

Marketing Analytics

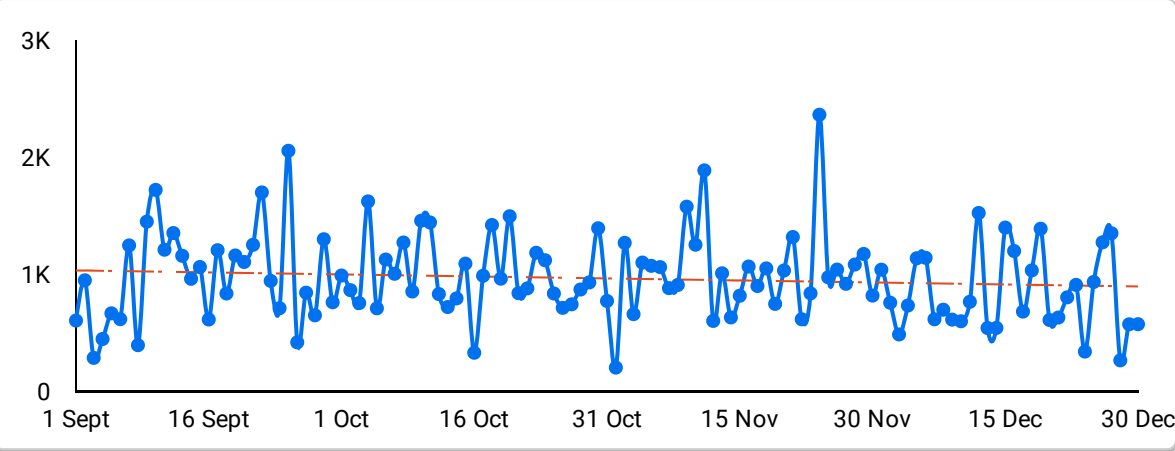
Channel

Campaign_Id

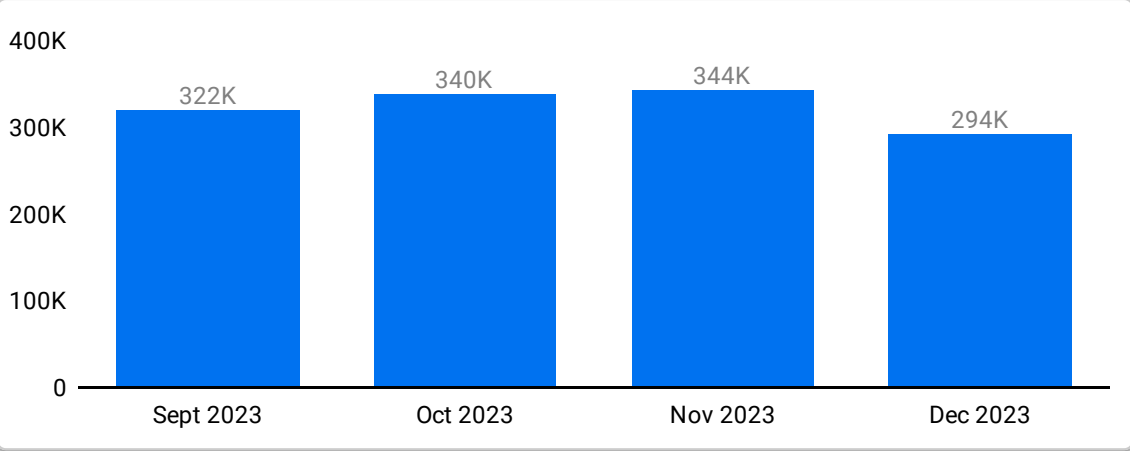
1 Sept 2023 - 31 Dec 2023

Amount Spent (₹)	Total Clicks	Total Conversions	Cost per Click (CPC)	Cost per Acquisition (CPA)	Conversion Rate
1.30M	2.30M	116.89K	₹0.56	₹11.11	5.08%

