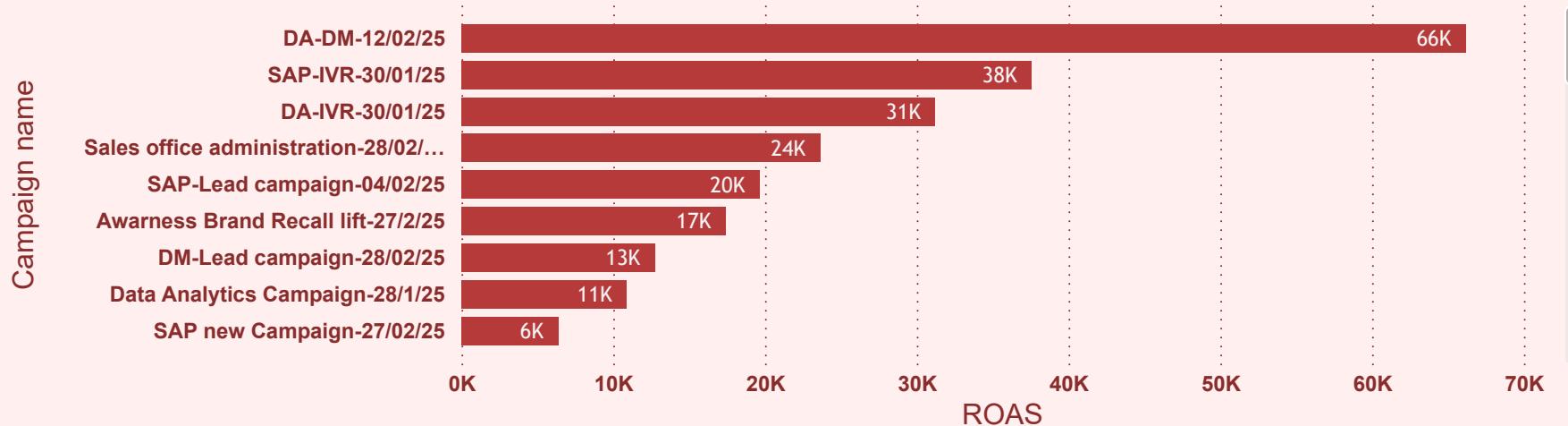


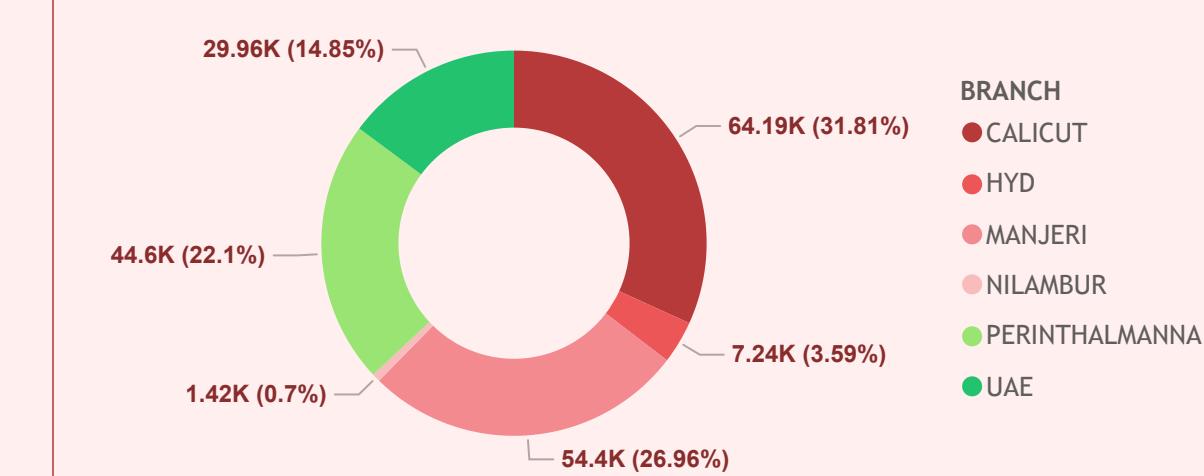
# Deployad Marketing Campaign Insights Dashboard



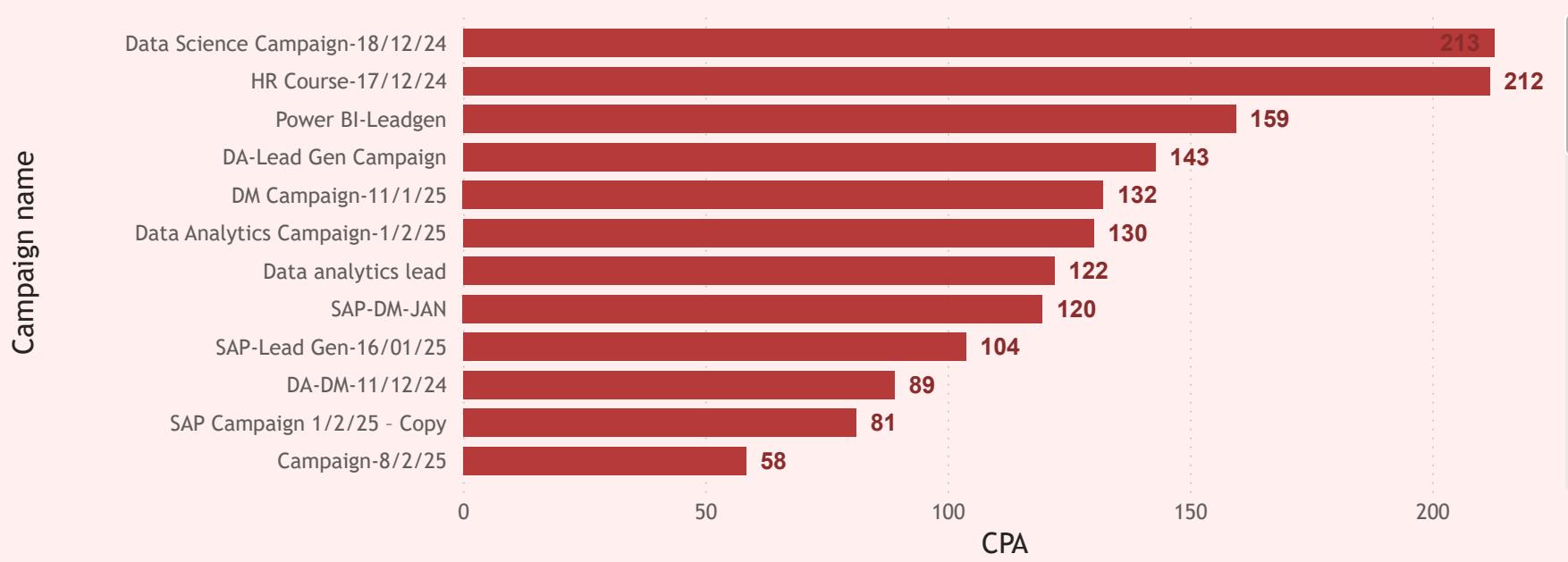
**ROAS by Campaign name**



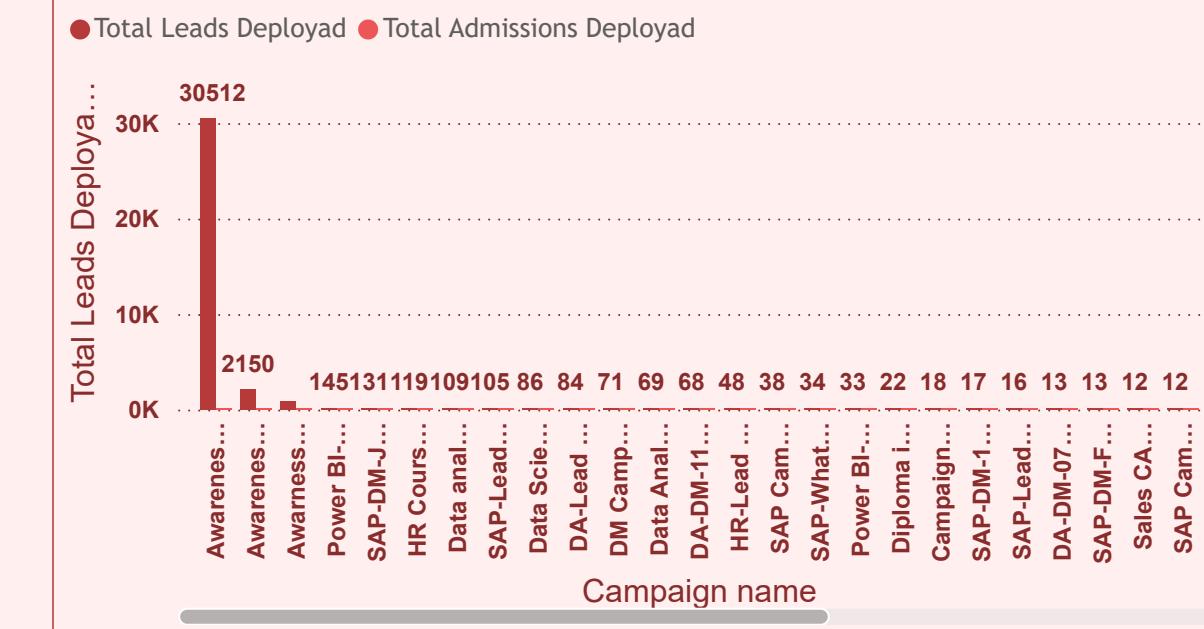
**Total spent (INR) by BRANCH**



**CPA by Campaign name**



**Leads vs Conversions per Campaign**



**Course**

**BRANCH**

**Campaign name**

Deployad Dashboard

Associate Performance

Course

Campaign

Branch wise Analysis

Dashboard (P)

Campaign (P)

Clear all slicers

Total Leads (D)

**35K**

Total Admision...

