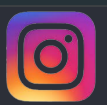


Social Media Campaign Performance Tracker



Channel_Used

Type to search

Instagram

Facebook

Twitter

Pinterest

Customer_S...

Type to search

Health

Technology

Fashion

Home

Target_Audi...

Type to search

All Ages

Women 25-34

Women 18-24

Men 45-60

Men 18-24

Women 45-60

Men 25-34

Women 35-44

Total Clicks

5,446,101,111

Total Impressions

16,810,270,916

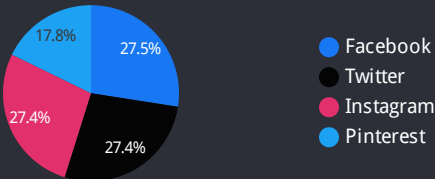
CTR(%)

31.42

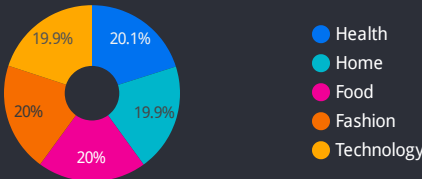
Average ROI

3.18

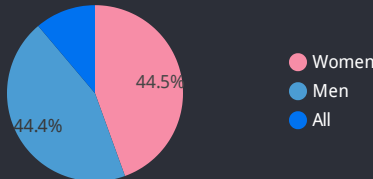
Reach Distribution by Advertising Ch...



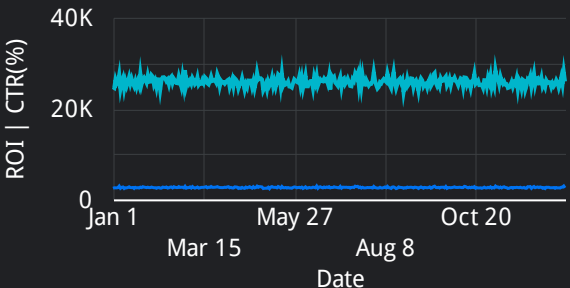
Customer Segments by Engagement...



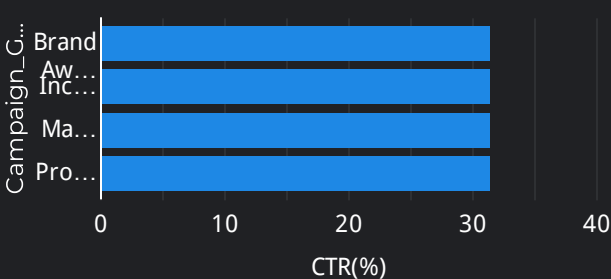
Campaign Reach by Gender



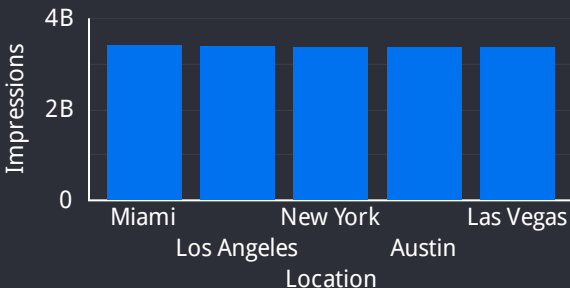
Performance Trend Over Time



Top ads by Engagement(CTR%)



Impressions by Location



CTR by Day and Time

	DayOf...	Time_of_D...	CTR(%) ^
1.	Tuesday	Night	31.4
2.	Wedne...	Night	31.41
3.	Monday	Night	31.41
4.	Sunday	Night	31.42
5.	Friday	Night	31.42
6.	Thursd...	Night	31.42
7.	Saturday	Night	31.43

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Top Campaign Goals by ROI and Conversion

	Campaign_Goal	ROI ▾	Conversion_...	Clicks
1.	Product Launch	239,346.27	0.08	1,362,309,152
2.	Brand Awareness	238,738.1	0.08	1,369,340,856
3.	Increase Sales	238,270.75	0.08	1,359,777,768
4.	Market Expansion	236,952.3	0.08	1,354,673,335

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