



Blinkit

Marketing and Customer Feedback

Dynamic Dashboard

Marketing

Customer

Date of Campaign

17-03-2023

04-11-2024

Spend in Campaign

1,000.63

4,997.55

Campaign Channel

Select all

App

Email

SMS

Social Media

Impressions

26M

Clicks

3M

Conversions

264K

Return on AD Spend

13.13K

Number of Campaigns

8

Champaign Name

App Push Notification

Category Promotion

Email Campaign

Festival Offer

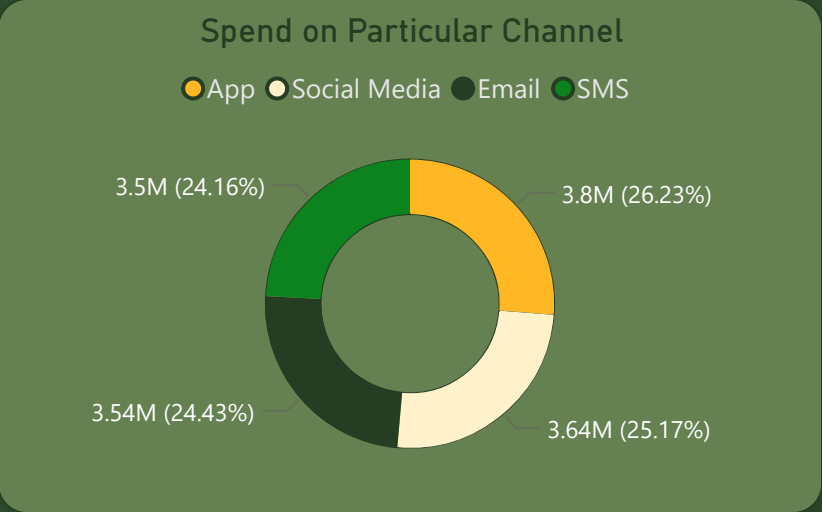
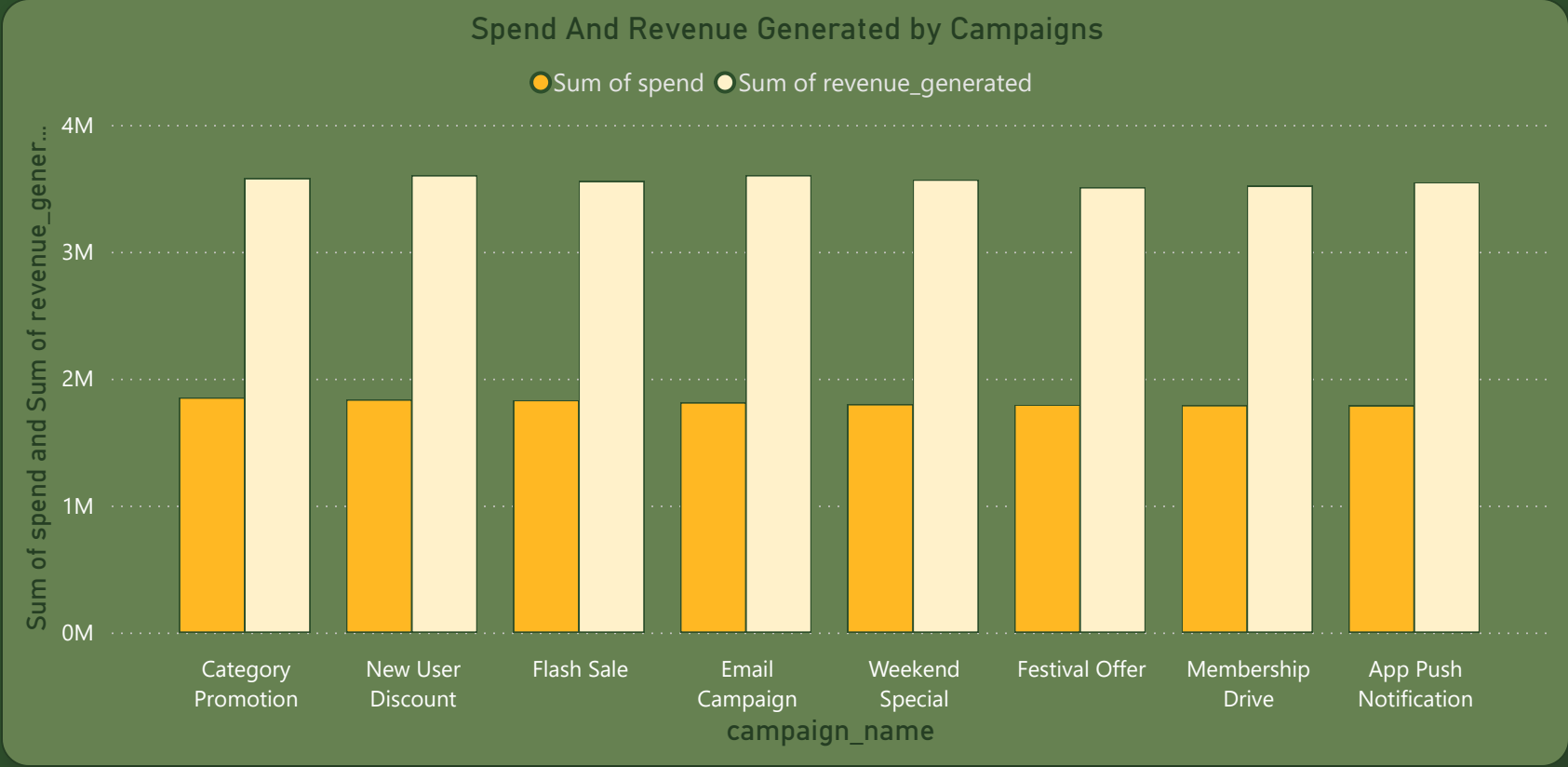
Flash Sale