**105**

Total Ad Spend (D)

**2.66M**

Total Revenue (D)

**2K**

Cost Per...

**2K**

Cost Per Lead (D)

**6**

Return On Ad...

**13.17**

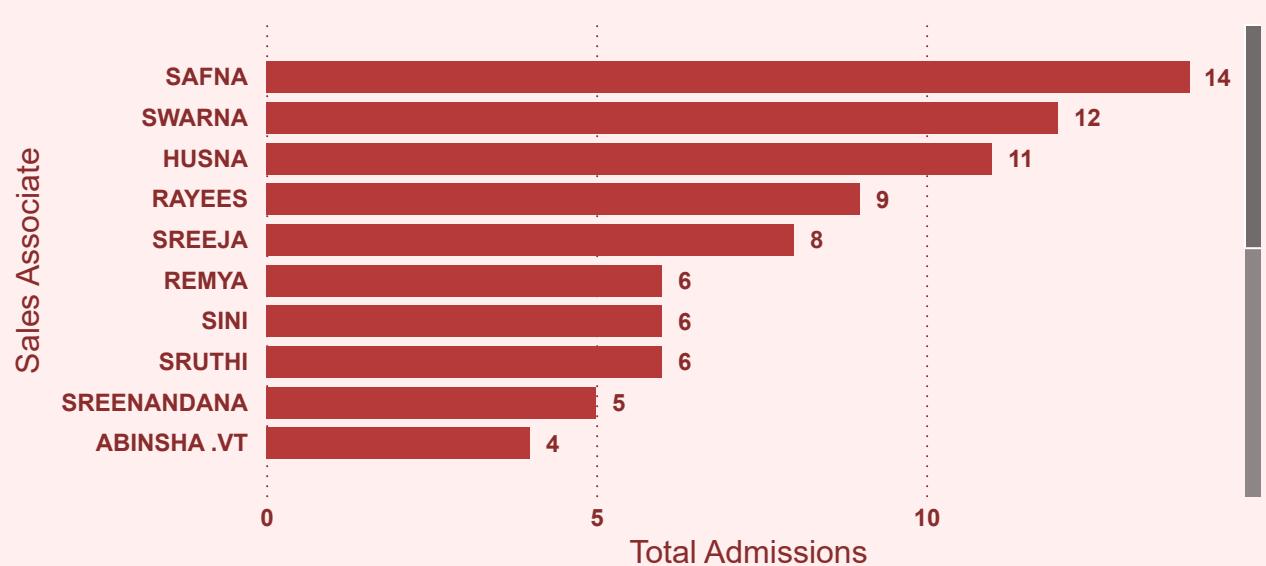
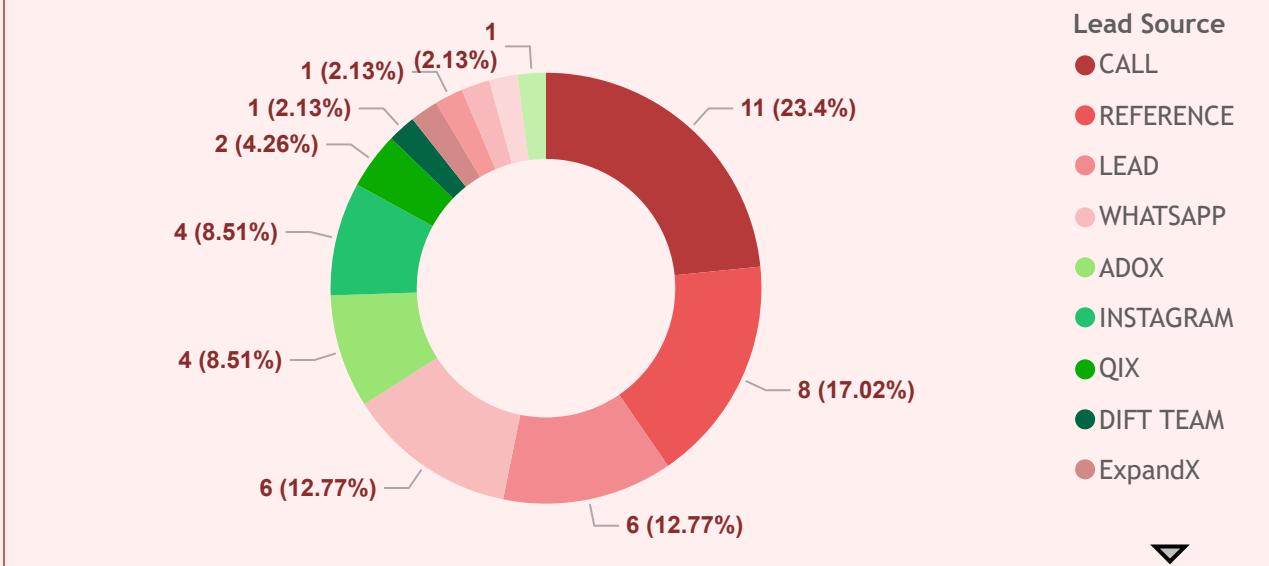
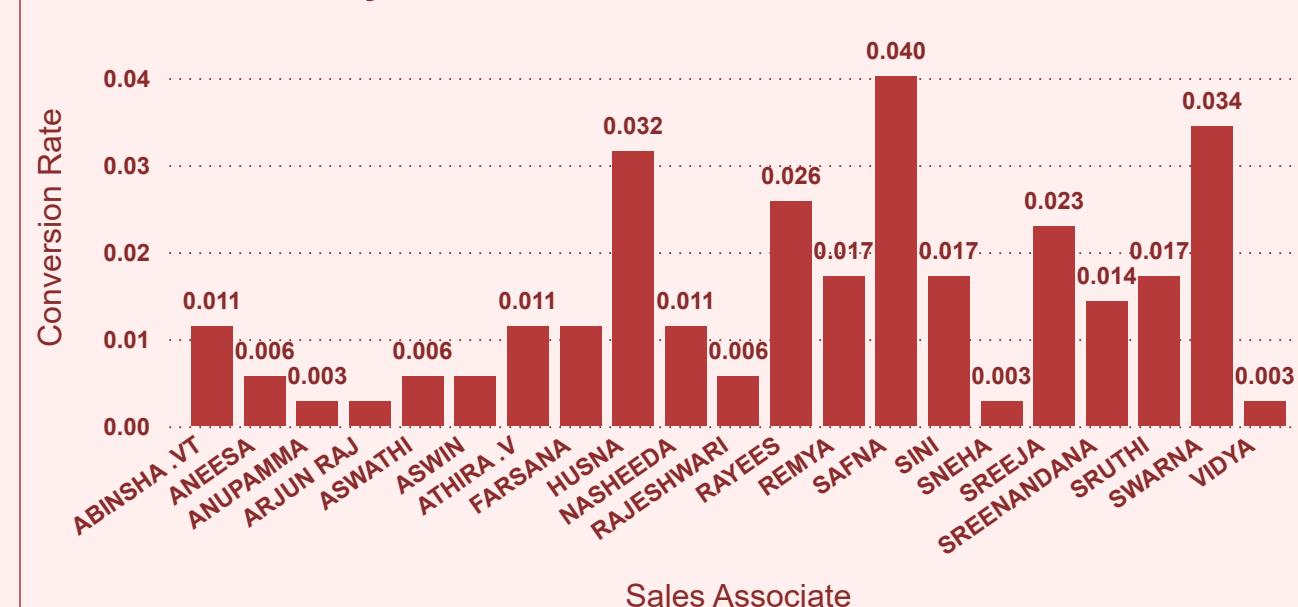
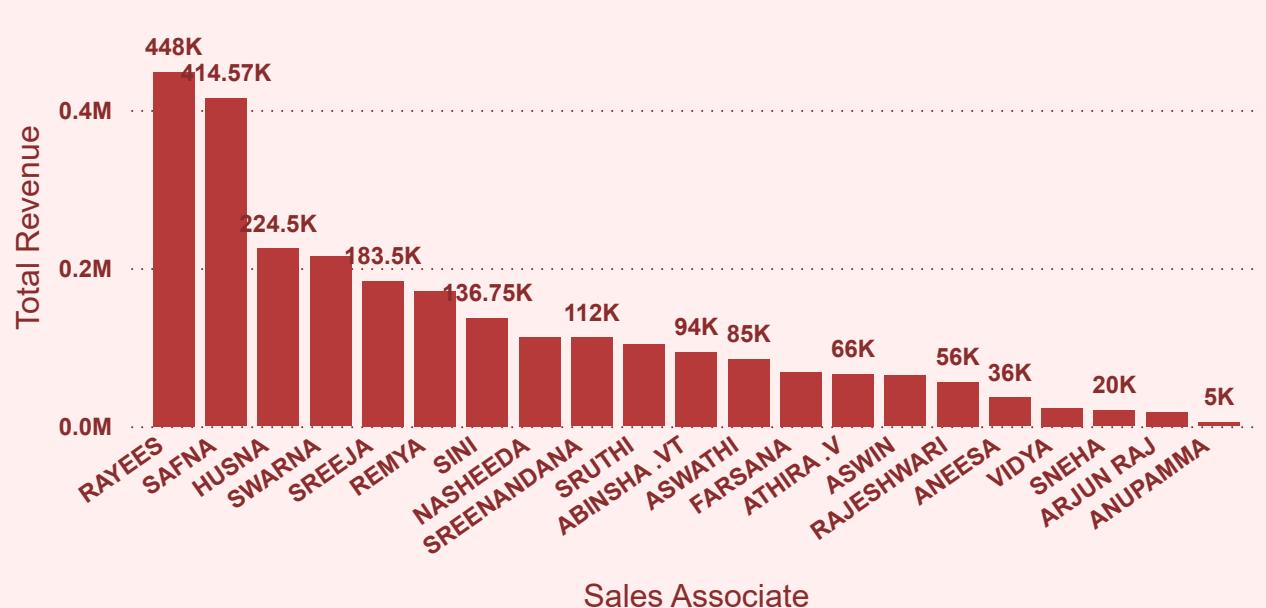
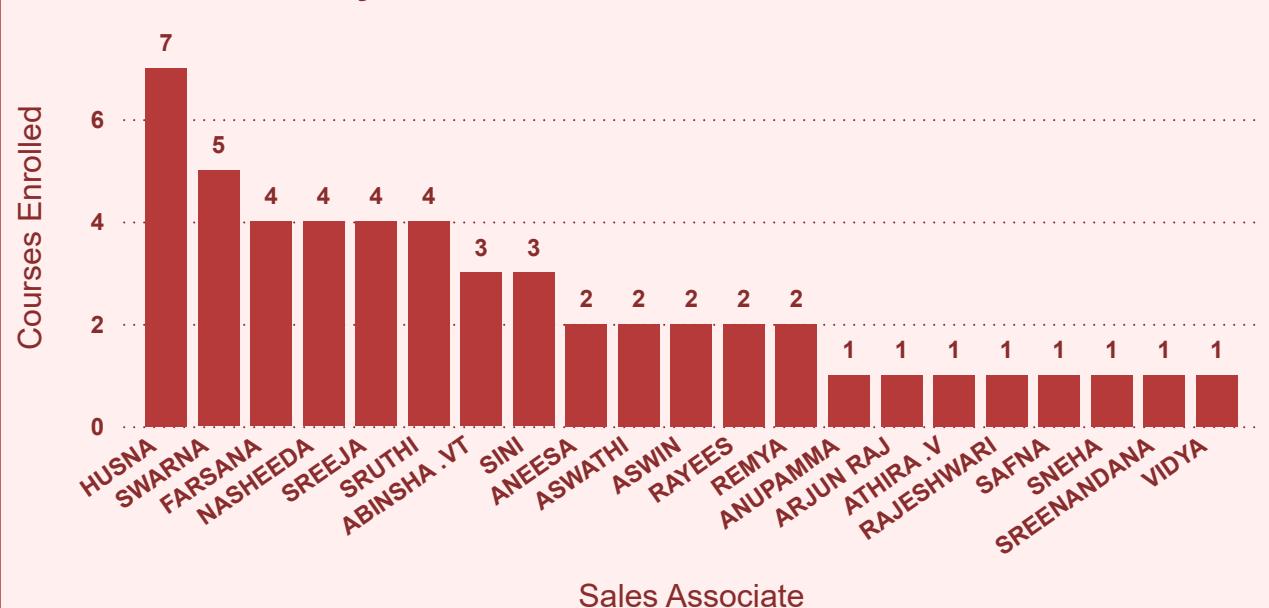
Total Sales...

