



DATA ANALYSIS

# MARKETING CAMPAIGN

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# OVERVIEW OF KEY METRICS

# Overview of key metrics

Spend	Impression	Sum of Clicks	Sum of Conversions	Sum of Revenue	Average of CTR	Average of CPA	Average of CPC	Average of ROAS
63728754.42	1007626131	25986869	1970051	£148,085,181.44	6.21%	78.02	10.90	178.79

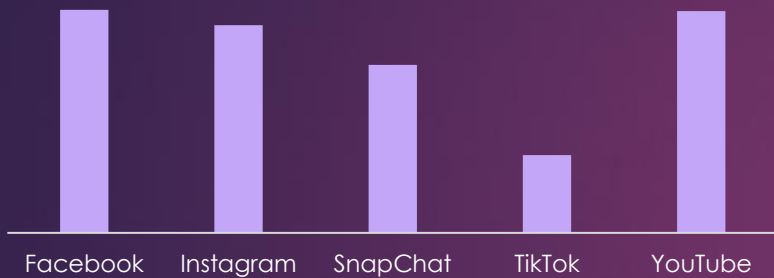
- CPA: Cost Per Acquisition
- CPC: Cost Per Click
- ROAs: Return on Ad Spend



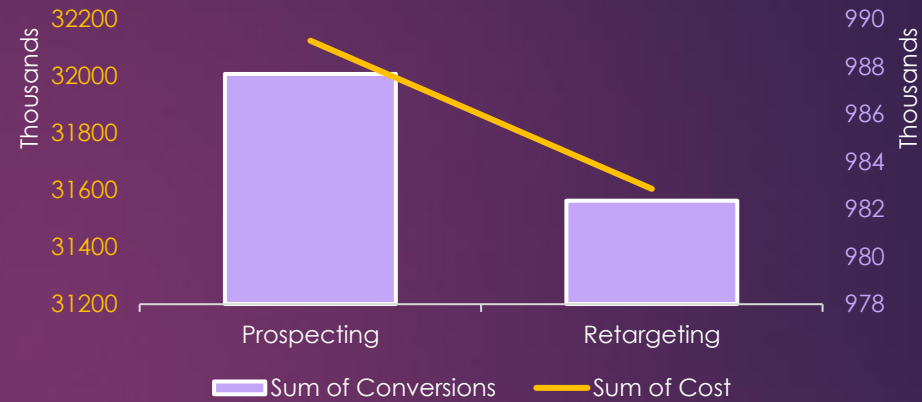
# DATA INSIGHTS AT A GLANCE

# Data insights at a glance

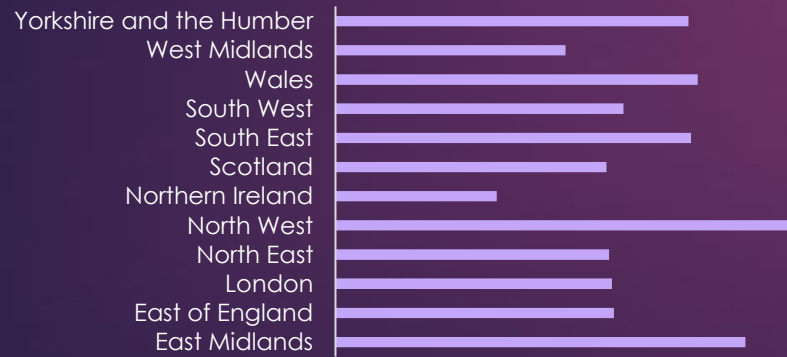
## Money spent per campaign



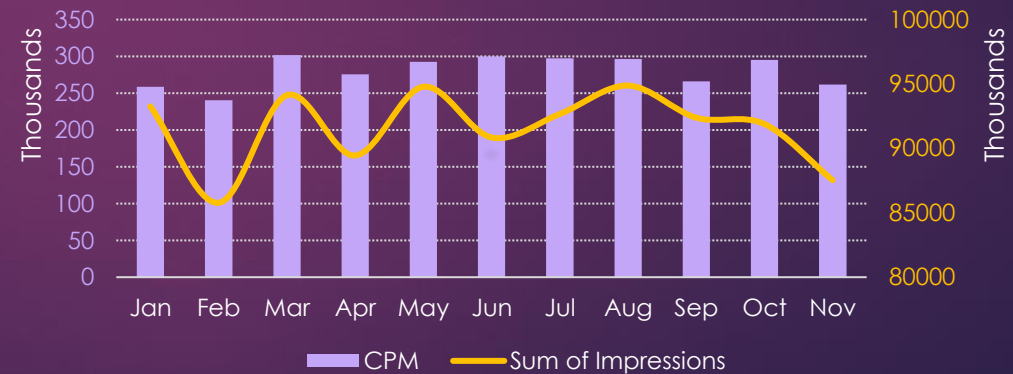
## Cost vs campaign type



## Conversions per region



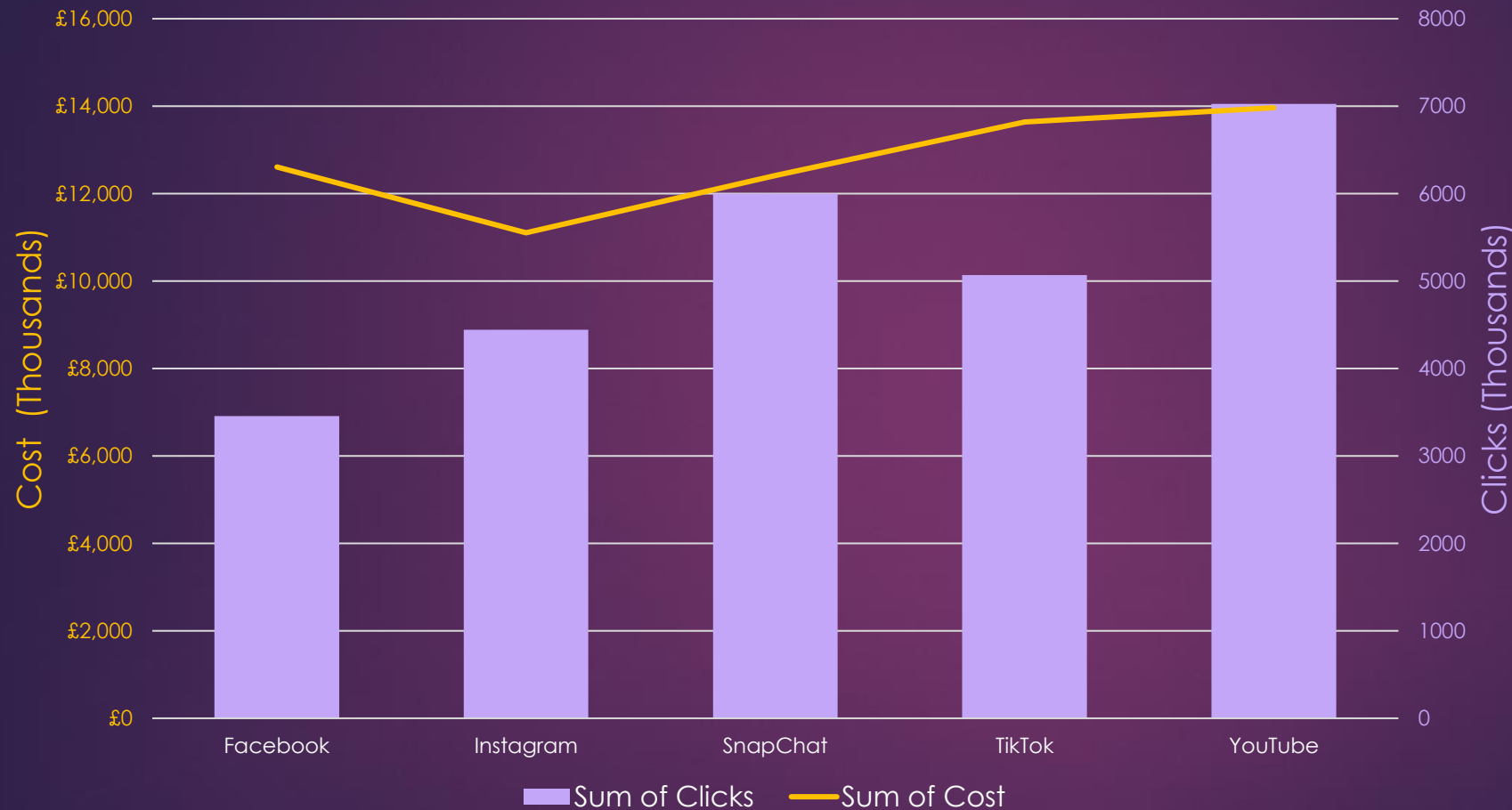
## CPM vs sum of impressions





# COST VS CLICKS BY CAMPAIGN

# Cost vs clicks by campaign

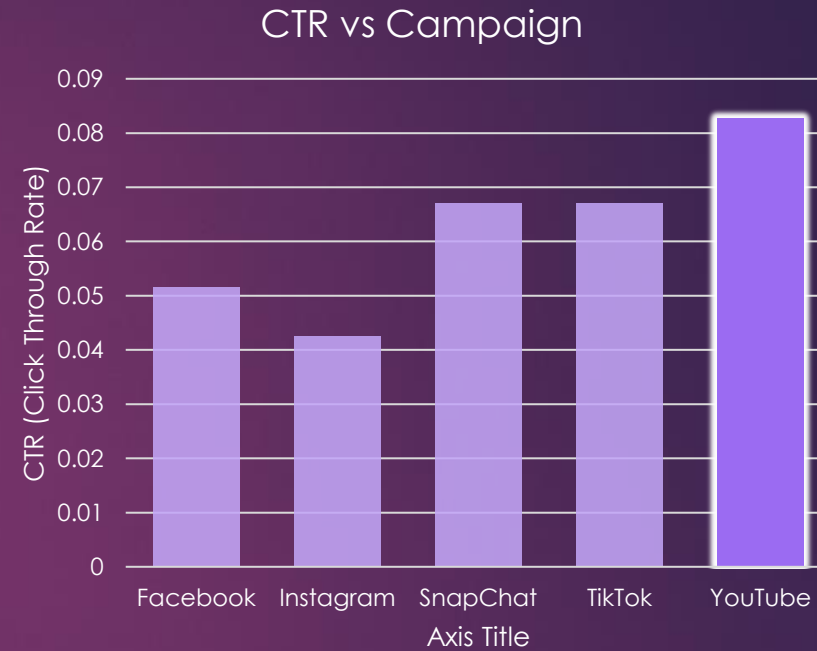
