

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

Household

2.33K%

Groceries

1.95K%

Snacks

1.89K%

Personal Care

1.85K%

Beverages

1.76K%

Clicks vs Impressions by Category

Sum of Impressions

Sum of Clicks

Household

Groceries

Snacks

Personal Care

Beverages

52.73M

50.11M

48.17M

47.38M

44.07M

2.74M

2.52M

2.51M

2.43M

2.14M

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 Ad Spend

₹ 129K

₹ 128K

₹ 127K

₹ 118K

₹ 116K

Cooking Oil

Moisturizer

Garbage Bags

Dishwasher Liquid

Cold Drink

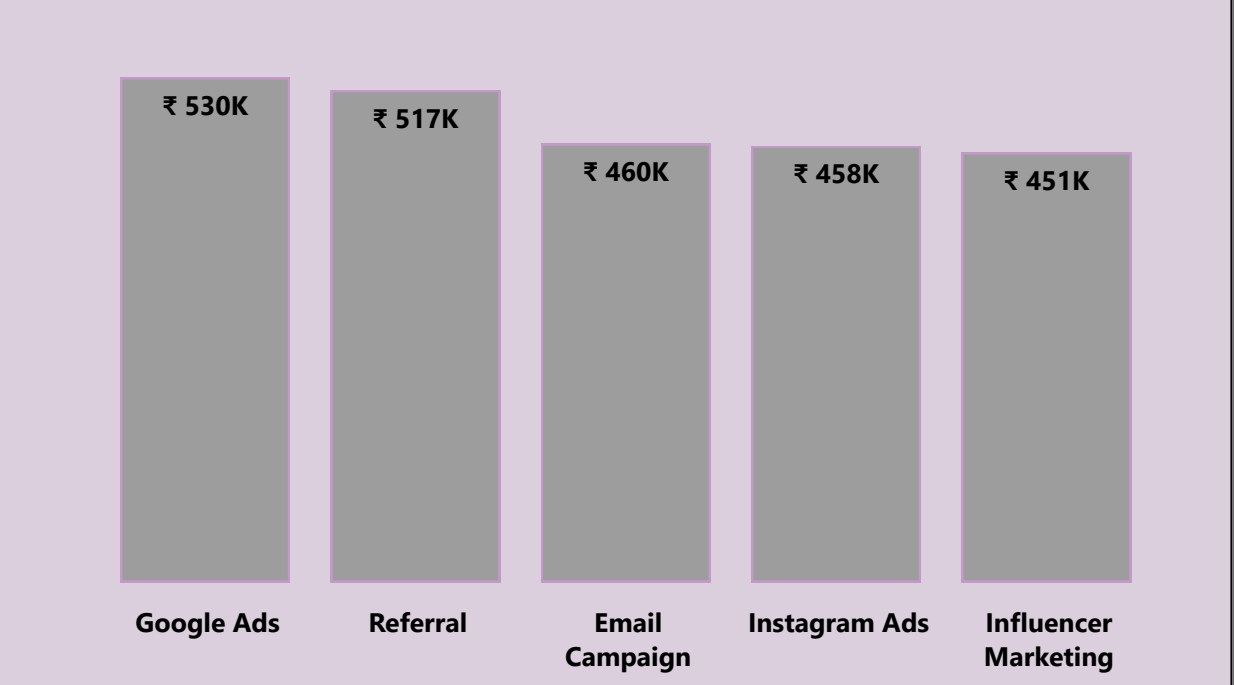
Top 5 Products By Revenue

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

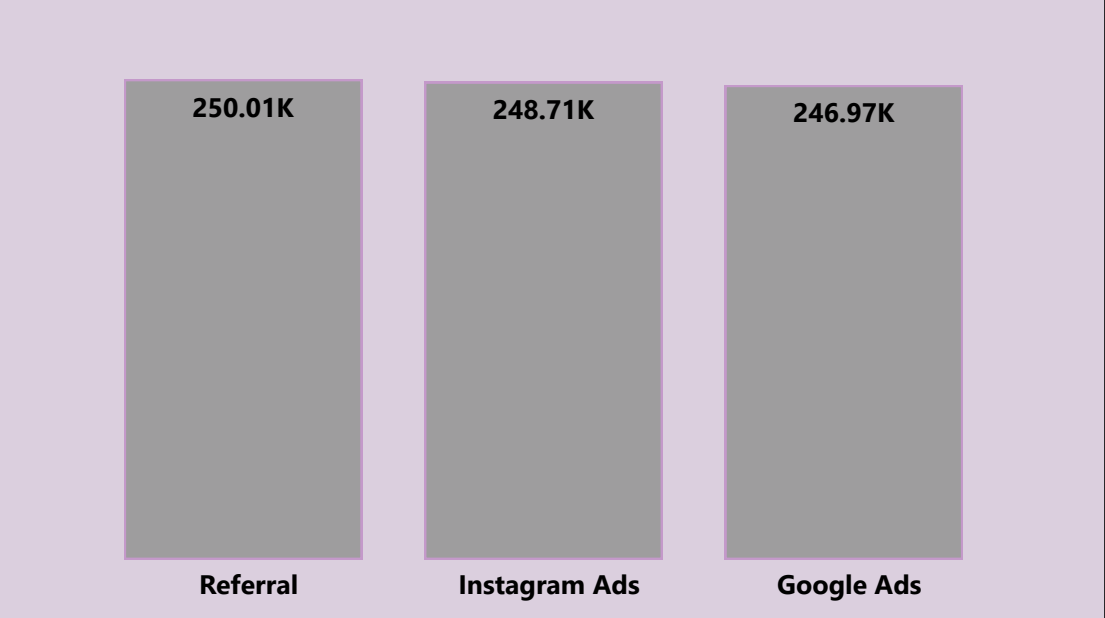
Campaign IDs By ROI Outcomes: Profit & Loss