**21**

Courses Enrolled

**11**

Conversion Rat...

**0.30****Admissions by Sales Associate****Sales Associate Count by Lead Source****Conversion Rate by Sales Associate****Revenue Generated Per Associate****Courses Enrolled by Sales Associate**

Course

All

BRANCH

All

Sales Associate

All

Campaign name

All

Deployad Dashboard

All

Associate Performance

Course

Campaign

Branch wise Analysis

Dashboard (P)

Campaign (P)

Clear all slicers

Total Leads (D)

**35K**

Total Admision...

**105**

Total Ad Spend (D)

**201....**

Total Revenue (D)

**2.66M**

Cost Per...

**2K**

Cost Per Lead (D)

**6**

Return On Ad...

**13.17**

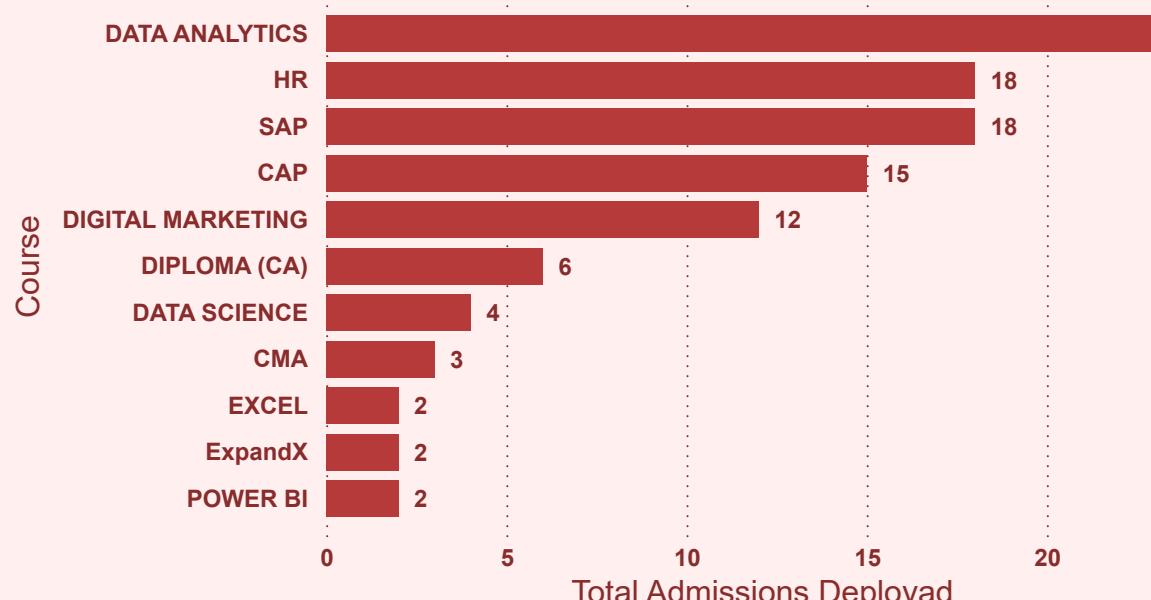
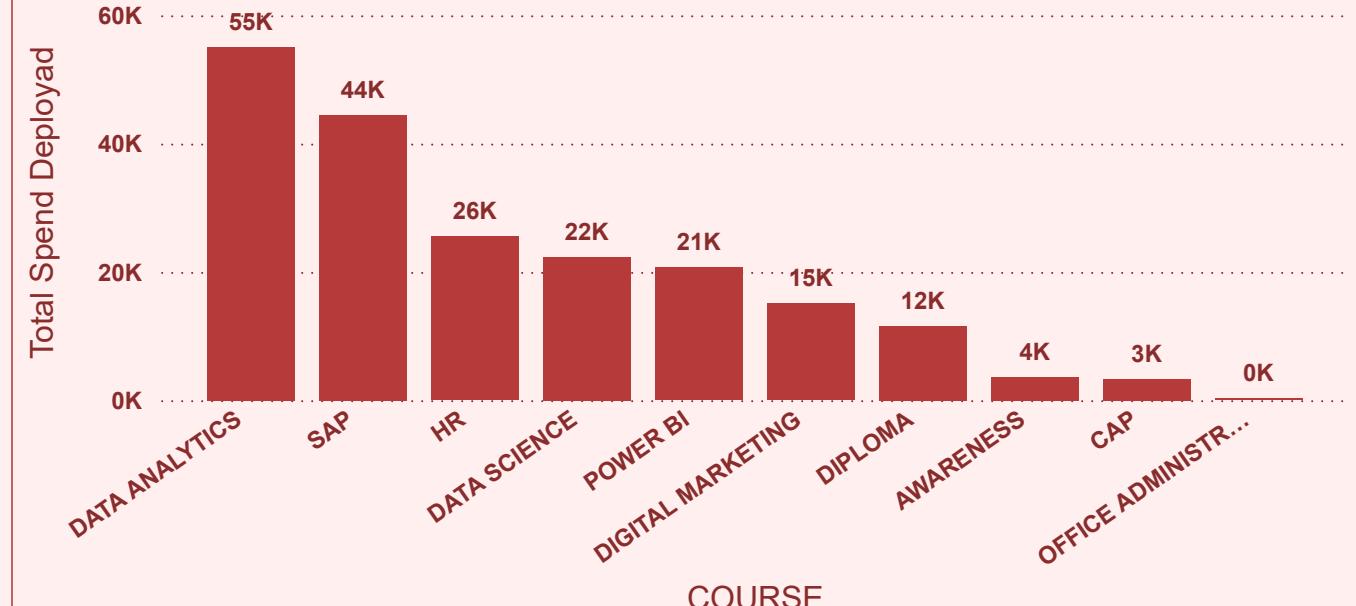
Total Sales...

