

Ad Campaign Performance Dashboard

Gender

All

Age

16

65

Country

All

Date

5/7/2025

Ad event

All



11.79%

CTR (Click-Through Rate)

0.60%

Conversion Rate

\$1.27

Average CPC

\$149.25

Average CPM

2031

Total Purchases

40079

Total Clicks

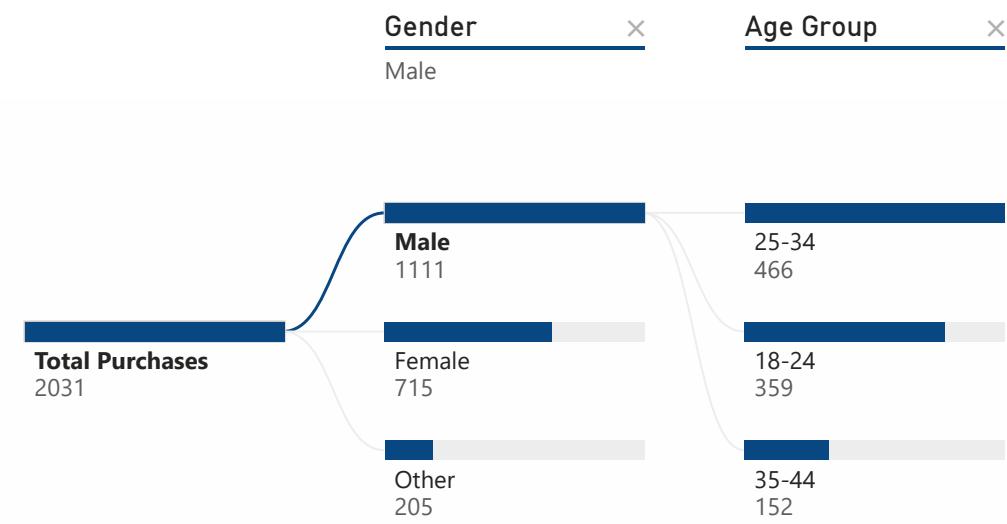
\$2,535,924

Total Budget

Campaign Metrics Overview

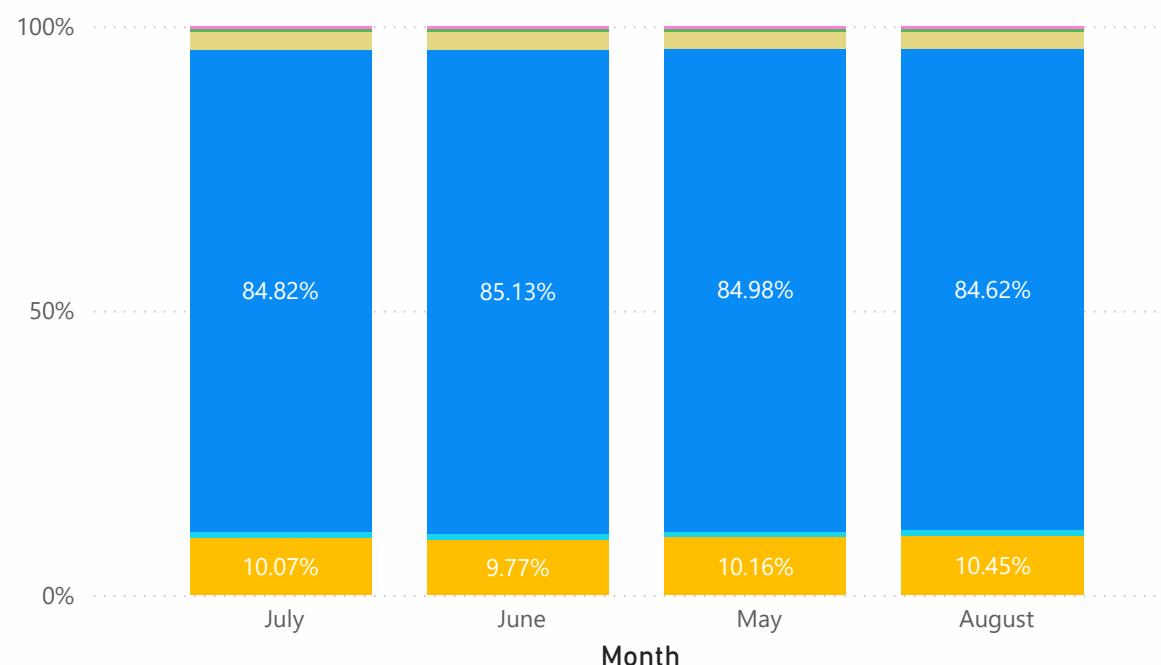
Name of Campaign	Total Budget	Cost Per Click (CPC)	Cost Per Acquisition (CPA)
Campaign_20_Winter	\$98,904.66	\$2.47	\$48.6975
Campaign_46_Winter	\$94,023.76	\$2.35	\$46.2943
Campaign_17_Launch	\$86,675.92	\$2.16	\$42.6765
Campaign_15_Launch	\$85,407.23	\$2.13	\$42.0518
Campaign_41_Winter	\$85,220.35	\$2.13	\$41.9598
Campaign_32_Summer	\$81,744.53	\$2.04	\$40.2484
Campaign_43_Winter	\$81,350.3	\$2.03	\$40.0543
