

Avg CPC

0.90

CAC

4.06

ROAS

10.61

ROI

9.61

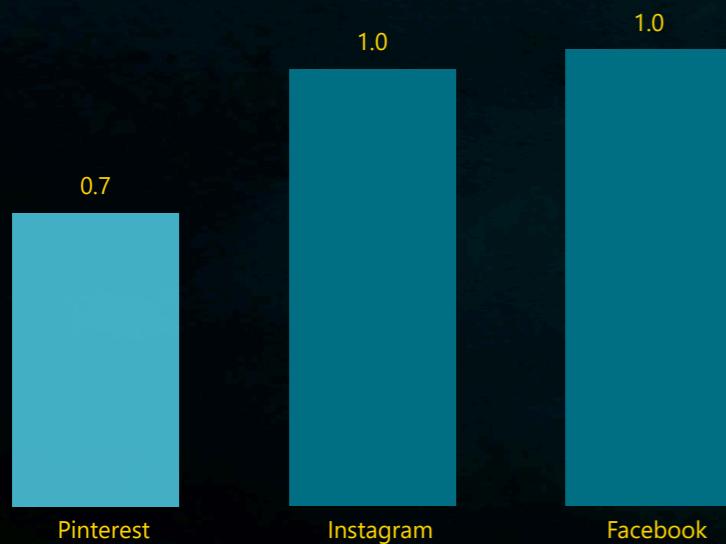
Conversion Rate

22%

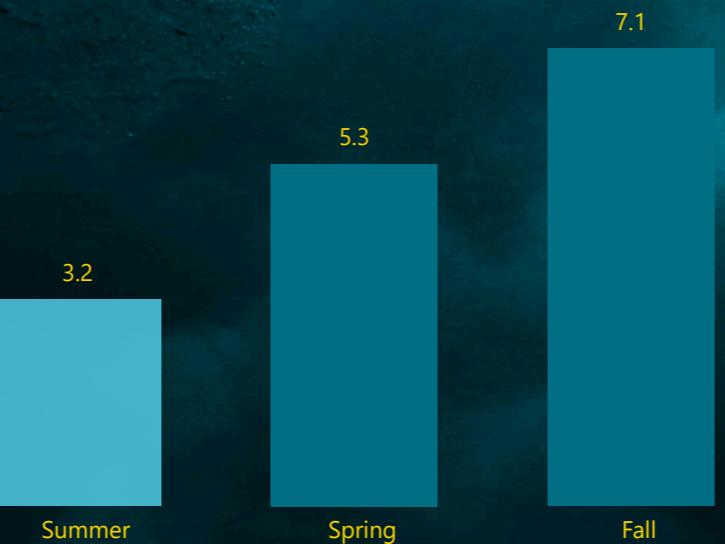
Channel

- Facebook
- Instagram
- Pinterest

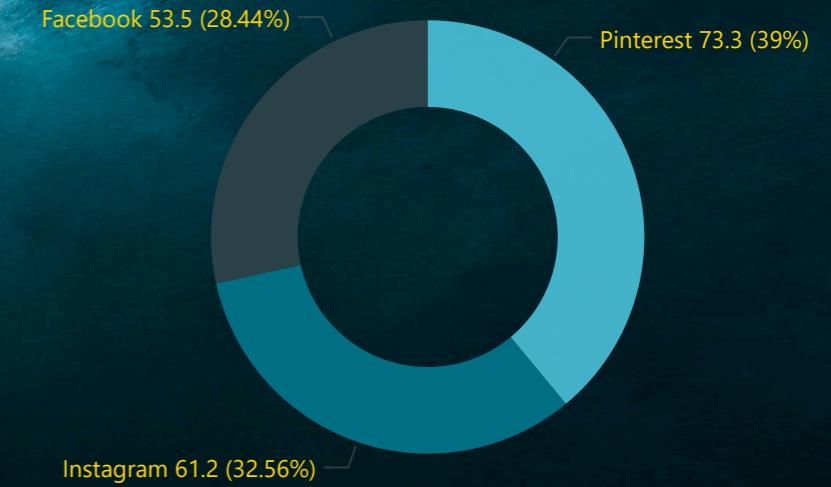
CPC by Channel



CPA by Campaign

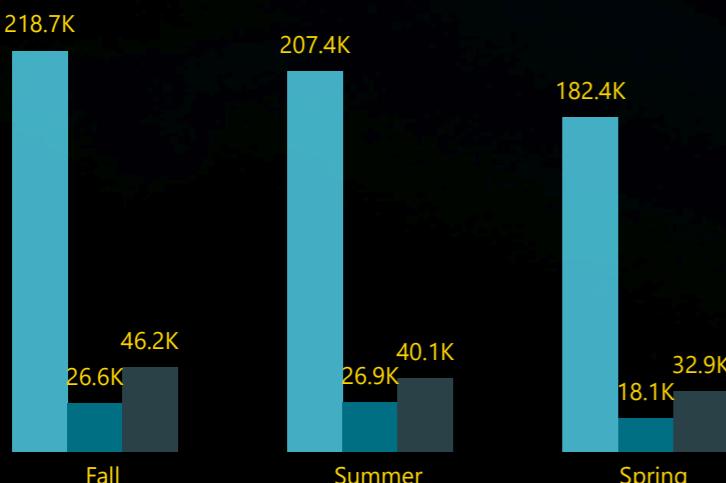


"Which Channel Converts Best?"



Likes / Comments / Shares by Campaign

● Likes ● Comments ● Shares



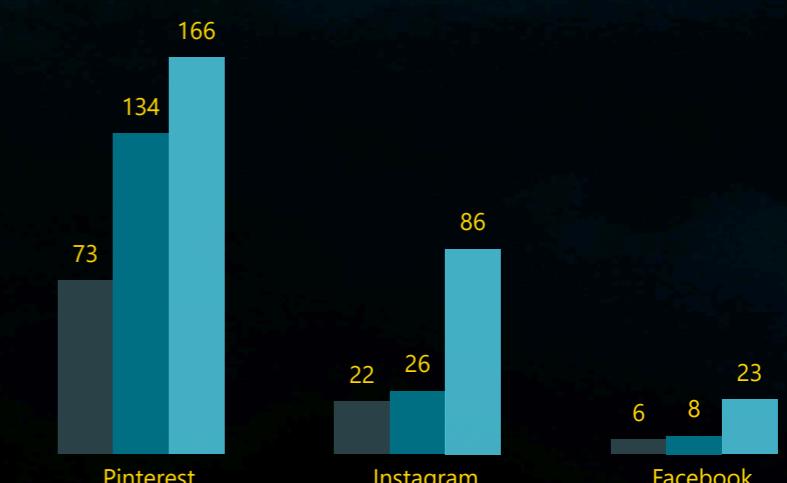
Is Higher Engagement Leading to More Conversions?

Campaign ● Fall ● Spring ● Summer



ROAS by Channel Across Seasons

Campaign ● Fall ● Spring ● Summer



Performance Overview

1- Campaigns delivered **14.65M impressions, 181.6K clicks, and 40K conversions**, generating **\$1.73M sales** and **\$1.57M profit** → overall strong performance.

2- Sales dipped in **June - August** but peaked in **September - October**, showing **seasonal effects**.

3- **Summer** achieved the **highest ROI (13.1)**, while **Fall** drove the **largest sales value (\$749K)**.

4- Channel efficiency:

• **Pinterest**: most efficient (\$28.2K spend → \$634.7K sales).

• **Instagram**: highest sales (\$684.8K).

• **Facebook**: weakest efficiency.

5- **Manchester, London, Birmingham** are top-performing cities.

Efficiency & Engagement

1- **CPC** lowest on Pinterest (\$0.7) vs. Instagram/Facebook (\$1.0).