**21**

Courses Enrolled

**11**

Conversion Rat...

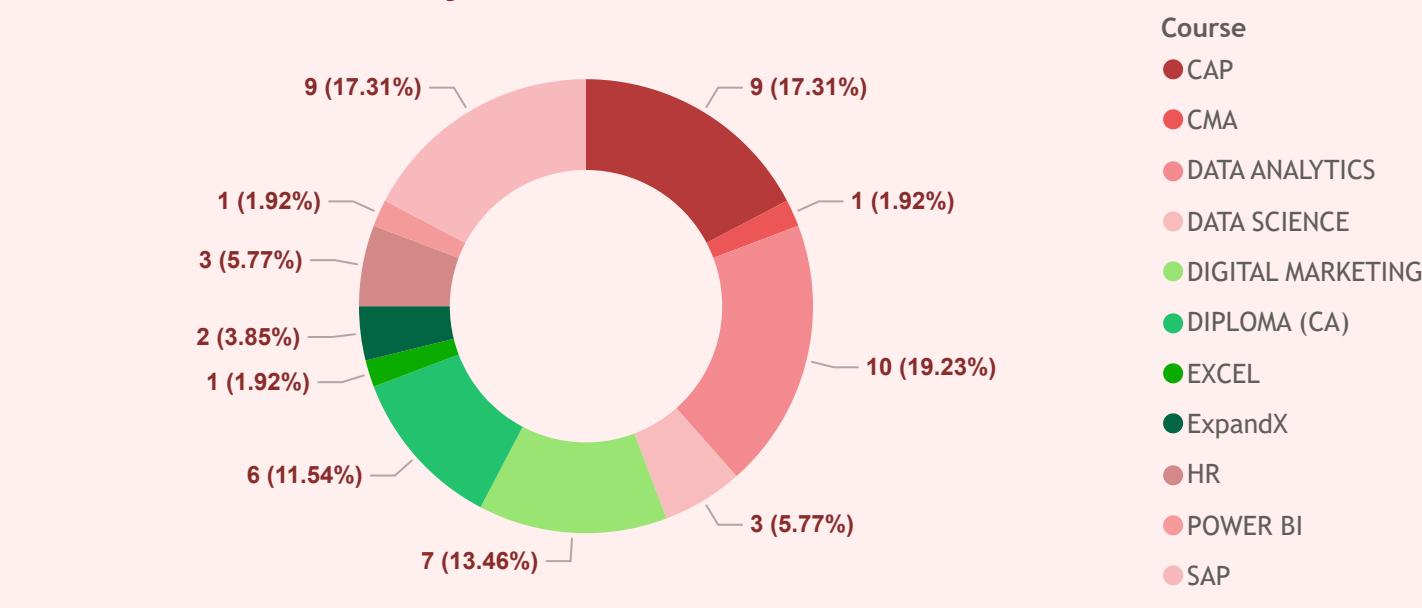
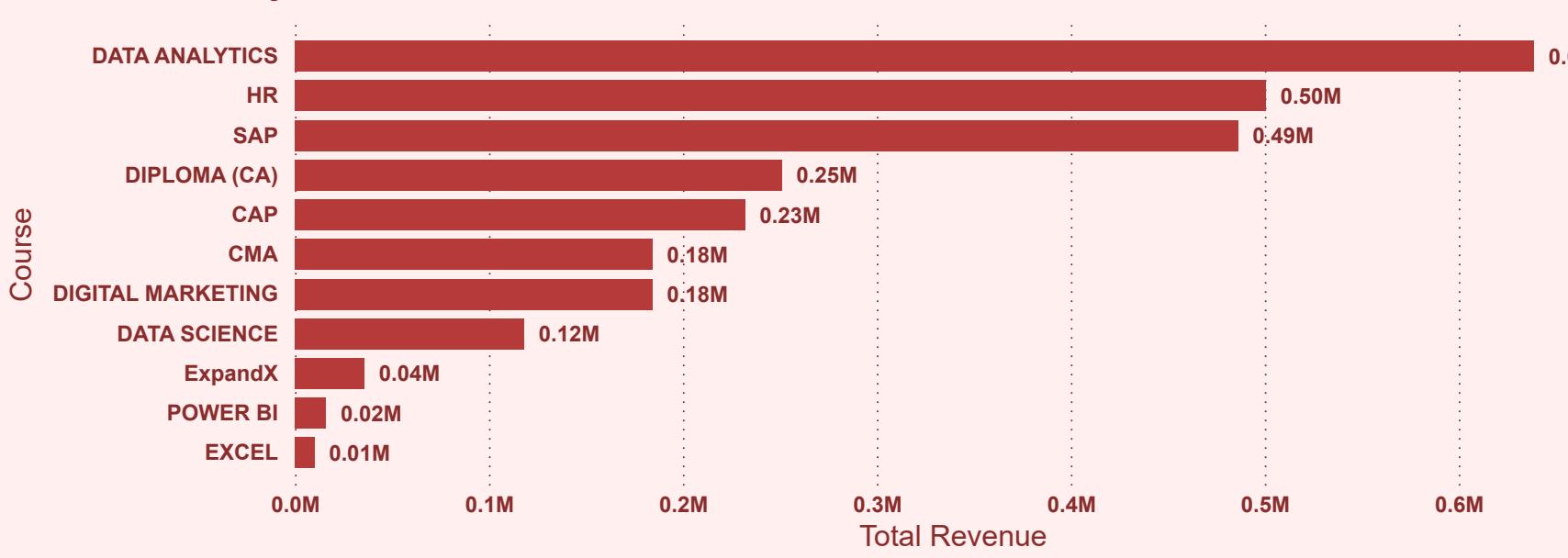
**0.30****Admissions by Course****Total Spend Deployad by COURSE**

Course

Campaign name

BRANCH

Sales Associate

**Deployad Dashboard****Associate Performance****Course****Campaign****Branch wise Analysis****Dashboard (P)****Campaign (P)****Clear all slicers****Sales Associate Count by Course****Total Revenue by Course**

Total Leads (D)

**35K**

Total Admission...

**105**

Total Ad Spend (D)

**2.66M**

Total Revenue (D)

**2.66M**

Cost Per...

**2K**

Cost Per Lead (D)

**6**

Return On Ad...

