

# " Marketing campaign Analysis "

**Designed for clarity and insight , this dashboard offers a dynamic view of campaign performance , and target Audience it highlights key metrics like total campaign , CTR (Click Through rate) , CPA (Cost Per Acquisition) , Conversion Rate (%) , Engagement Rate (%) , CPL (cost per lead(conversions)) while providing a deep dive into campaign and advertisement across advertisement type , objectives and platforms , and change in conversions by month , which campaigns exceeded budget and cost a lot , using interactive visualizations . it empowers businesses to uncover audience and refine strategies .**

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# Campaigns Analysis



**KPIS**

**Campaigns**  
20



**KPIS**

**Campaigns**  
20

**conversion rate**  
58%

**Engagement Rate**  
11%

**CPA**  
\$6.55

**CPC**  
0.43

**CPL**  
\$0.04


**CTR**  
7%

## Campaigns

A bar chart with a blue bar representing a conversion rate of 58%. The text 'conversion rate' is written above the bar, and '58%' is written inside the bar. The chart is set against a dark blue background with a light blue grid.

**Engagement Rate**

11%

A bar chart with a blue bar representing the engagement rate. The bar is labeled '11%'. The chart is set against a white background with a blue border. Below the bar, there is a horizontal axis with a grey segment and a white segment.

**CPA**  
**\$6.55**

**CPC**  
**0.43**

**CPL**  
**\$0.04**

**CTR**  
**7%**

### Budget by Campaign

Campaign	Budget (K)
New Year Boost	17K
Spring Sale	35K
Ramadan Promo	6K
Summer Splash	32K
Back to School	37K
Autumn Awareness	18K
Winter Clearance	20K
Black Friday	9K
Cyber Week	17K
Holiday Countdown	49K
Product Launch A	42K
Product Launch B	37K

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Control

Objective

Platform

Ad Type

Control

Objective

Platform

Ad Type

Control

Objective

Platform

Ad Type

Control

Objective

Platform

Ad Type

### Analysis cost

Objective	Cost
Awareness	112K
Conversions	88K
Traffic	55K

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### no. advertisement and no. Campaign

no. advertisement no. Campaign

A bar chart comparing the number of advertisements and campaigns for three objectives: Awareness, Conversions, and Traffic. The x-axis is labeled 'Objective' and the y-axis represents the count. For each objective, there are two bars: a light blue bar for 'no. advertisement' and a dark blue bar for 'no. Campaign'. The values are: Awareness (10 ads, 67 campaigns), Conversions (6 ads, 54 campaigns), and Traffic (4 ads, 30 campaigns).

Objective	no. advertisement	no. Campaign
Awareness	10	67
Conversions	6	54
Traffic	4	30