Ad Spend By Marketing Channel



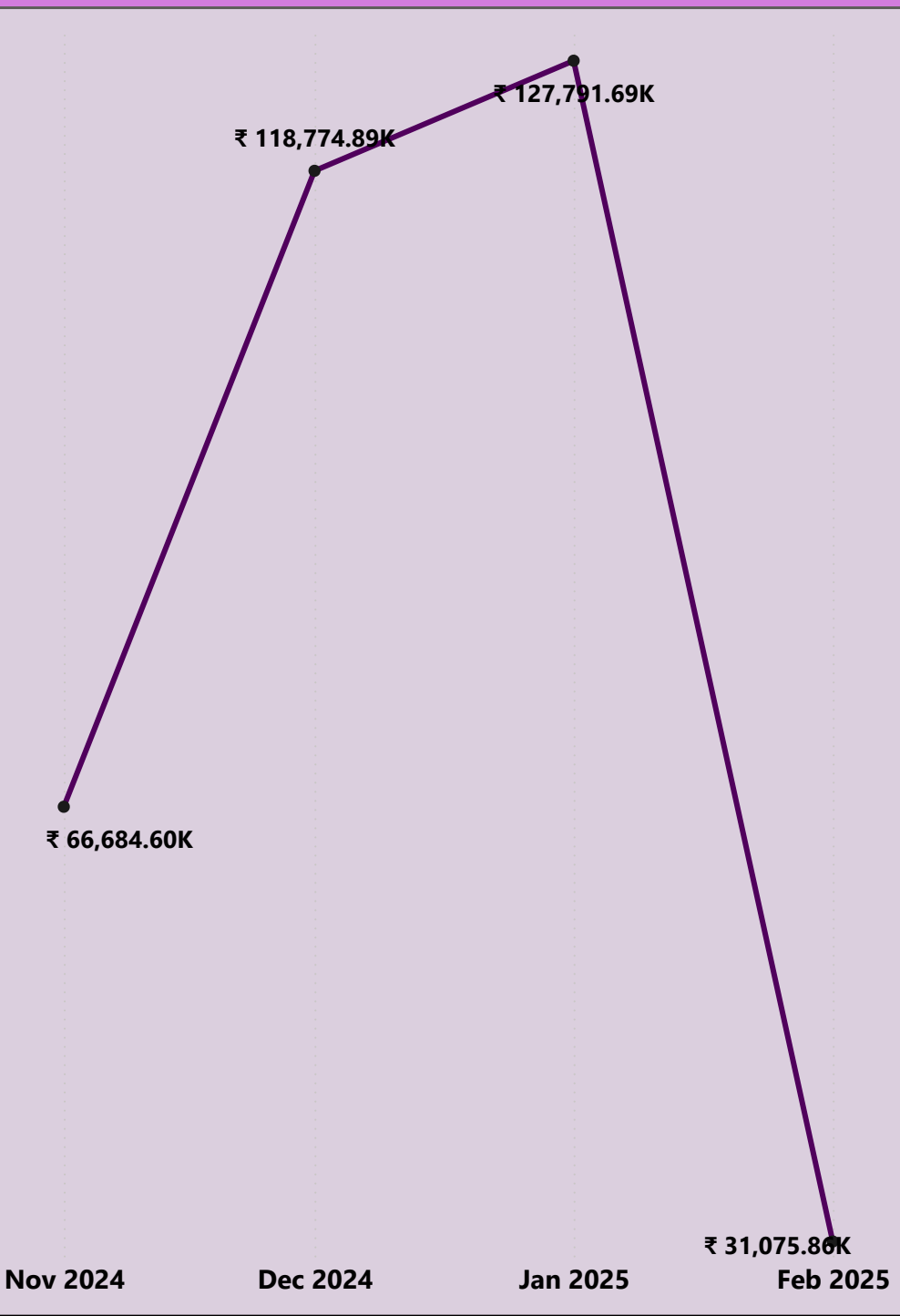
Top 3 Marketing Channels By Conversions



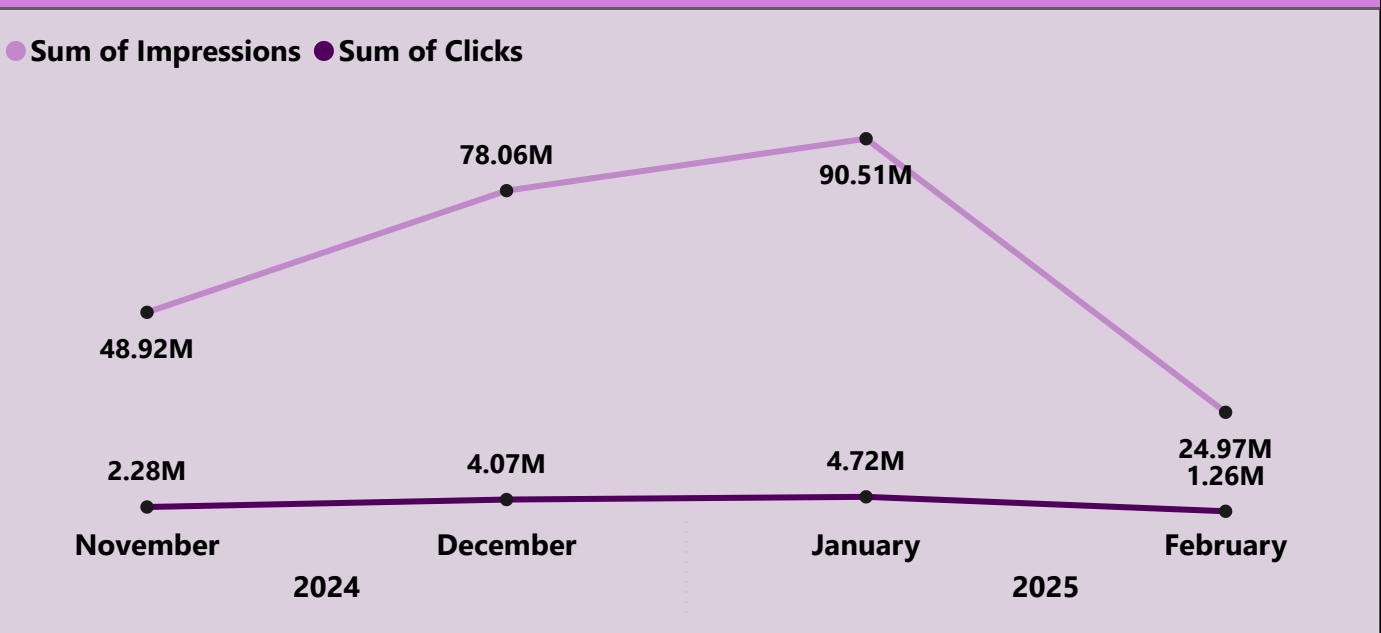
Average Click Through Rate by Marketing Channel



Total Revenue by Year & Month



Impressions vs Clicks YOY



Ad Spend vs Conversions by Month & Year