**13.17**

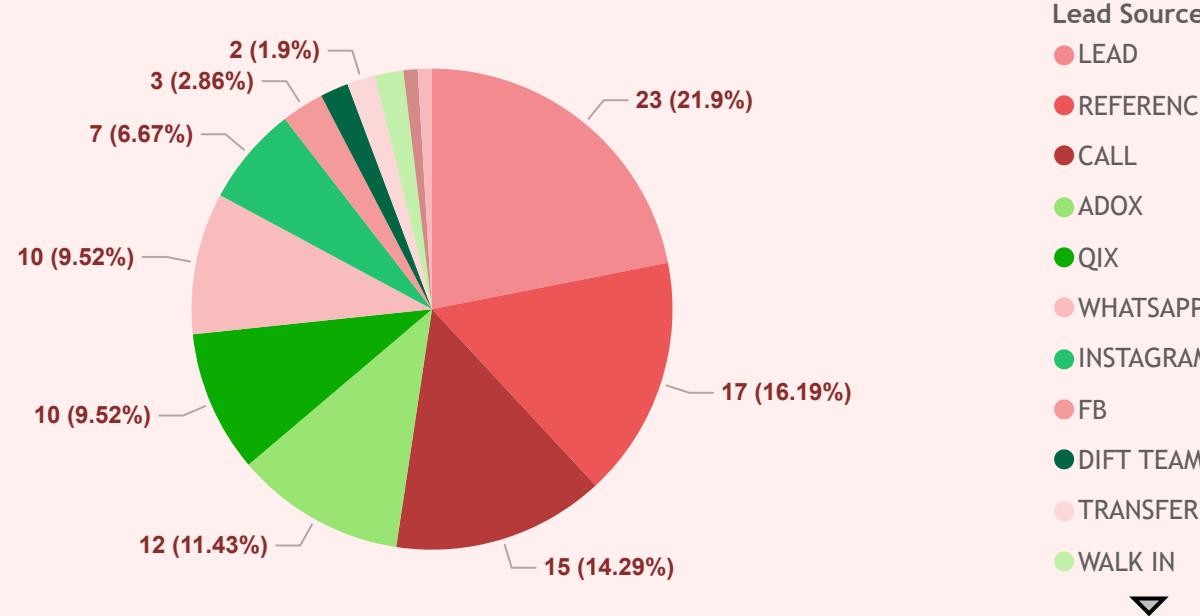
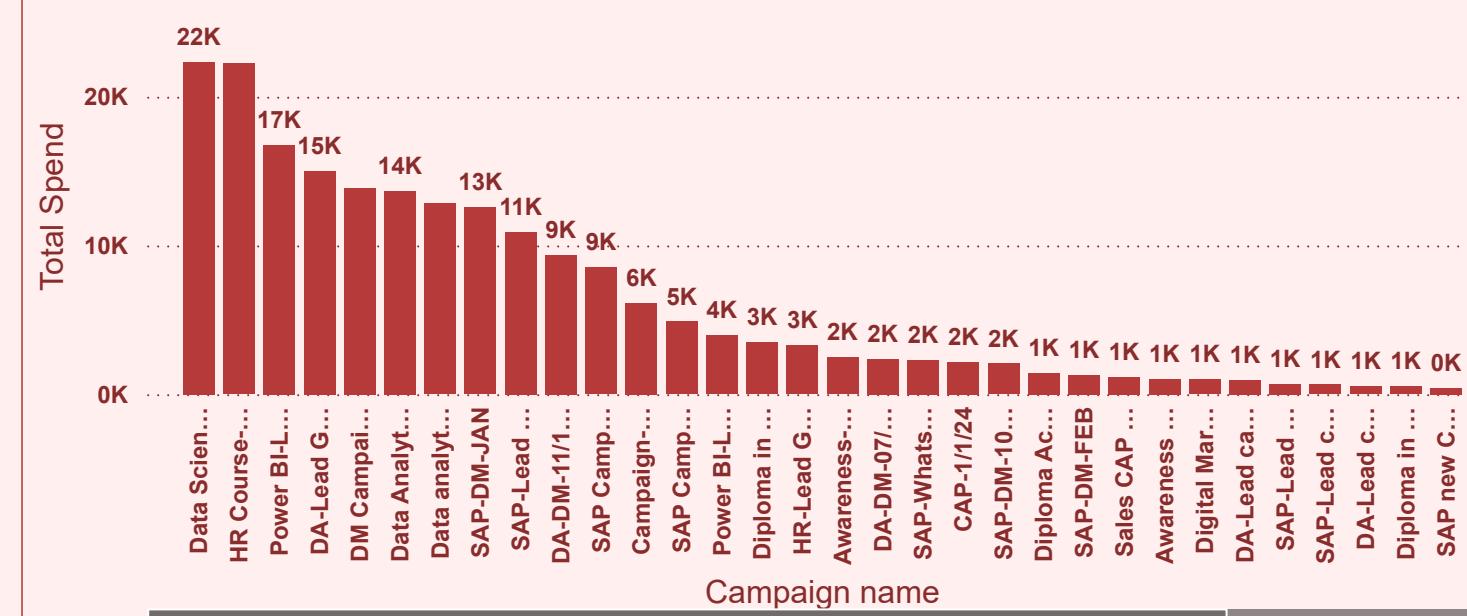
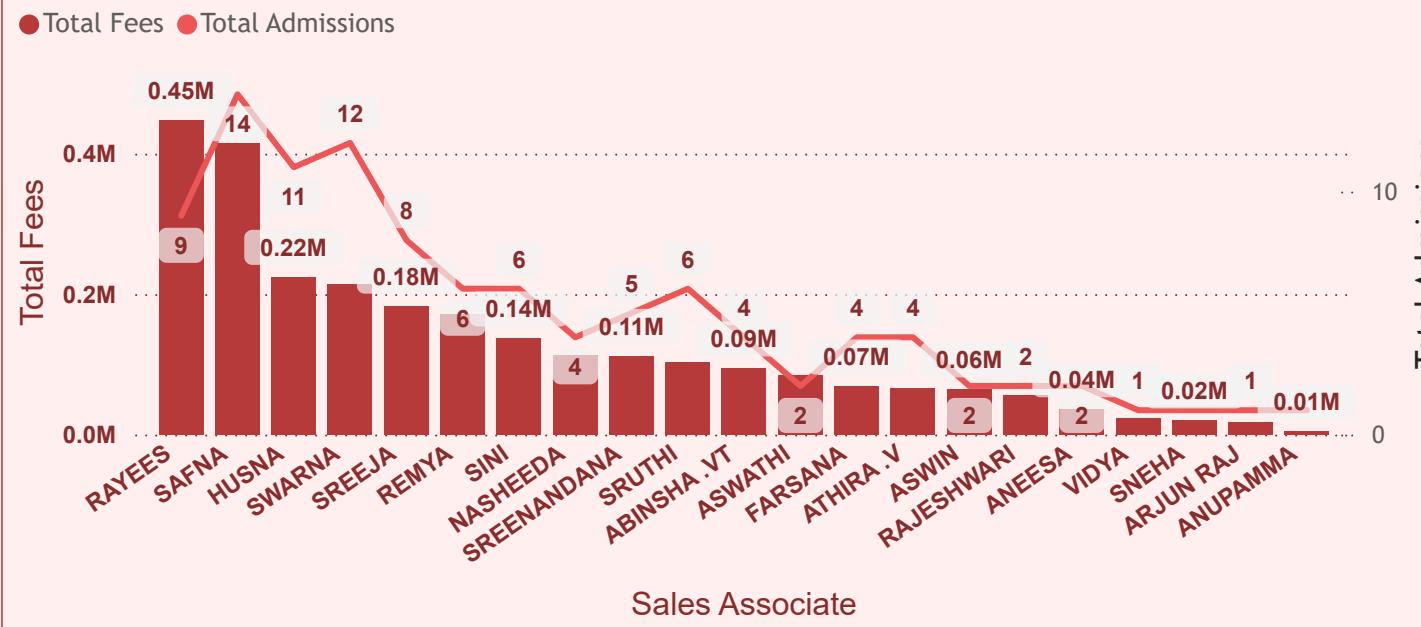
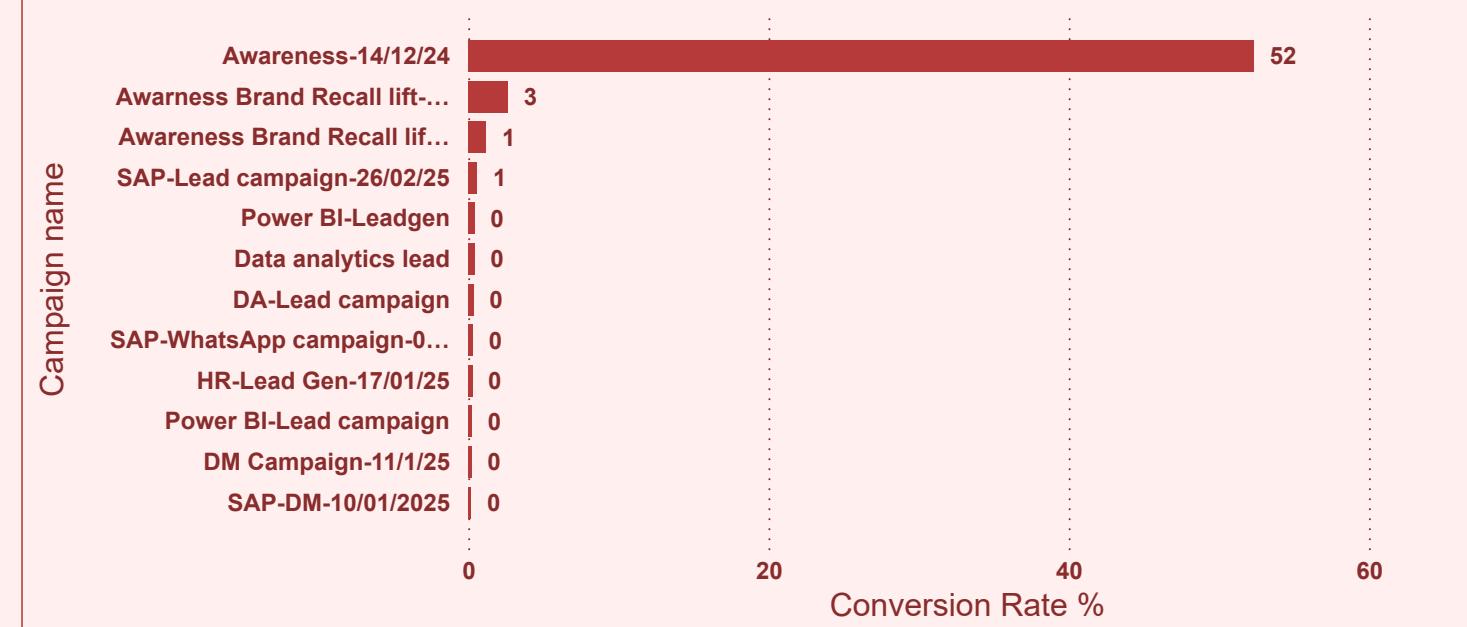
Total Sales...