Campaign_2_Launch	\$79,342.41	\$1.98	\$39.0657
Campaign_11_Q3	\$79,067.91	\$1.97	\$38.9305
Campaign_6_Winter	\$78,607.49	\$1.96	\$38.7038
Campaign_30_Winter	\$73,911.29	\$1.84	\$36.3916
Campaign_31_Summer	\$72,208.34	\$1.80	\$35.5531
Campaign_35_Launch	\$71,626.83	\$1.79	\$35.2668
Campaign_16_Winter	\$71,521.88	\$1.78	\$35.2151

Purchase Distribution by Gender and Age Group



Event Type Distribution by Month

event type: Click (Yellow), Comment (Cyan), Impression (Blue), Like (Light Blue), Purchase (Green), Share (Pink)



Count of Events by Country



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Gender

All

Age

16

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2031

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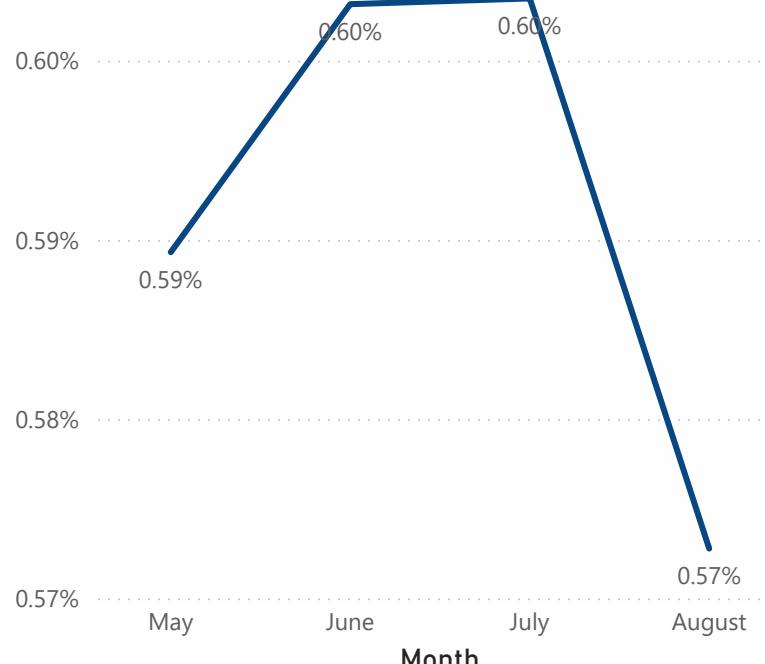
40079

