

# Social Media Campaign Performance Analysis

79M

Total Impressions

12K

Total Clicks

14.87%

CTR

198.16%

ROI

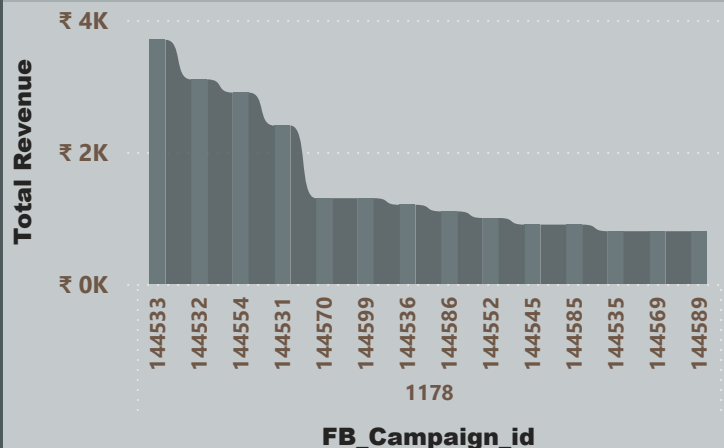
₹ 59K

Total Revenue

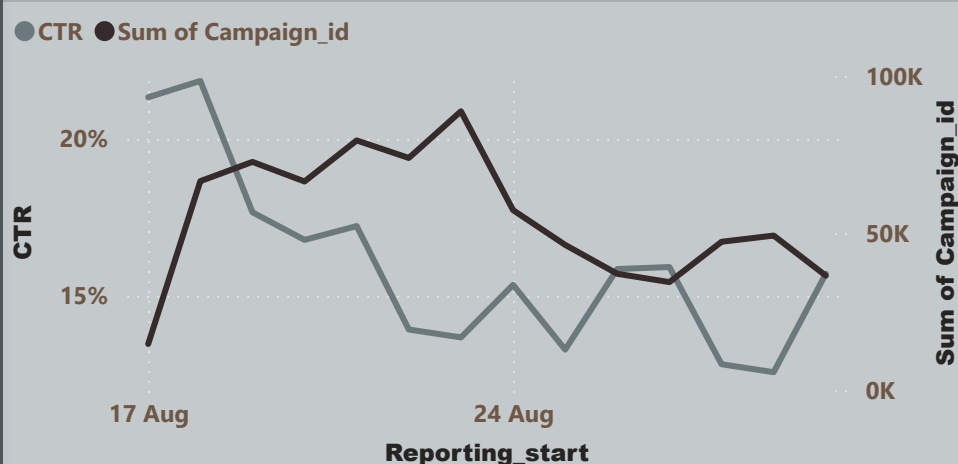
1645

Total Conversion

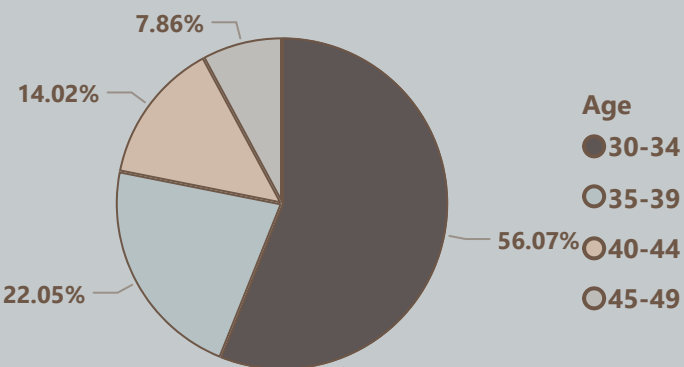
## Campaign Performance



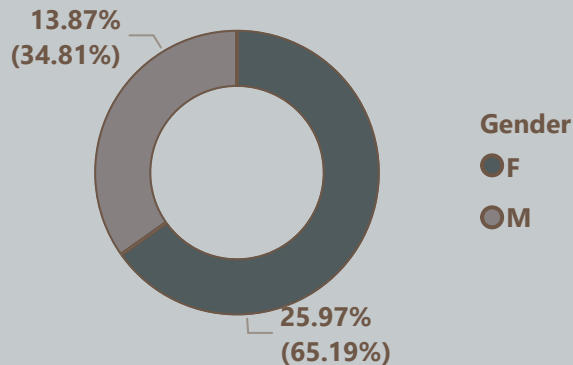
## CTR Over Time



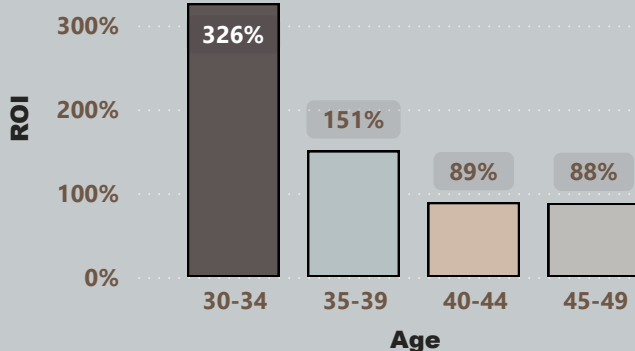
## Total Revenue by Age Group



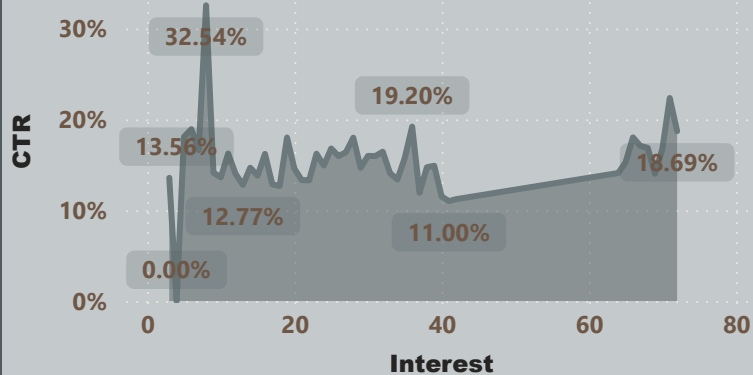
## CTR by Gender



## ROI by Age Group



## CTR by Interest



### Slicer by Age

- ☐ 30-34
- ☐ 35-39
- ☐ 40-44
- ☐ 45-49

### Slicer by Gender

- ☒ Gender
- ☐ F
- ☐ M