

Marketing User Acquisition Analysis

Campaign Channel

Campaign Type

All Channels

All Types

OVERVIEW

Total Users

8,0 N

Avg Conversion Rate

0,1

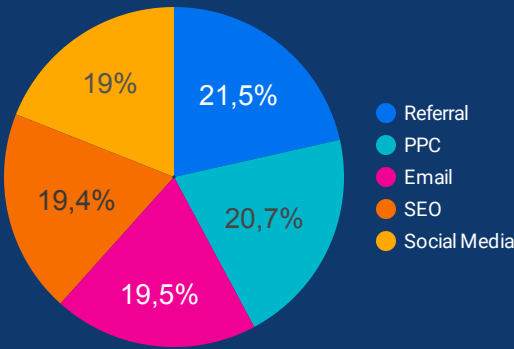
Avg CTR

0,15

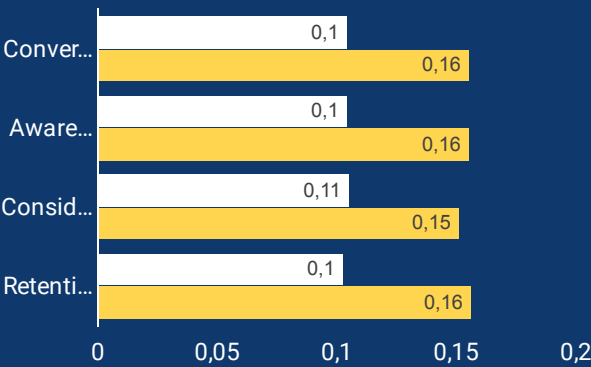
Total Ad Spend

\$40,01 Tr

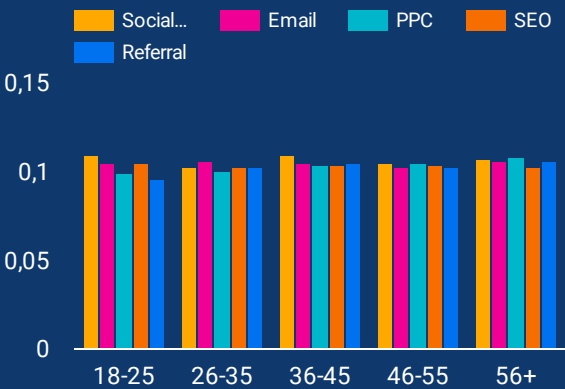
Customer Acquisition by Channel



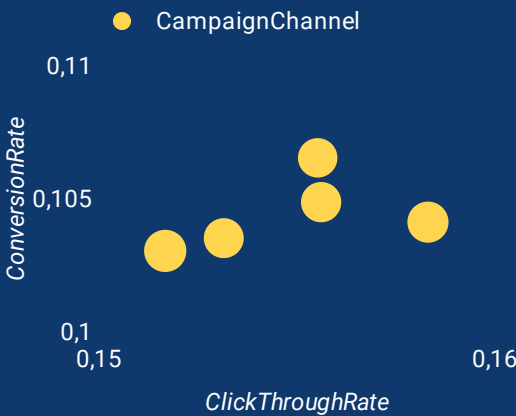
Campaign Type Distribution



Campaign Effectiveness by Age Group



CTR vs Conversion Rate



Detailed data

CustomerID	Age	Gender	Income	CampaignCh...	CampaignType	AdSpend	Clic
14382	44	Female	\$87.275,00	Email	Conversion	\$9.997,91	
10522	36	Female	\$138.088,00	PPC	Conversion	\$9.997,35	
11916	32	Male	\$56.415,00	Referral	Awareness	\$9.997	
8517	66	Male	\$95.665,00	SEO	Conversion	\$9.996,99	
15605	22	Male	\$80.240,00	Referral	Conversion	\$9.992,48	
14394	34	Female	\$116.558,00	SEO	Consideration	\$9.989,8	
8671	28	Male	\$21.987,00	Email	Conversion	\$9.989,44	
10948	32	Female	\$60.301,00	Email	Awareness	\$9.988,28	
11000	33	Male	\$100.000,00	Referral	Conversion	\$9.988,00	