



CLICKNET MARKETING CAMPAIGN PERFORMANCE DASHBOARD

Product Name

All

Campaign Date

All

Marketing Channel

All

Category

All

₹ 344.33M

Total Revenue

₹ 2.42M

Total Ad Spend

35991631%

Overall ROI

12M

Total Clicks

1M

Total Conversions

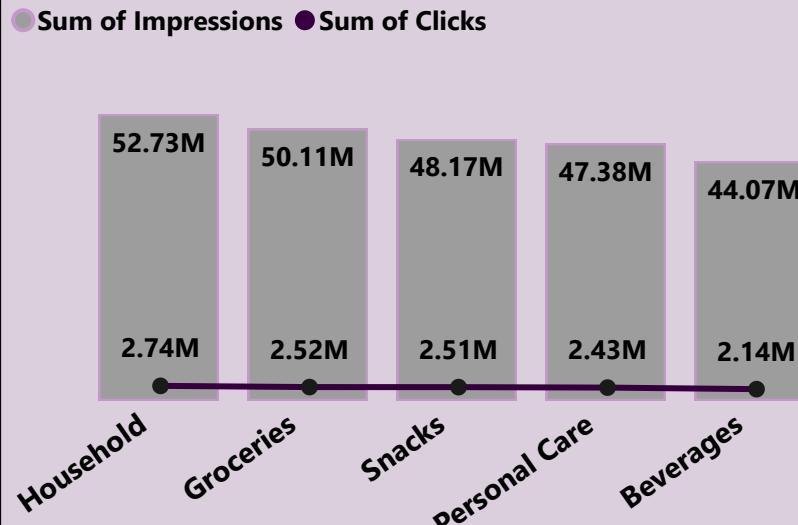
242M

Total Impressions

Conversion Rate by Category



Clicks vs Impressions by Category



Top 5 Products by Ad Spend



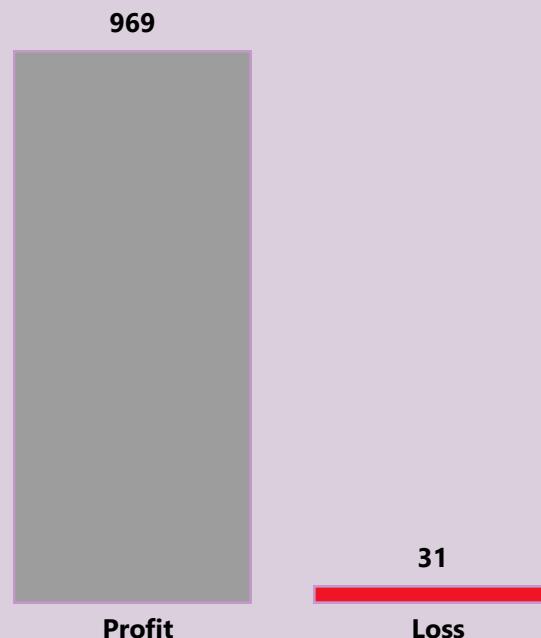
ROI By Category

Category	Total ROI
Household	9,373,050.00%
Personal Care	8,743,756.00%
Groceries	6,162,816.00%
Snacks	6,100,835.00%
Beverages	5,611,174.00%
Total	35,991,631.00%

