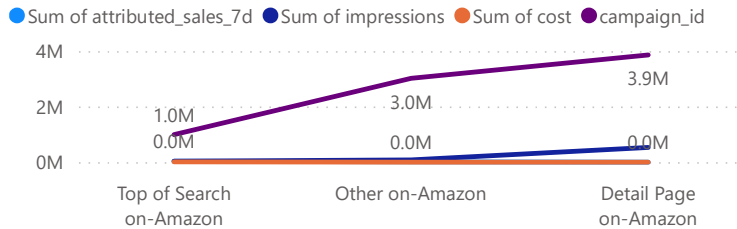


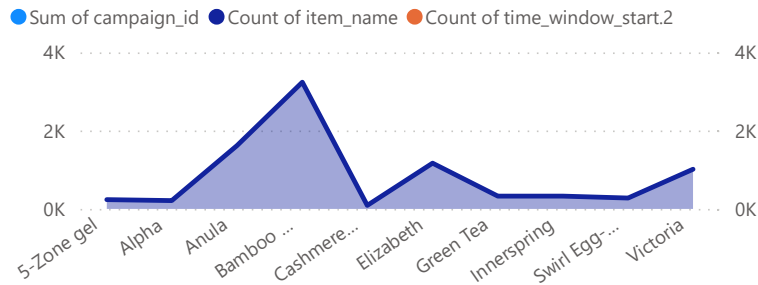


NAP QUEEN SLEEP

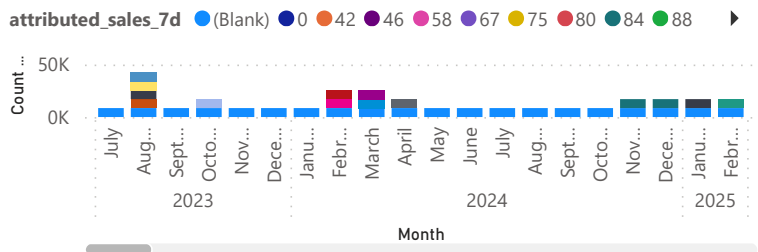
marketing campaign(s) had the highest ROI, Return of Ad Spends(RoAS)



Each campaign behave and each item behave hourly



Products that Highest growth in sales during the campaign period



COST

2.48

CONVERSIONS

0.07

Product categories

All

SALES

CLICKS

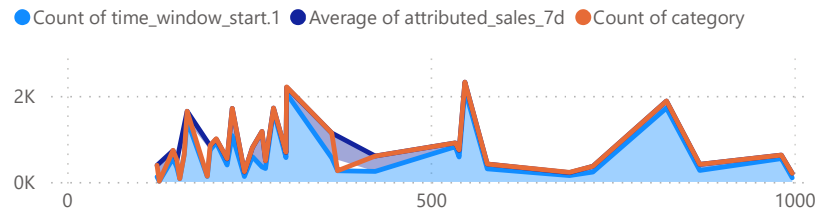
0.01

CORRELATIONS

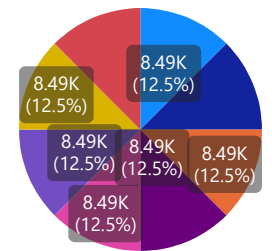
0.40

58.56K

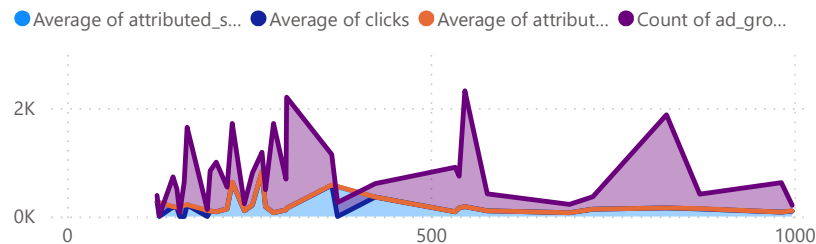
Overall trend of sales before, during, and after each marketing campaign



Sales performance vary across different product categories



Marketing strategies be optimized to improve overall sales and customer engagement



HIGHEST GROWTH

5-Zone gel
Mattress Toppers
Full size 1.5 inch