**21**

Courses Enrolled

**11**

Conversion Rat...

**0.30****Lead Distribution By Source****Total Spend by Campaign name****Revenue Trend Over Time (Per Associate)****Conversion Rate % by Campaign name**

Course

All

Sales Associate

All

Branch

All

Campaign name

All

Deployad Dashboard

Associate Performance

Course

Campaign

Branch wise Analysis

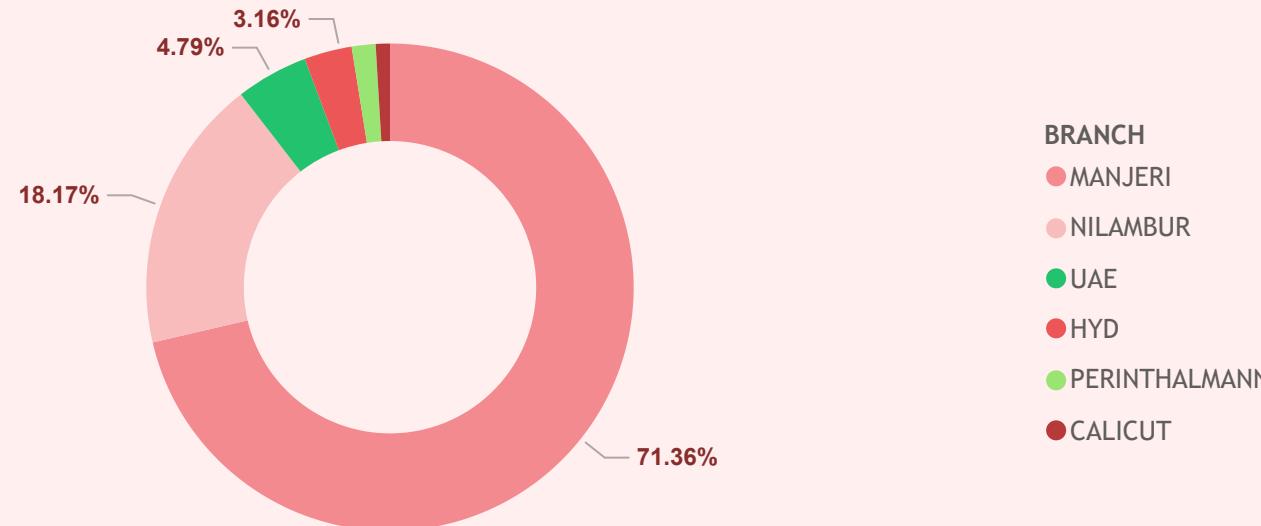
Dashboard (P)

Campaign (P)

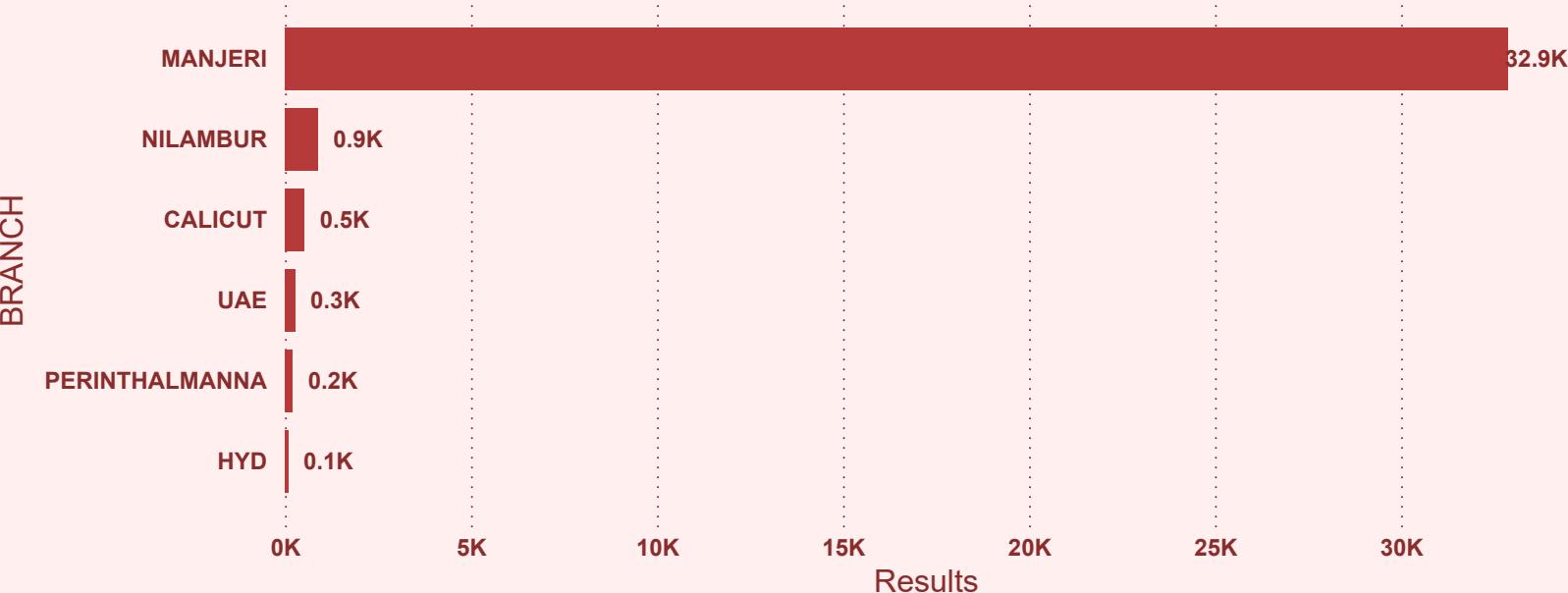
Clear all slicers

Total Leads (D)	Total Admision...	Total Ad Spend (D)	Total Revenue (D)	Cost Per...	Cost Per Lead (D)	Return On Ad...	Total Sales...	Courses Enrolled	Conversion Rat...
35K	105	201....	2.66M	2K	6	13.17	21	11	0.30

