

Marketing Campaign Performance Dashboard

Overall performance across companies, channels and campaigns

Company

Todas

Date

01/01/2021



31/12/2021



Campaign type

Todas



CTR

9.98260 %

ROI

5.002

CAC

\$12.50K

Impressions

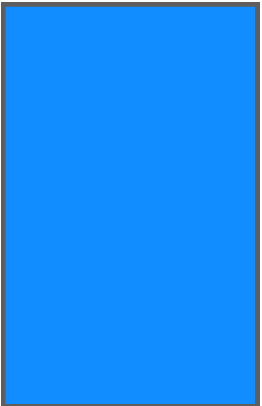
1101.46M

Clicks

109.95M

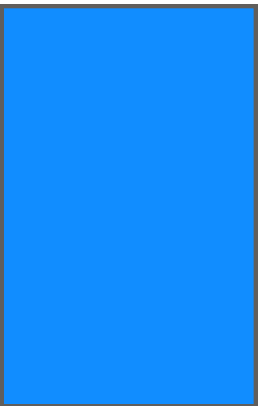
Impressions por Company

221,51 mill.



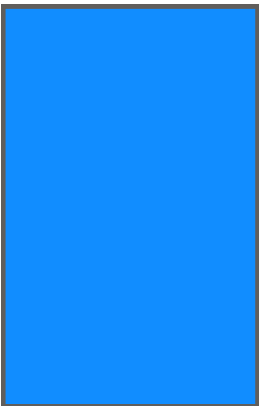
TechCorp

220,64 mill.



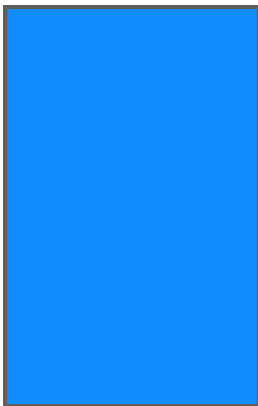
Alpha Innovations

220,34 mill.



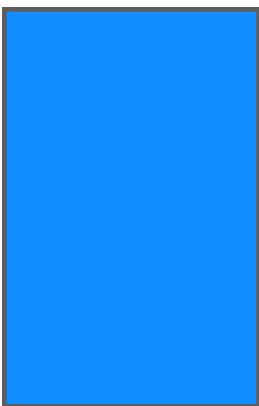
NexGen Systems

220,25 mill.



DataTech Solutions

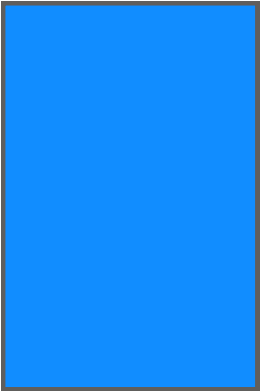
218,73 mill.



Innovate Industries

Clicks por company

22,17 mill.



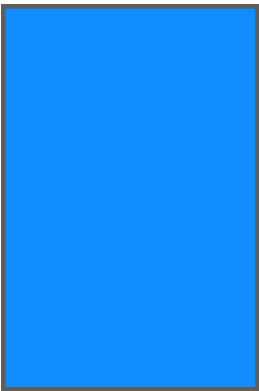
TechCorp

22,04 mill.



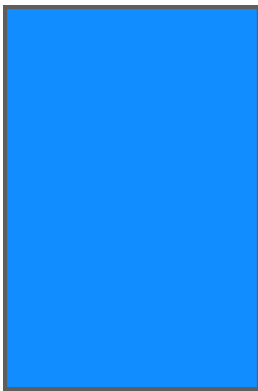
DataTech Solutions

21,98 mill.



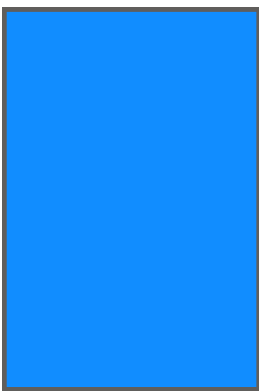
Alpha Innovations

21,96 mill.