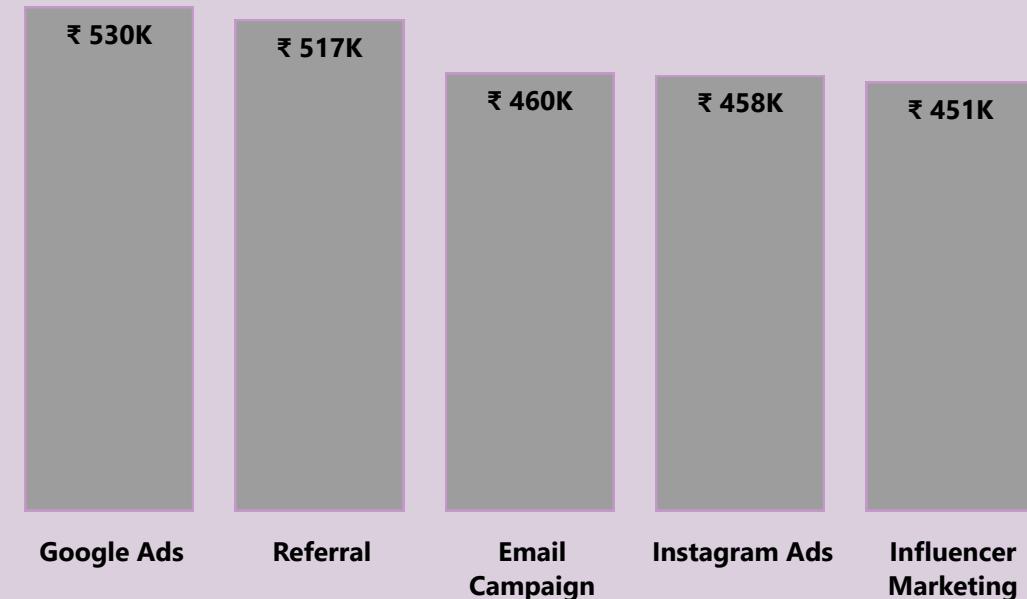
Top 5 Products By Revenue

Product Name	Revenue
Cold Drink	₹ 19,131,437.85
Biscuits	₹ 19,018,966.91
Dishwasher	₹ 18,879,220.35
Liquid	₹ 18,282,738.64
Air Freshener	₹ 18,218,562.52
Total	₹ 93,530,926.27

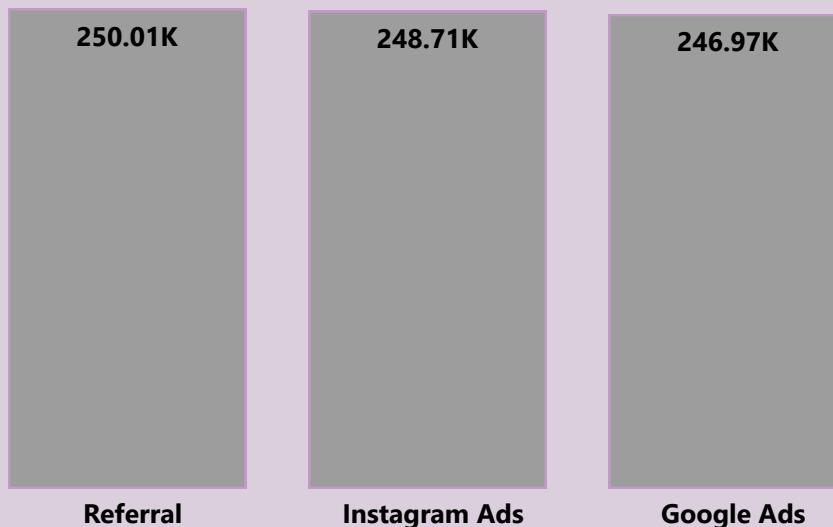
Campaign IDs By ROI Outcomes: Profit & Loss



