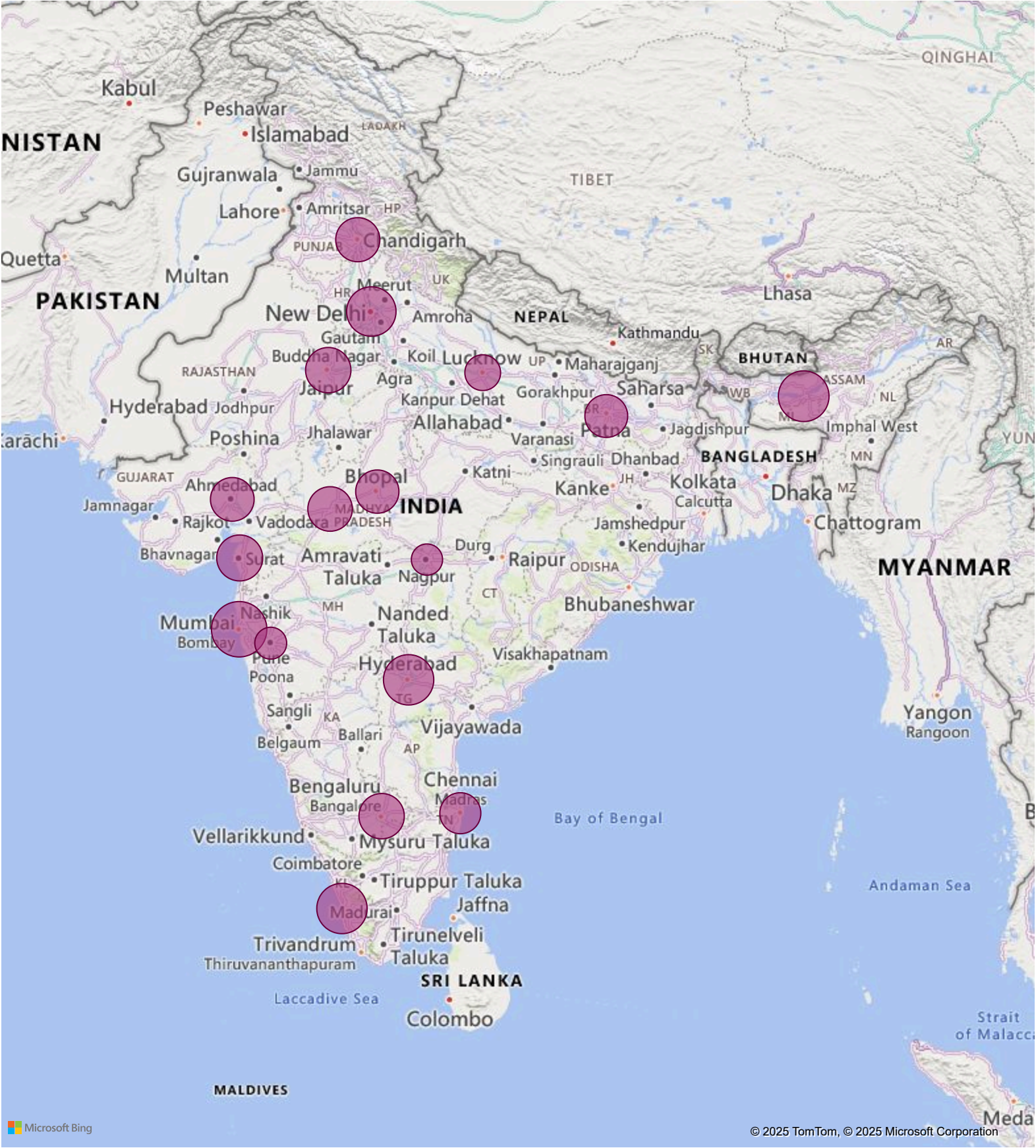
Products

All

Campaigns

All





Year

All

Products

All

Month Name

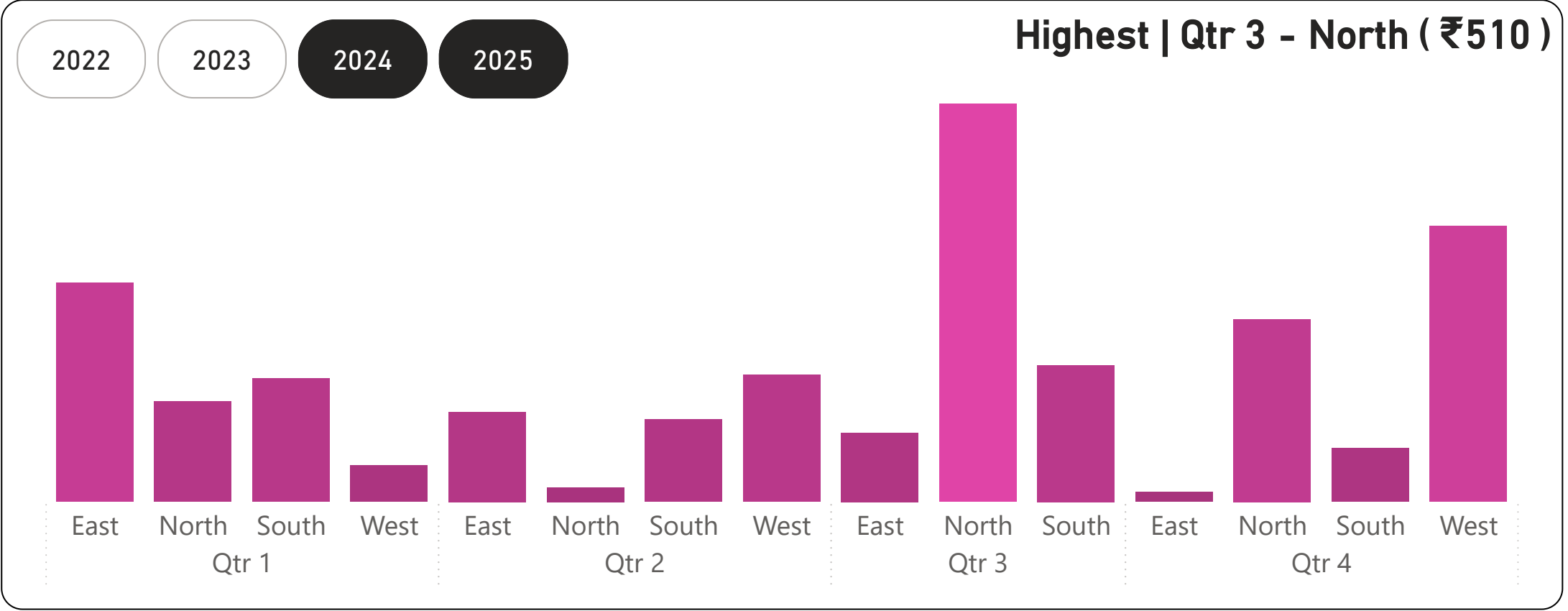
All

Campaigns

All

MAX Purchase - Male ( 26 ) | MAX Signup - Female ( 27 )

Category	Purchase	Signup
Female	180	270
Male	260	260
Other	240	180



Buy 1 Get 1 Festive  
Top Campaign

10  
Campaigns

500  
Avg Clicks by Campaigns

59 Days  
Avg Time Taken

Date

01-01-2022

31-12-2025

Campaigns	Impressions	Impressions/Day	Clicks	Conversions	Ly	Conversion%	Profitable?	CTR	ROAS	Time Taken
Buy 1 Get 1 Festive	5385	91	287	22		50%	Yes Profitable with ₹42 US	5%	281	59 Days
Black Friday Early Access	5386	174	268	20		-67%	Not Profitable ▼	5%	239	31 Days
Winter Fitness Kickstart	5430	181	309	20		-89%	Not Profitable ▼	6%	294	30 Days
Refer & Earn Campaign	5458	195	324	19		-60%	Yes Profitable with ₹105 US	6%	272	28 Days
Back to School Essentials	5436	89	246	17		-86%	Yes Profitable with ₹192 US	5%	229	61 Days
Summer Splash Sale	18888	157	1039	15		-75%	Yes Profitable with ₹42 US	6%	84	120 Days
Flash Deal Friday	5401	180	266	12		-75%	Yes Profitable with ₹166 US	5%	150	30 Days
Limited Time Tech Promo	5495	183	295	10		-50%	Yes Profitable with ₹430 US	5%	140	30 Days
Year-End Clearance	18949	306	981	8		Equal	Not Profitable ▼	5%	36	62 Days
New Arrival: Smart Gadgets	19172	618	985	7		✖	Not Profitable ▼	5%	25	31 Days
Total	95000	1610	5000	150		100%	Total Spend ₹6,167	5%	122	59 Days