NexGen Systems

21,81 mill.



Innovate Industries

Channel used

Todas

▼

Customer segment

Todas

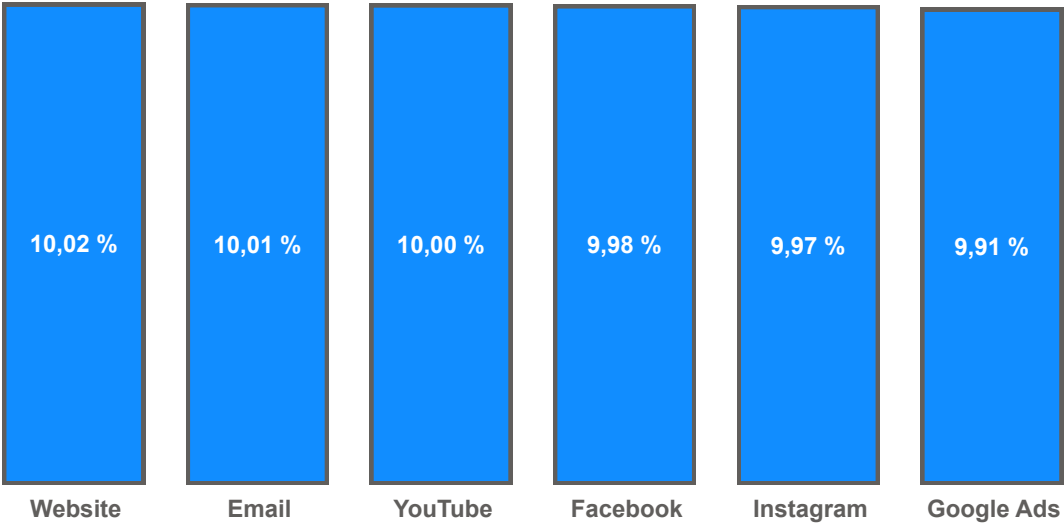
▼

Campaign type

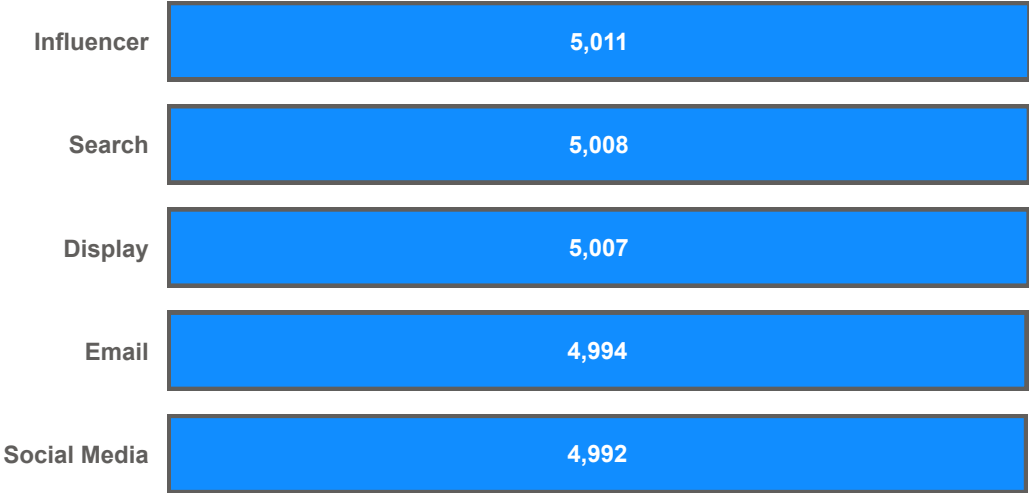
Todas

▼

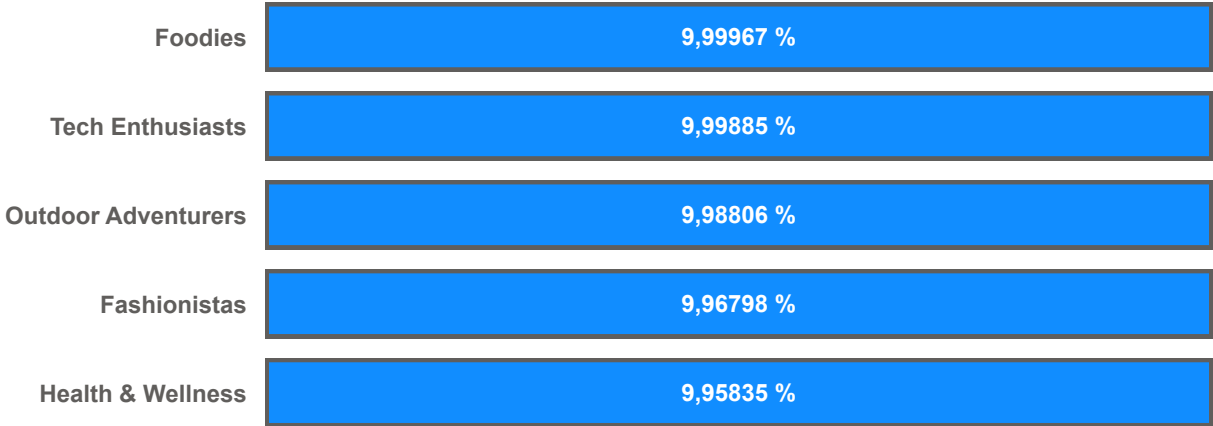
CTR Performance by Marketing Channel



Average ROI by campaign type



CTR by Customer Segment



Company with the Highest Customer Acquisition Cost (CAC)



Campaign type

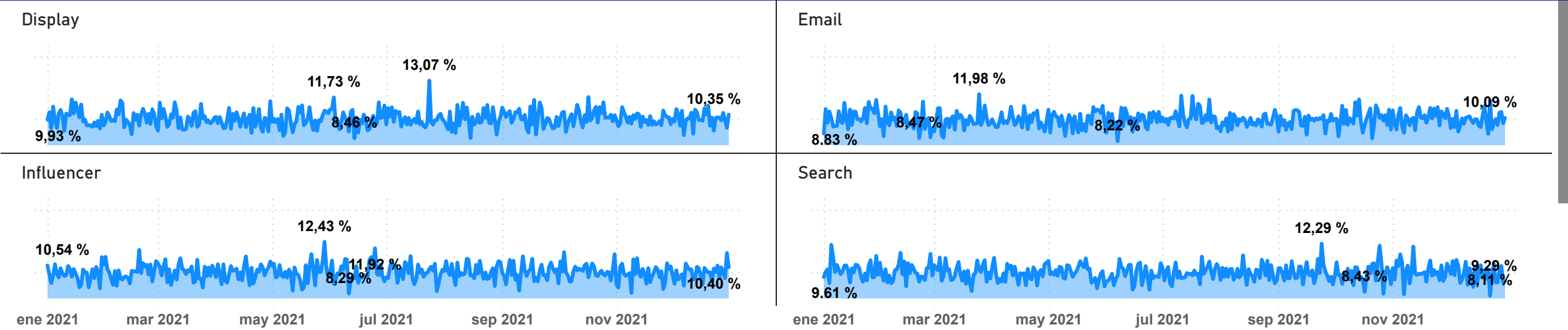
Display	Email	Influencer	Search	Social Media
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Language

English	French	German	Mandarin	Spanish
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CTR Trend Over Time — Small Multiples by Campaign

Small multiples by campaign type



Clicks vs Impressions by Location and Language

By location and language — bubble size represents impressions

location Chicago Houston Los Angeles Miami New York