Ad Spend By Marketing Channel



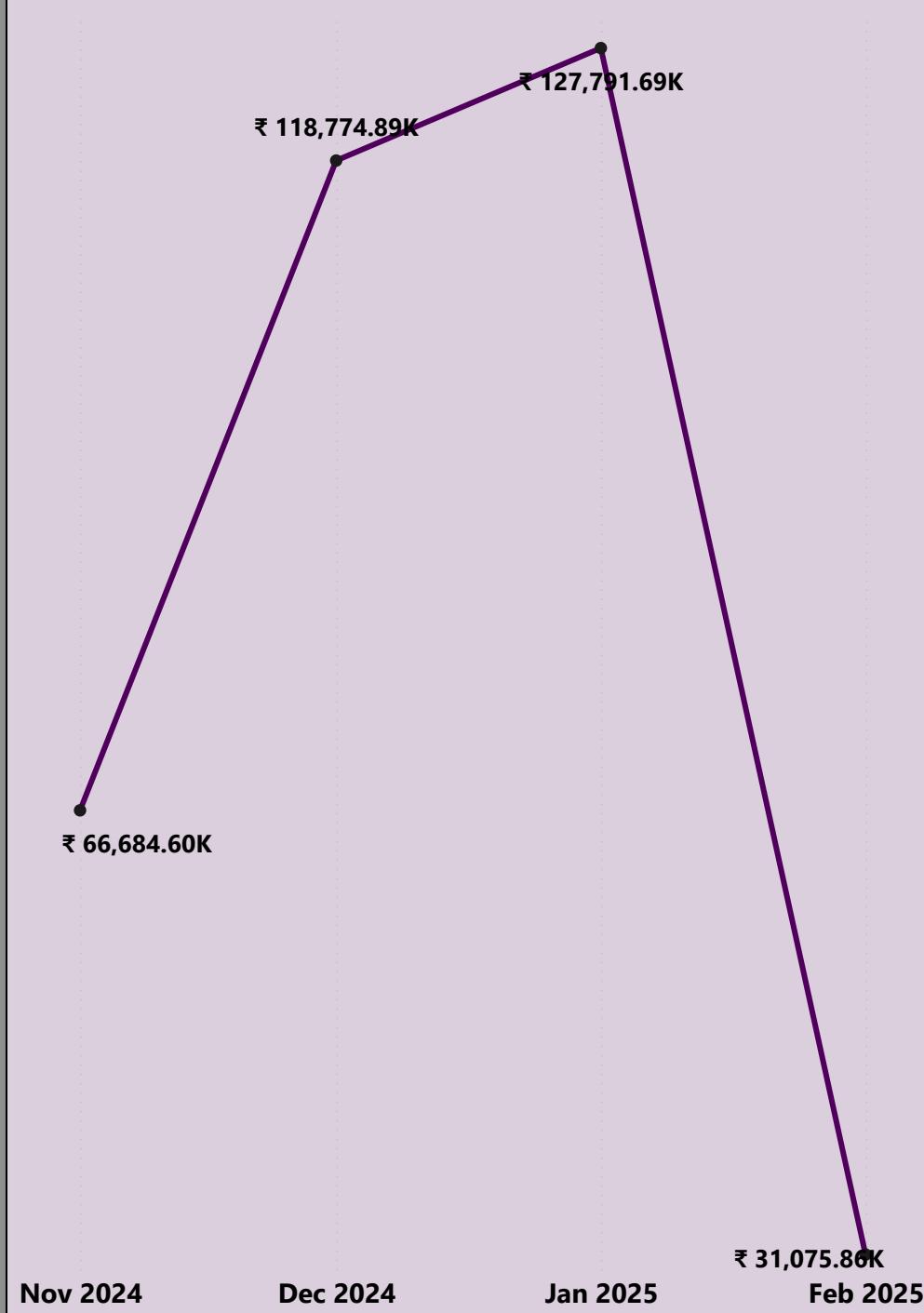
Top 3 Marketing Channels By Conversions



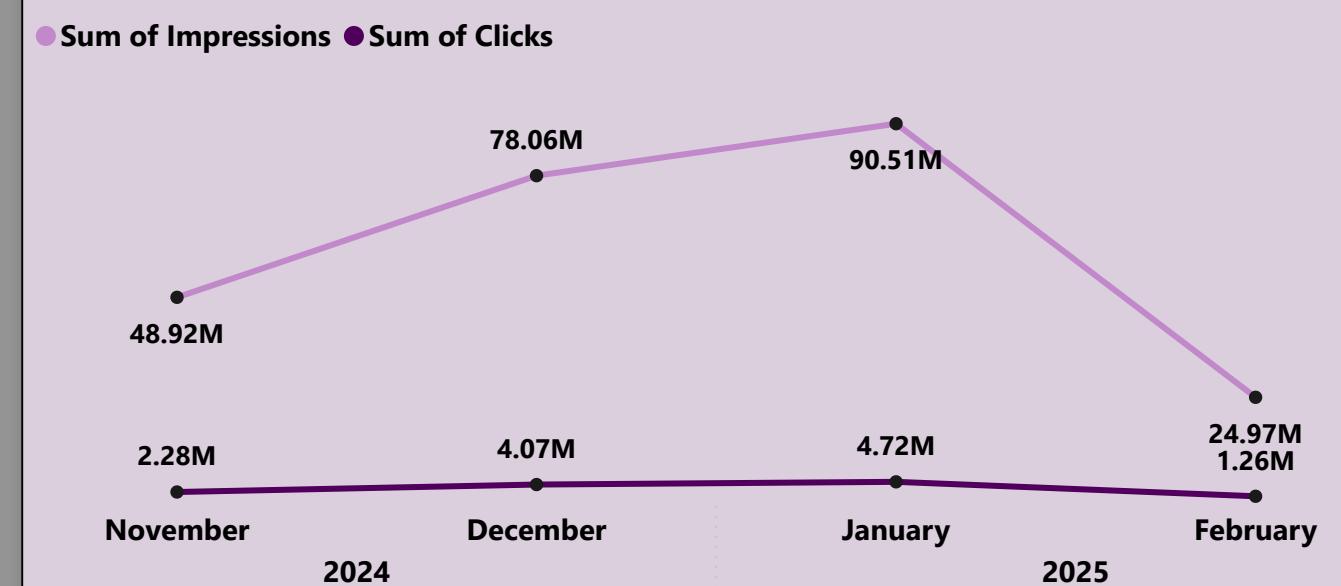
Average Click Through Rate by Marketing Channel



Total Revenue by Year & Month



Impressions vs Clicks YOY



Ad Spend vs Conversions by Month & Year