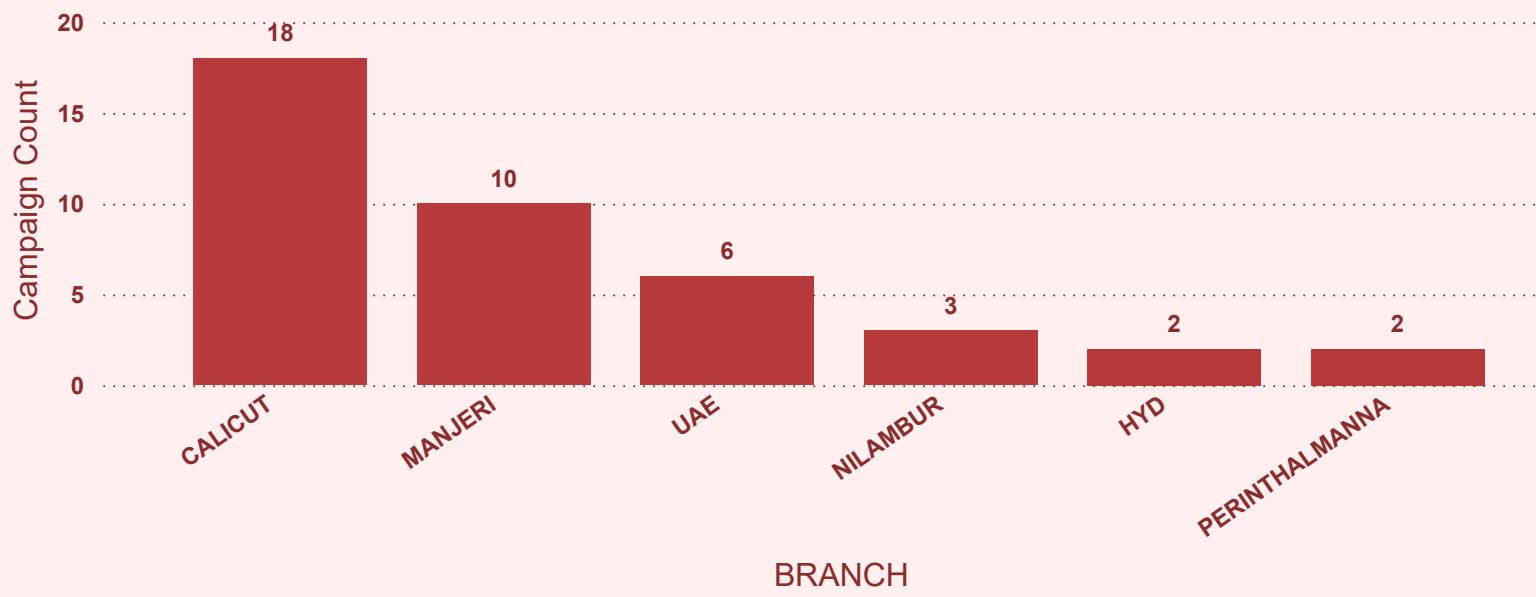
Conversion Rate % by BRANCH



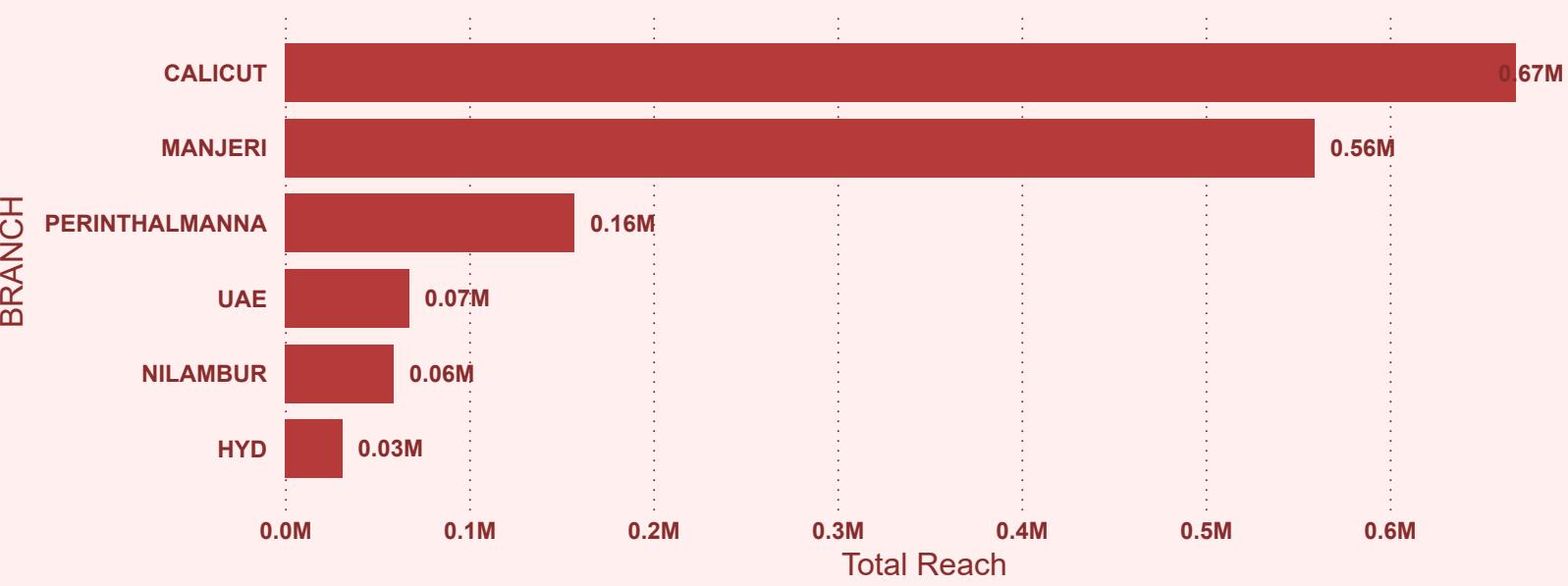
Results comparison by BRANCH



Campaign Count by BRANCH



Total Reach by BRANCH



Deployad Dashboard

Associate Performance

Course

Campaign

Branch wise Analysis

Dashboard (P)

Campaign (P)

Clear all slicers

# Digital Marketing Campaign Primus

Lead Source

All

Total Leads (P)

**447**

Total Admissions (P)

**22**

Total Ad Spend (P)

**65K**

Total Revenue (P)

**2M**

Cost Per...

**2.97K**

Cost Per Lead(P)

**146**

Return On Ad Spen...

**27.25**

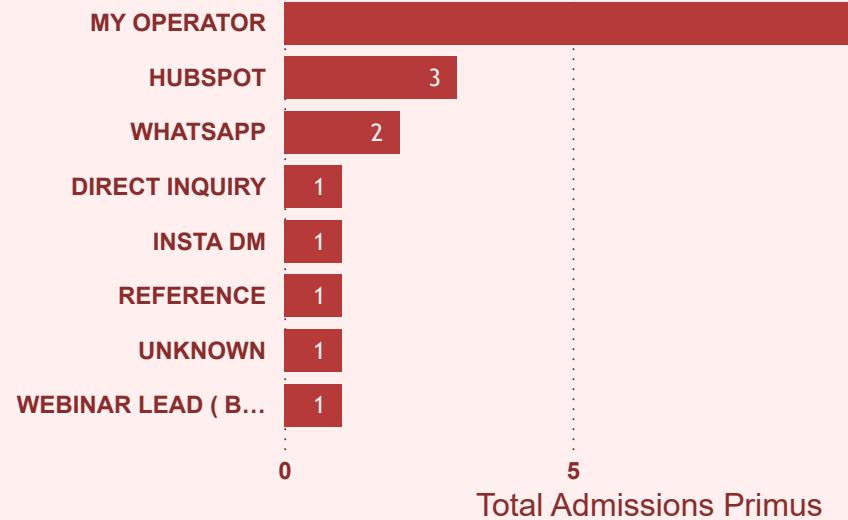
Conversion Rate (P)