Membership Drive

New User Discount

Referral Program

Weekend Special



16-03-2023

04-11-2024



0.00

6,721.46



All

Total Number of Orders

1919

Select all

Card

Cash

UPI

Wallet

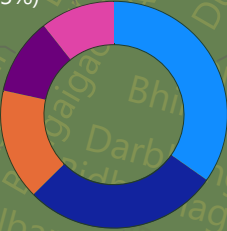
Customer Engagement

4 3 5 1 2

20400% (10.63%)

21000% (10.94%)

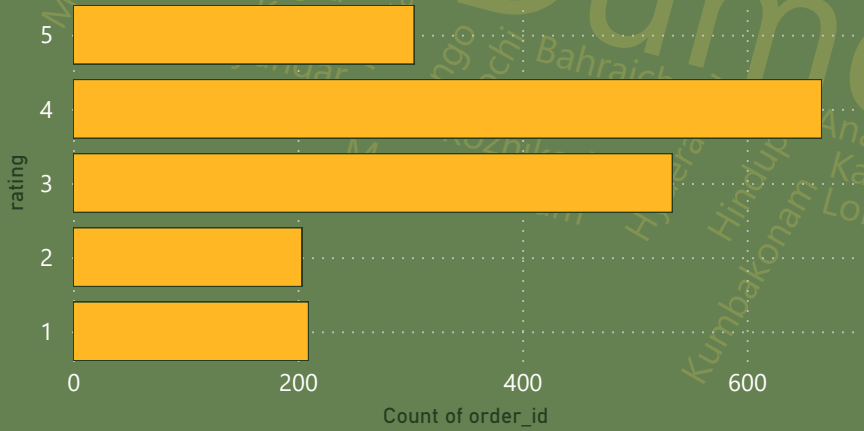
30400% (15.84%)



66700% (34.76%)

53400% (27.83%)

Responses



Categories

Baby Care

Cold Drinks & Juices

Dairy & Breakfast

Fruits & Vegetables

Grocery & Staples

Household Care

Instant & Frozen Food

Personal Care

Pet Care

Pharmacy

Snacks & Munchies