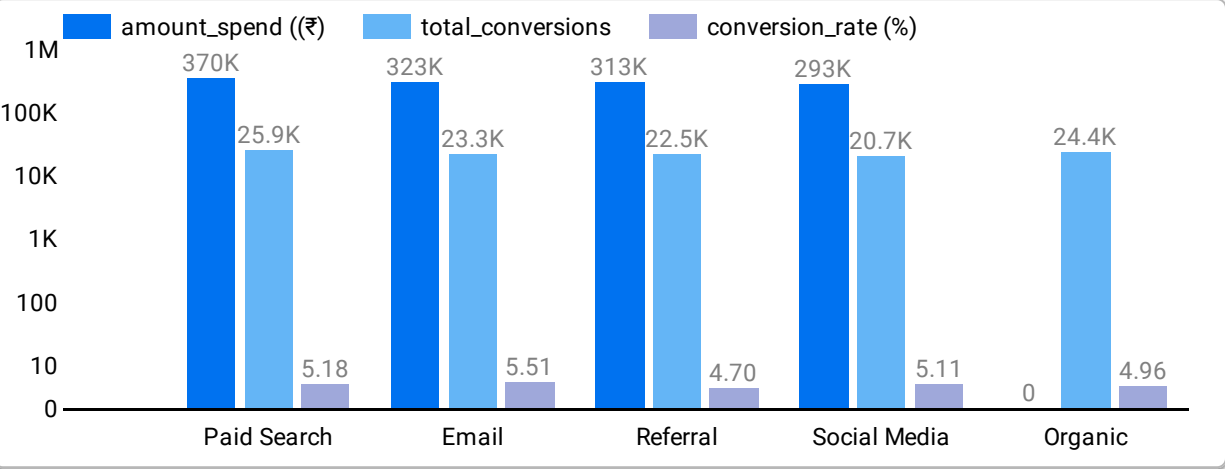
Conversions over time with trend line



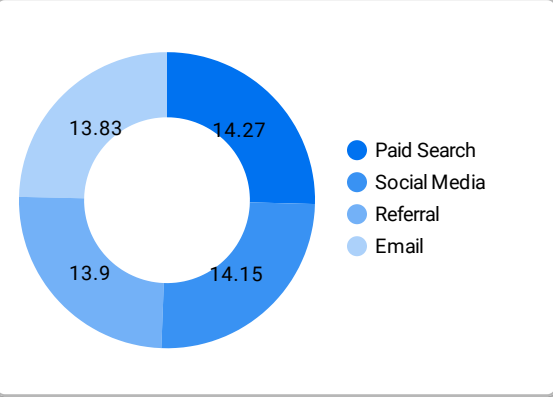
Amount spent over time (₹)



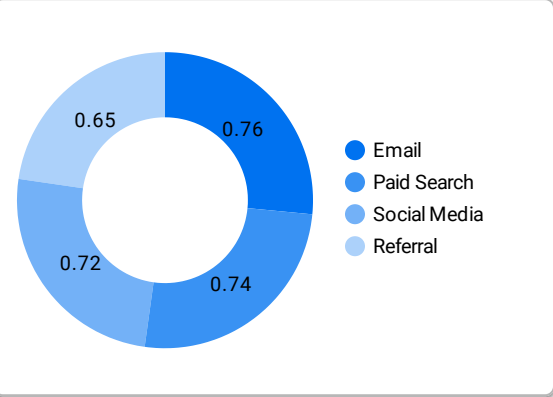
Performance metrics by Channel



CPA by Channel in (₹)



CPC by Channel in (₹)



Campaign performance overview

Campaign ID	Channel	Total Spend	Total Clicks	Total Conversions	Conversion ...	CPA
CAMP0674	Social Media	484.71	534.00	186	34.83	2.61
CAMP0821	Paid Search	1.70K	550.00	189	34.36	9.01
CAMP0448	Email	2.14K	521.00	170	32.63	12.58
CAMP0264	Paid Search	1.08K	531.00	157	29.57	6.89
CAMP0769	Email	928.08	581.00	164	28.23	5.66
Grand total		1.30M	2.30M	116.9K	5.08	11.11

1 - 100 / 1000