**4.92**

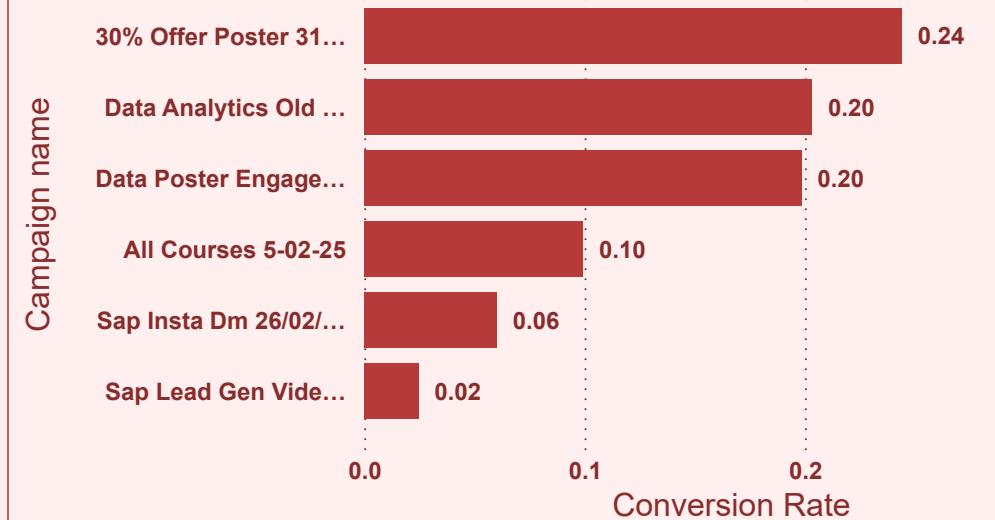
Course

All

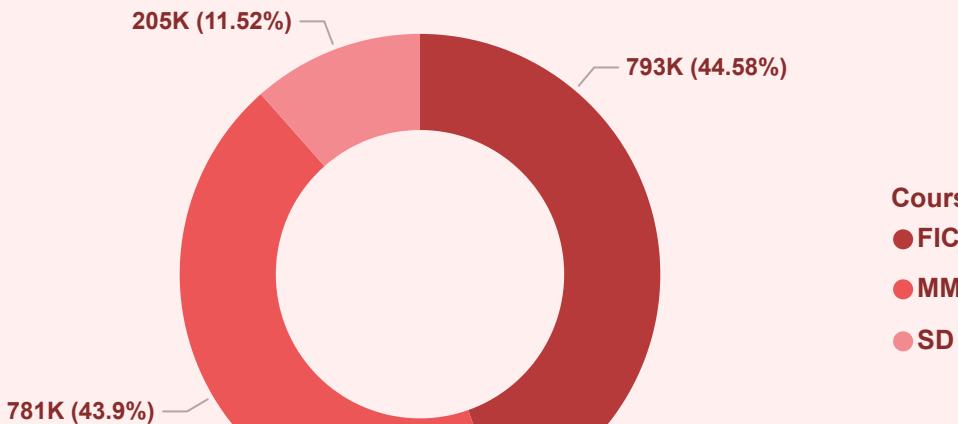
## Total Admissions by Source



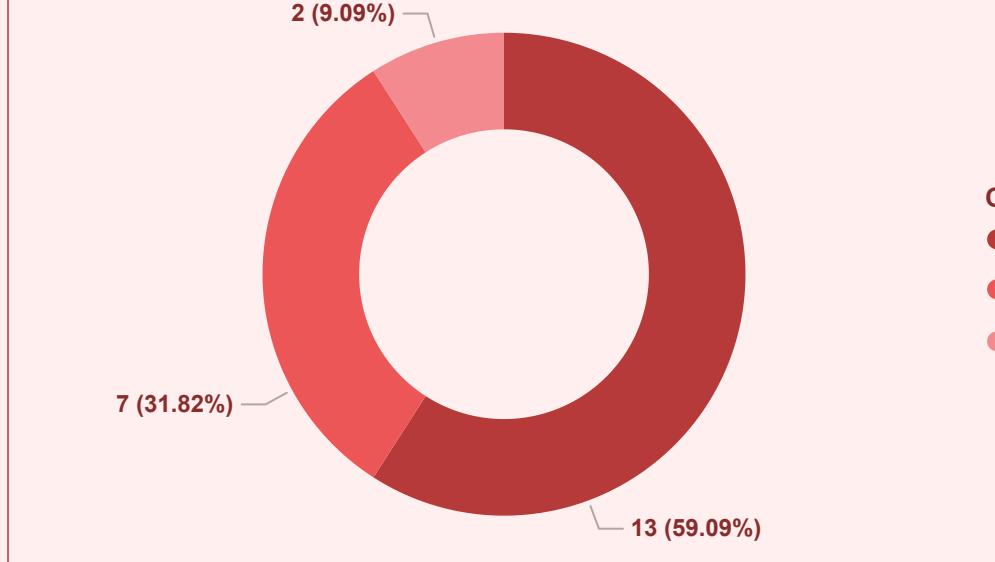
## Conversion Rate by Campaign



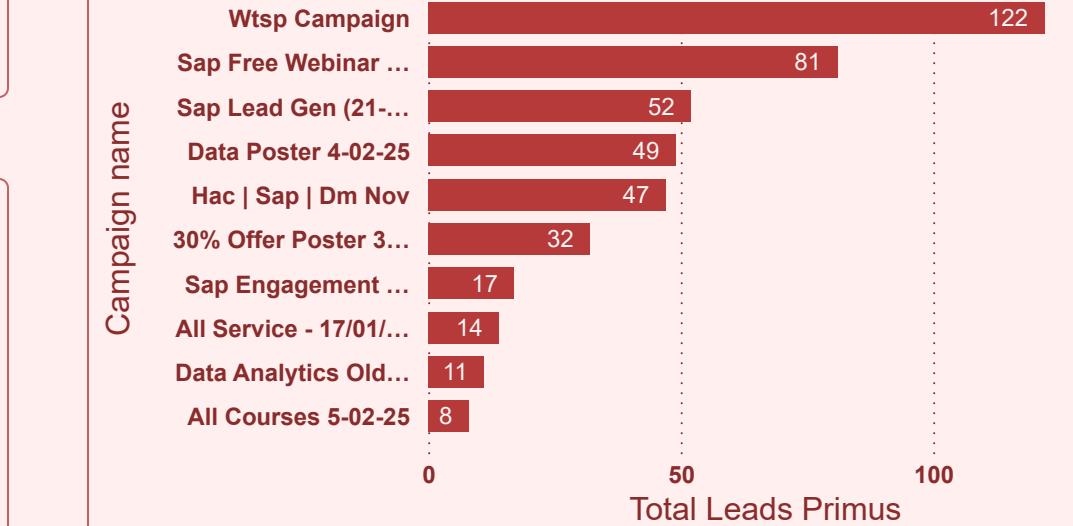
## Total Revenue by Course



## Total Admissions by Course



## Leads by Campaign



Deployad Dashboard

Associate Performance

Course

Campaign

Branch wise Analysis

Dashboard (P)

Campaign (P)

Clear all slicers

Total Leads (P)

**447**

Total Admissions (P)

**22**

Total Ad Spend (P)

**65K**

Total Revenue (P)

**2M**

Cost Per...

**2.97K**

Cost Per Lead(P)

**146**

Return On Ad Spe...

**27.25**

Conversion Rate (P)

**4.92**

Deployad Dashboard

Associate Performance

Course

Campaign

Branch wise Analysis

Dashboard (P)

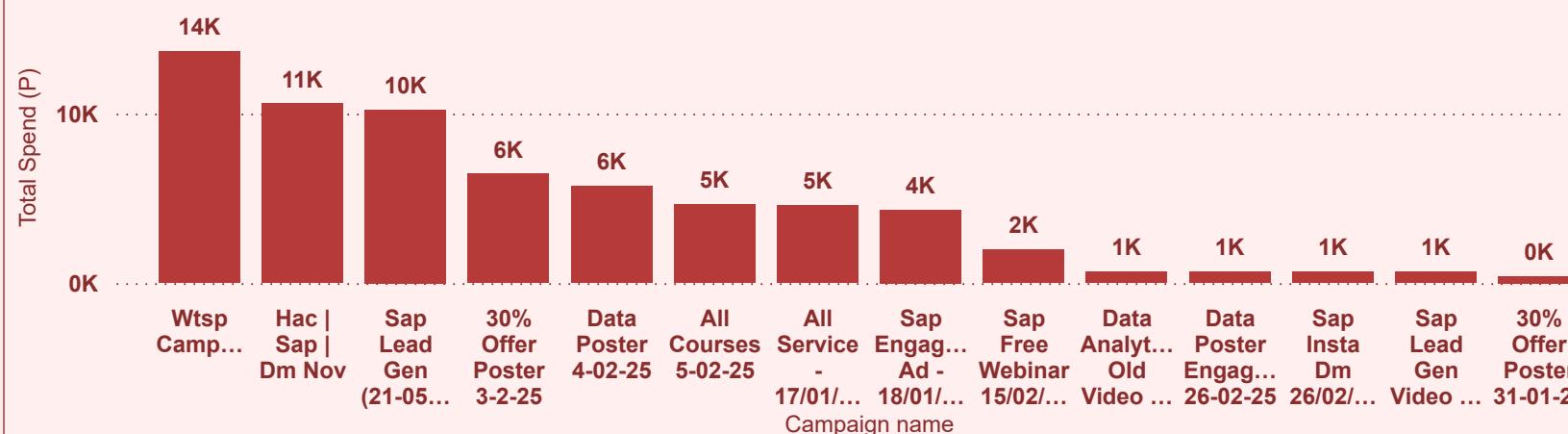
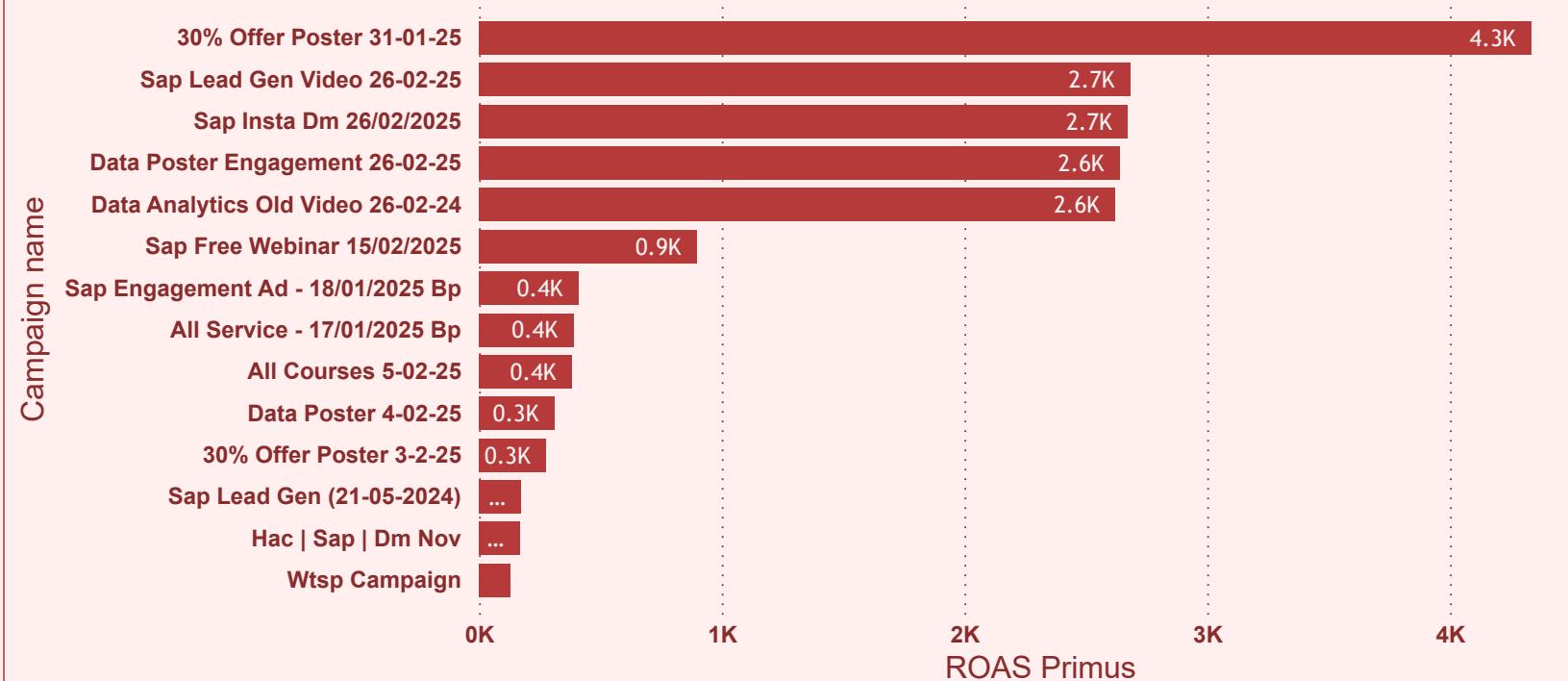
Campaign (P)

Lead Source

Lead Received Date

Campaign name

Clear all slicers

**Total Spend (P) by Campaign name****ROAS by Campaign name****Leads per Campaign**