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```
graph TD; A[campaign Kpis] --> B[CPA]; A --> C[CPC]; A --> D[CPL]; A --> E[CTR]; A --> F[Engagement Rate];
```

**campaign Kpis**

- CPA
- CPC
- CPL
- CTR
- Engagement Rate

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### campaign kpis

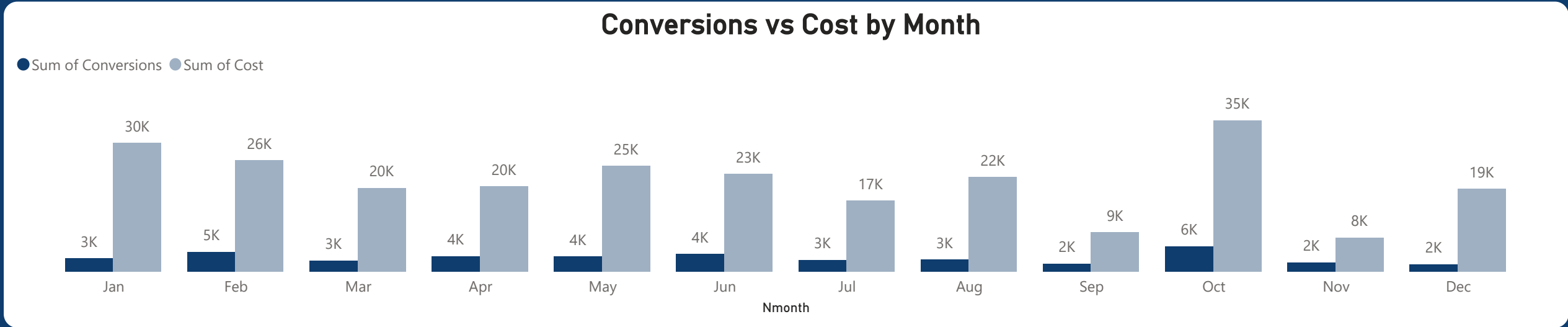
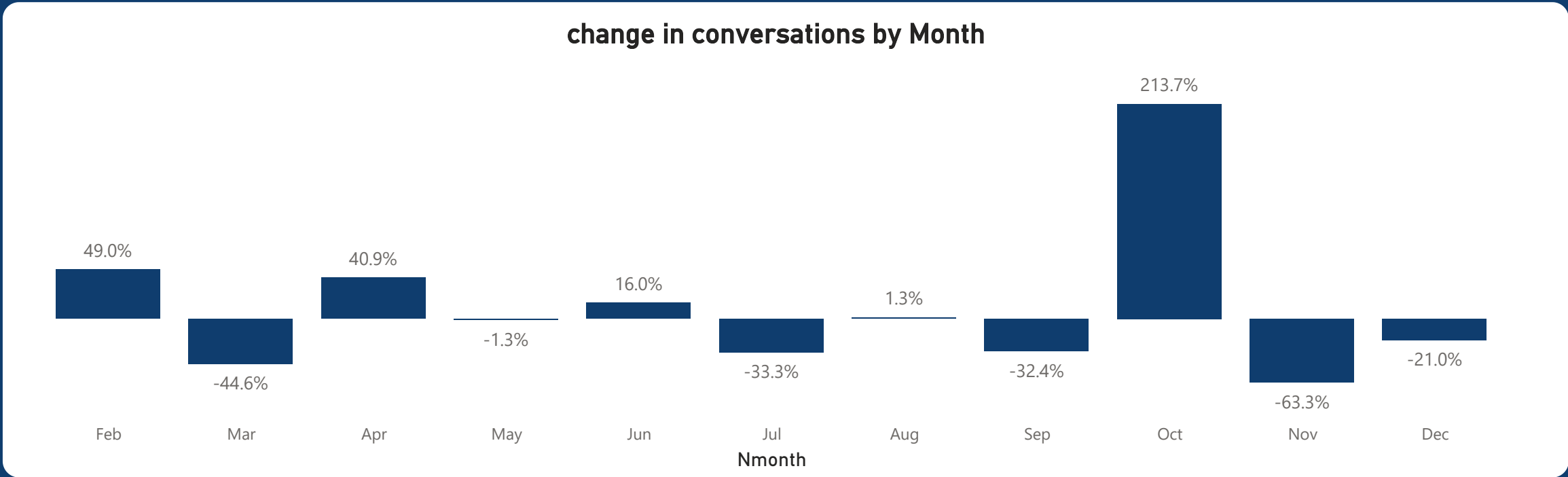
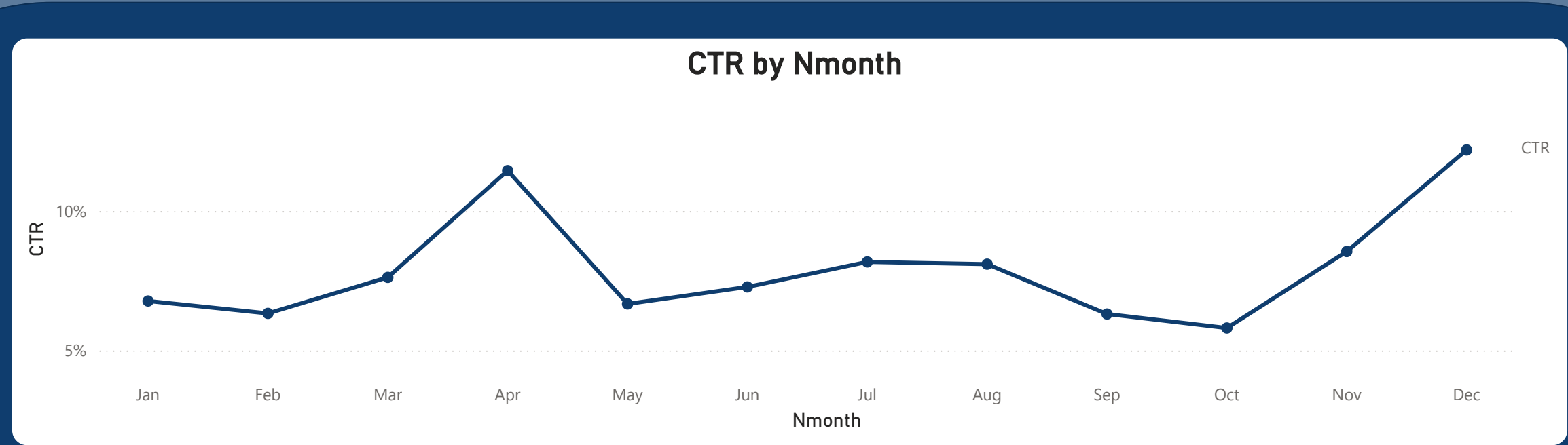
Campaign Name	Engagement Rate
New Year Boost	12.50%
Spring Sale	14.50%
Ramadan Promo	10.50%
Summer Splash	10.38%
Back to School	15.50%
Autumn Awareness	15.50%
Winter Clearance	7.00%
Black Friday	9.83%
Cyber Week	10.50%
Holiday Countdown	5.00%
Product Launch A	11.25%
Product Launch B	7.86%
Brand Awareness	11.43%
Referral Drive	10.29%

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Nmonth	Advertisement	Cost	conversion rate	Impressions
Oct	22	35.38K	9%	1286K
Jan	15	30.13K	5%	901K
Feb	16	26.05K	7%	696K
May	16	24.77K	5%	887K
Jun	13	22.83K	6%	756K
Aug	12	22.14K	4%	717K
Apr	12	19.90K	5%	451K
Mar	11	19.54K	4%	616K
Dec	10	19.36K	3%	393K
Jul	10	16.59K	4%	512K
Total	151	253.89K	58%	7867K

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Total	151	253.89K	58%	7867K







## Marketing Performance Summary

**Total Campaigns:** 20

**Total Ads:** 152

**CTR:** 7%

**CPC:** \$0.43

**CPA:** \$6.55

**Conversion Rate:** 58%

**Engagement Rate:** 11%

**CPL (Cost per Lead):** \$0.04

**A total of 4 campaigns exceeded their predicted budgets.**

## Audience Insights

**Age 25–34** is the most engaged and converting age group.

**Gender** shows minimal difference in engagement; males convert slightly more.

**Top Engaged Regions:** Dubai, Jeddah, Abu Dhabi

**Top Converting Regions:** Cairo, Dubai, Jeddah

## Platform Insights

**TikTok:** Highest **engagement** and **reach** (2.79M)

**Instagram:** Highest **conversion rate** (37.81%)

**Facebook:** Balanced performance across metrics

## Campaign Objective Insights

**Awareness:** Drives highest **reach** (3.55M)

**Traffic Objective:** Generates most **conversions** (43.78%)

**Conversation Objective:** Highest **engagement rate** (0.115)

## Ad Type Insights

**Video Ads** lead in **conversion** (36.71%)

Engagement is similar across **video, image, and story** formats