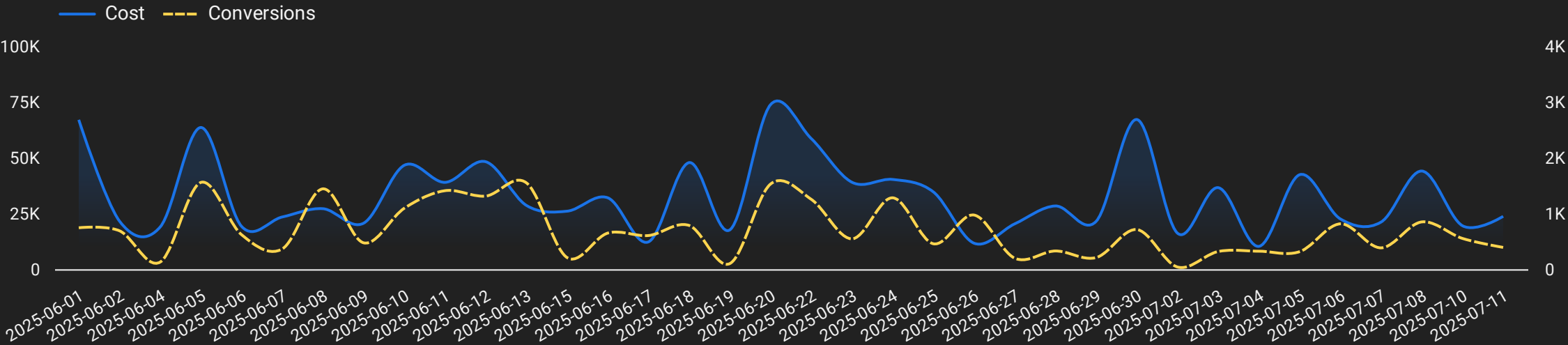


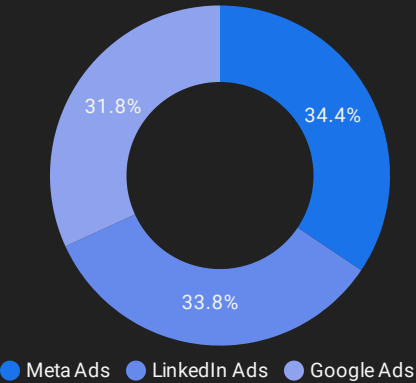
Marketing Dashboard

AD Spends	Total Conversions	Total Revenue	ROAS	CPA	CTR %	Spend Wastage
₹1.19M	25,215	₹9.44M	₹7.92	₹47.25	3.54%	12.75%

Spends vs Conversions



AD Spends by Channel



ROAS by Source



Performance by Campaigns

	Campaign Name	Impressions	CPA ▾	ROAS	CTR %
1.	Lead Gen	970,613	₹55.29	₹6.86	2.87%
2.	Holiday Sale	835,072	₹50.56	₹8.05	3.6%
3.	Product Launch	515,030	₹47.94	₹7.36	4.37%
4.	Abandoned Cart	762,491	₹47.48	₹8.03	3.46%
5.	Retargeting	615,803	₹43.65	₹7.84	3.52%
6.	Brand Awareness	533,113	₹38.85	₹9.59	3.96%