GLOWHIVE CHAMPAIGN DASHBOARD

ADVERT
- ☐ Collection
- ☐ Discount

DEVICE
- ☐ Desktop
- ☐ Mobile

Total spend

£163,250.07

Total spend by campaign

- Fall — £79K
- Spring — £50K
- Summer — £34K

Total spend by channel

- Facebook — £72K
- Instagram — £63K
- Pinterest — £28K

Total Revenue

£1,731,700.44

Total revenue by campaign

- Fall — £749K
- Spring — £498K
- Summer — £484K

Total revenue by channel

- Instagram — £685K
- Pinterest — £635K
- Facebook — £412K

ROI by Campaign

↩ Back   🔍 Zoom-out   ☰ Lin   ❓

- Summer — 1308.92%
- Spring — 905.53%
- Fall — 844.36%

ROI by Channel

↩   🔍   ☰   ❓

- Pinterest — 2147.29%
- Instagram — 980.17%
- Facebook — 475.63%

ROI by location

Microsoft Bing
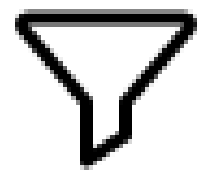© 2025 TomTom, Earthstar Geographics SIO, © 2025 Microsoft Corporation, © OpenStreetMap
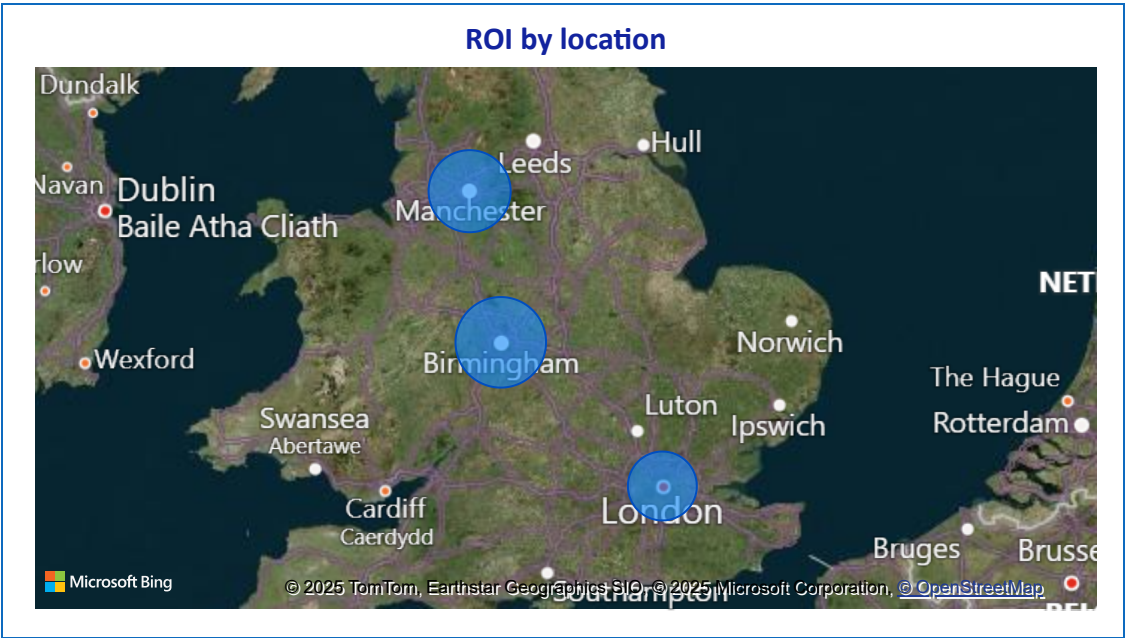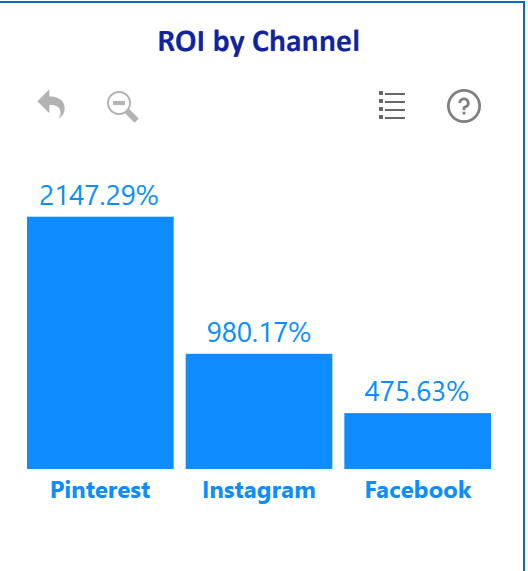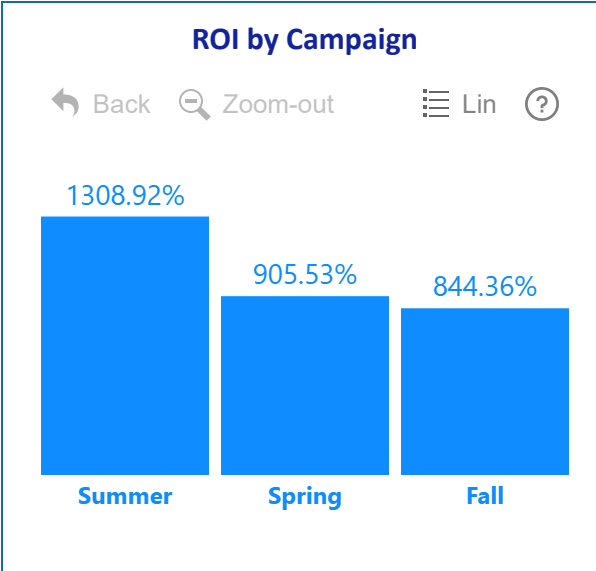
GLOWHIVE CAMPAIGN DASHBOARD

Campaign ⌄
- ☐ Fall
- ☐ Spring
- ☐ Summer

For every £1 spent on Adverts **£10.61** is gained in Revenue

No of Likes 608K

No of shares 119K

No of impressions 15M

No of comments 72K

Ad efficiency by channel

Pinterest — £22.47

Instagram — £10.80

Facebook — £5.76

Ad efficiency by location

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£13.93 — Birmingham

£11.39 — Manchester

£7.98 — London