

Marketing Campaign Performance Dashboard

Overall performance across companies, channels and campaigns

Company

Date

Campaign type

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

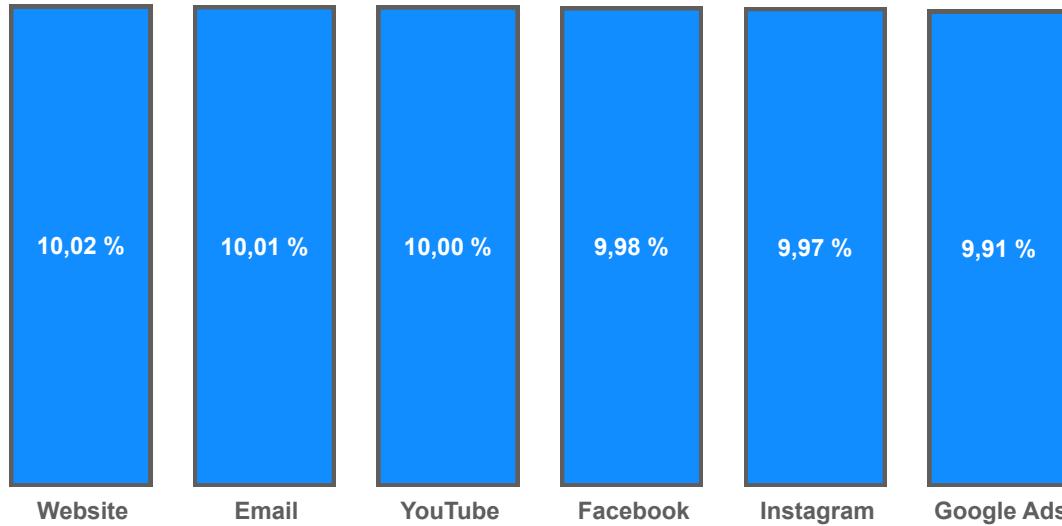
Customer segment

Todas

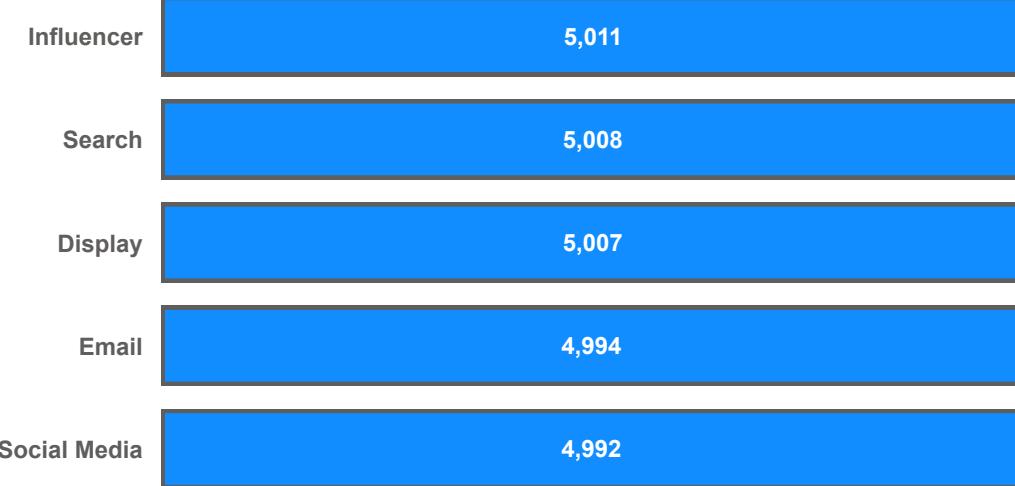
Campaign type

Todas

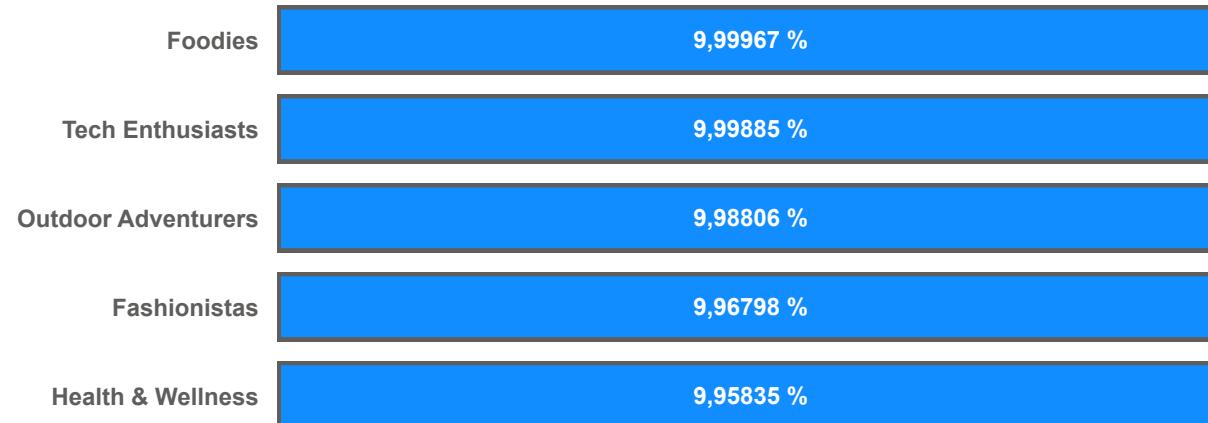
CTR Performance by Marketing Channel



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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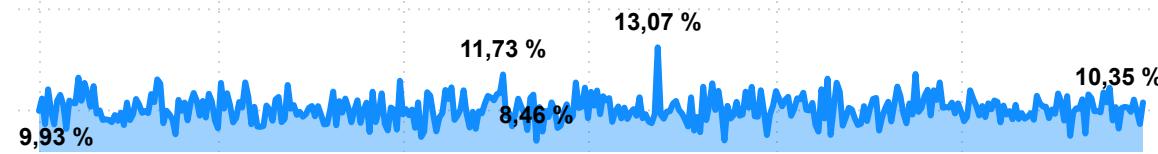