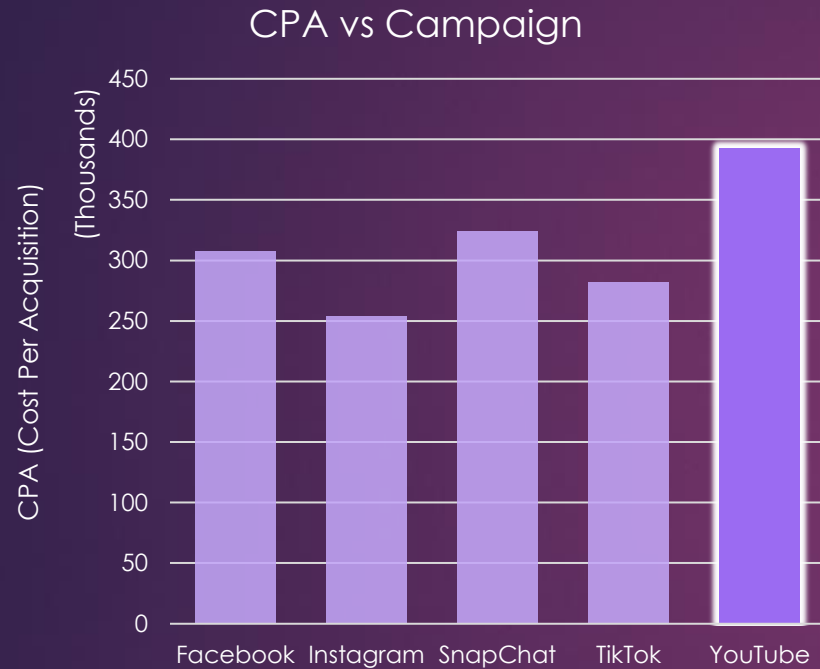


We can see through the graph that Youtube spent more money and received a high amount of clicks compared to Tiktok that has spent almost as much and did not perform well.



# CAMPAIGN-WISE ANALYSIS

# Campaign-wise Analysis



From the analysis conducted it is evident that Youtube has the highest CPA (cost per acquisition) and CTR (click through rate) as highlighted on the chart.