2- **CAC** lowest in Summer (\$3.2), highest in Fall (\$7.1).

3- Strong profitability overall: **ROAS = 10.61, ROI = 9.61**.

4- Conversion rates: **Pinterest (73%) > Instagram (61%) > Facebook (53%)**.

5- **Fall** had the highest engagement (218K likes, 46K shares) with a clear link to conversions.

6- **Spring** underperformed (weak engagement + lowest conversions).

7- **Pinterest in Summer** = most profitable channel-season combo.

Facebook consistently underperforms across all seasons.

Primary Recommendations:

1- Budget Reallocation:

Increase investment in **Pinterest** and **Instagram**, especially during Summer and Fall, to maximize ROI.

Reduce reliance on **Facebook** or refine targeting and creative strategies to justify the spend.

2- Capitalize on Seasonal Trends:

Scale up campaigns during **Fall and Summer** and adopt the high-engagement content strategies from Fall to improve performance in other seasons.

Analyze the reasons for the **June-August dip** to mitigate future underperformance.

3- Targeting Optimization:

Launch tailored campaigns for **Manchester, London, and Birmingham**.

Enhance the mobile user experience to capture more value from that audience segment.

4- Content Strategy:

Focus on creating **engaging content** (like interactive ads and polls) since higher engagement directly correlates with better conversions.