Language

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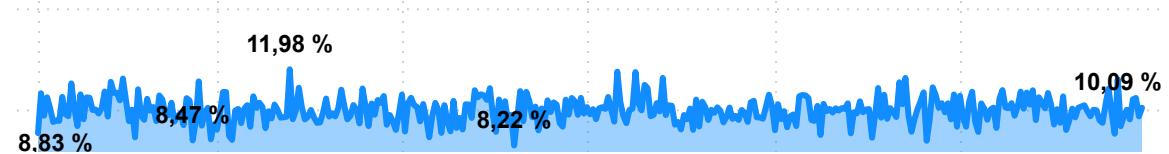
CTR Trend Over Time — Small Multiples by Campaign

Small multiples by campaign type

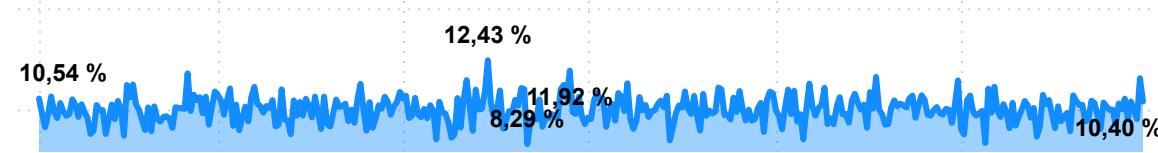
Display



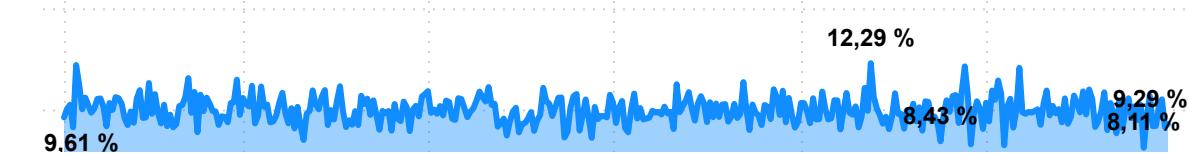
Email



Influencer



Search



Clicks vs Impressions by Location and Language

By location and language — bubble size represents impressions

location ● Chicago ● Houston ● Los Angeles ● Miami ● New York