Year

☐ 2022

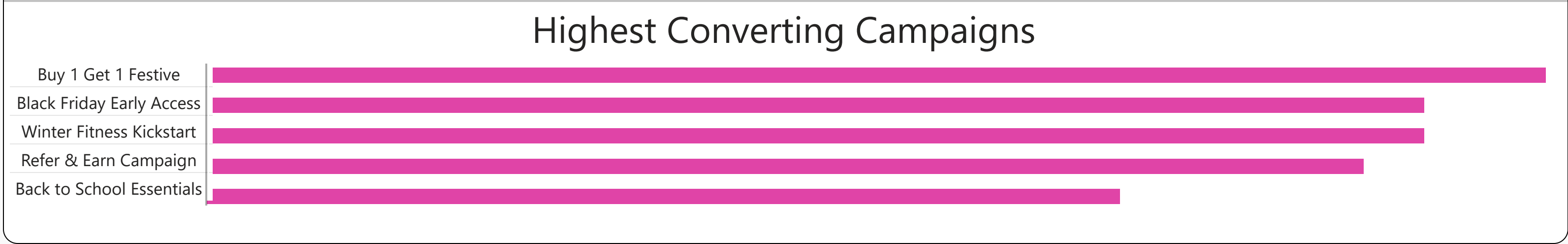
☐ 2023

☐ 2024

☐ 2025

Month Name

All



Products

All

Campaigns

All



Products

20

Avg Price of Product

₹8,839.4

Avg Clicks by Products

250

Date

01-01-2022

31-12-2025

Product	Price	Impressions	Clicks	Clicks WA	CTR	Conversions	Max Impressions/Day	Ad_Spend	Avg Clicks/Day	Vs LY Clicks
Aero Air Purifier	₹11,851	5695	309	19.10	5%	7	99	₹393	2.78	×
Aero Gaming Laptop	₹11,747	5305	258	13.31	5%	5	142	₹328	2.69	×
AlphaSmart Watch	₹6,286	4759	264	13.94	6%	6	145	₹311	3.07	0%
Echo Smart Home Hub	₹10,158	4827	232	10.76	5%	8	146	₹273	2.70	×
Flex Fitness Band	₹12,916	5221	277	15.35	5%	8	100	₹336	2.86	×
Galaxy Soundbar	₹8,998	4147	211	8.90	5%	11	96	₹262	2.74	×
Nova Coffee Maker	₹6,016	5157	234	10.95	5%	8	129	₹275	2.66	-67%
Nova Tablet	₹6,558	4868	235	11.05	5%	8	98	₹300	2.61	-33%
Omni VR Headset	₹10,000	4873	282	15.90	6%	9	100	₹350	3.03	-33%
PixelPro Camera	₹5,110	3775	171	5.85	5%	5	100	₹225	2.38	×
Prism LED TV	₹9,223	4703	254	12.90	5%	8	98	₹316	2.89	×
Quantum Phone X	₹11,362	4703	247	12.20	5%	9	98	₹307	2.98	-50%
Solar Powerbank	₹8,226	3992	233	10.86	6%	7	96	₹292	2.95	-50%
Stellar Drone Pro	₹11,535	4143	220	9.68	5%	7	99	₹265	2.78	-67%
Stream Wireless Router	₹12,836	5473	306	18.73	6%	8	100	₹385	2.86	-50%
Titan Hard Drive	₹9,224	4739	276	15.24	6%	13	98	₹343	2.91	-75%
UltraSonic Headphones	₹6,068	4937	257	13.21	5%	10	100	₹301	2.89	-50%
Venture Smart Thermostat	₹5,147	4838	245	12.01	5%	8	101	₹299	2.75	-67%
Viva Bluetooth Speaker	₹5,169	4229	234	10.95	6%	2	96	₹288	2.89	×
Zen Digital Fridge	₹8,358	4616	255	13.01	6%	3	97	₹318	2.87	×
Total	₹1,76,788	95000	5000	250.0	5%	150	388	₹6,167	5.32	100%

Year

☐ 2022

☐ 2023

☐ 2024

☐ 2025

Month Name

All

Products

All

Campaigns

All

# Data Dictionary-

Name	Expressions	First Description
<div><div></div><div>_Title</div></div>	<div>VAR _Table = FILTER( ADDCOLUMNS( VALUES(Dates[Month_Name]), "Actual", [Actual Revenue], "Estimate", [Estimated Revenue] ) [Actual] &gt;= [Estimate] ) VAR _months = COUNTROWS( _Table ) RETURN _months &amp; " months completed the estimated revenue"</div>	<div>Display Folder - Actual Vs Estimate!</div>
<div><div></div><div>Bar Color</div></div>	<div>IF( [Actual Revenue] &gt;= [Estimated Revenue], "#e044a7", "#D28CB8" )</div>	<div>Display Folder - Actual Vs Estimate!</div>
<div><div></div><div>EsLabel</div></div>		<div>Display Folder - Actual Vs Estimate!</div>
<div><div></div><div>MaxBar</div></div>	<div>IF( </div>	<div>Display Folder - Actual Vs Estimate!</div>