Total Clicks

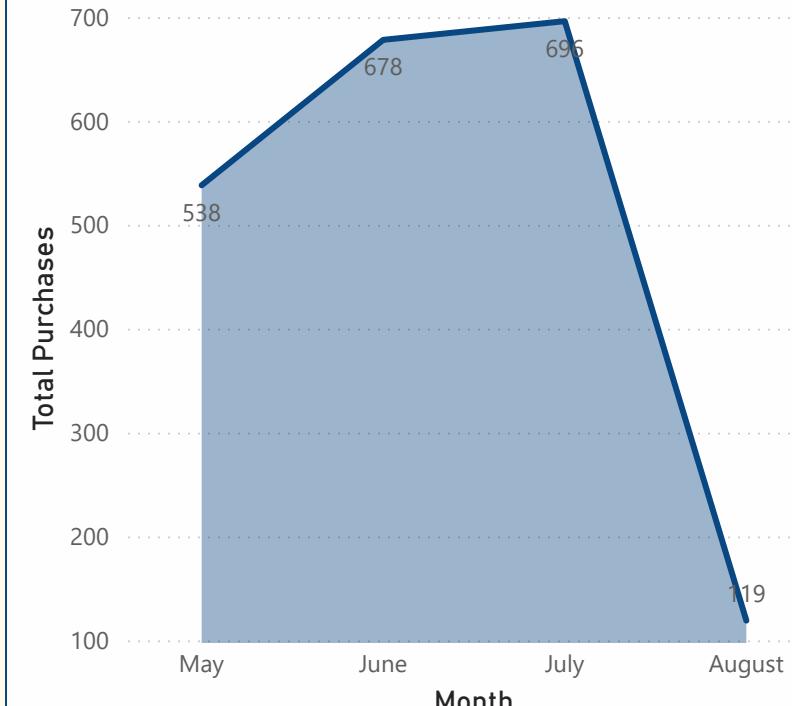
\$2,535,924

Total Budget

Conversion Rate by Month



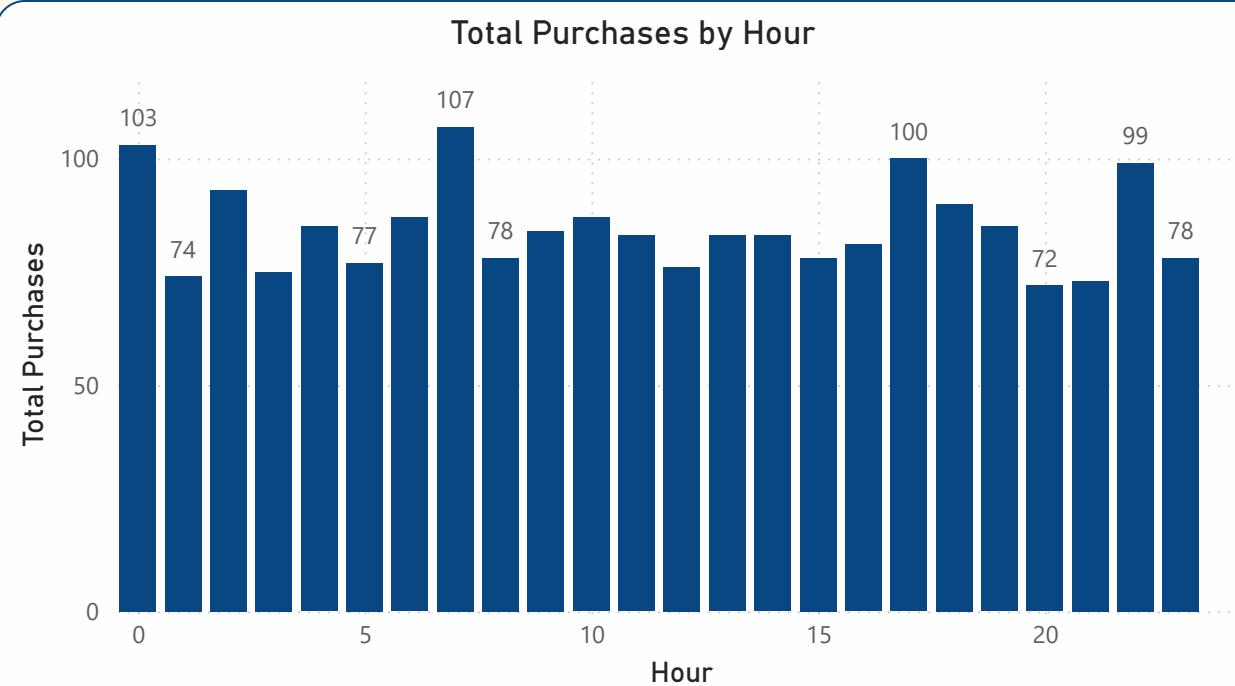
Number of Purchases by Month



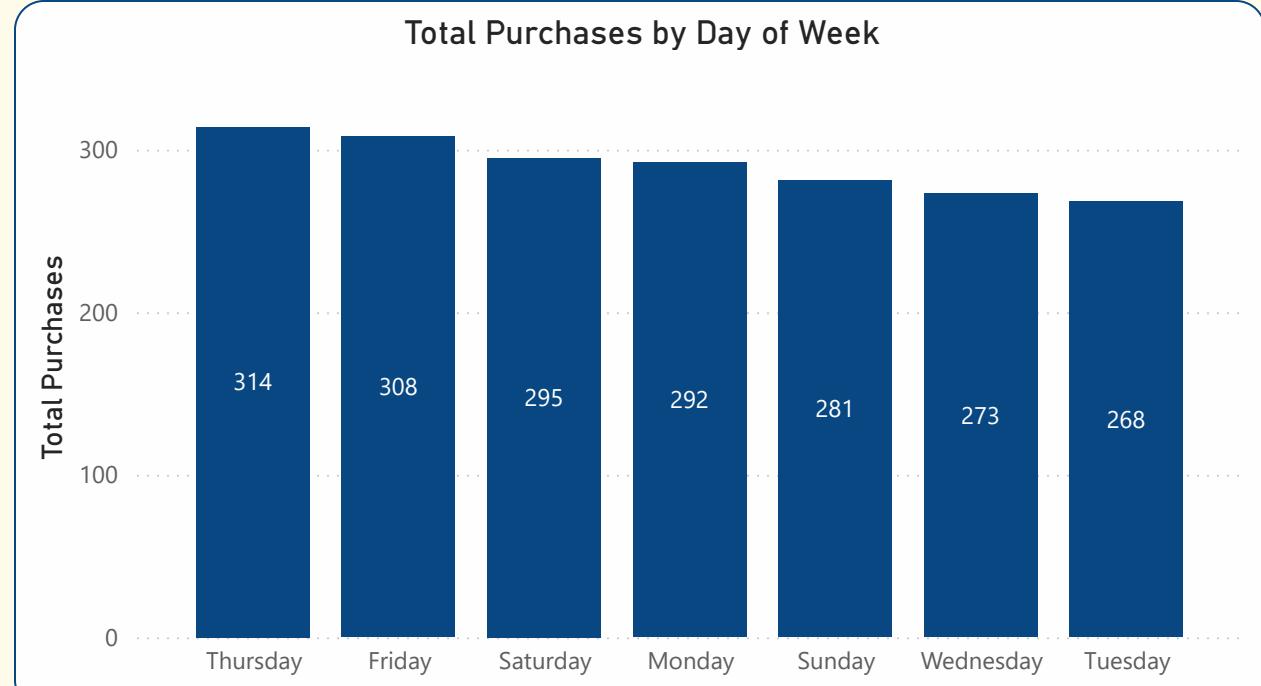
CTR by Month



Total Purchases by Hour



Total Purchases by Day of Week



Ad Campaign Performance Dashboard

Gender: All | Age: 16 - 65 | Country: All | Date: 5/7/2025 - 8/6/2025 | Ad event: All

11.79%
CTR (Click-Through Rate)

0.60%
Conversion Rate

\$1.27
Average CPC

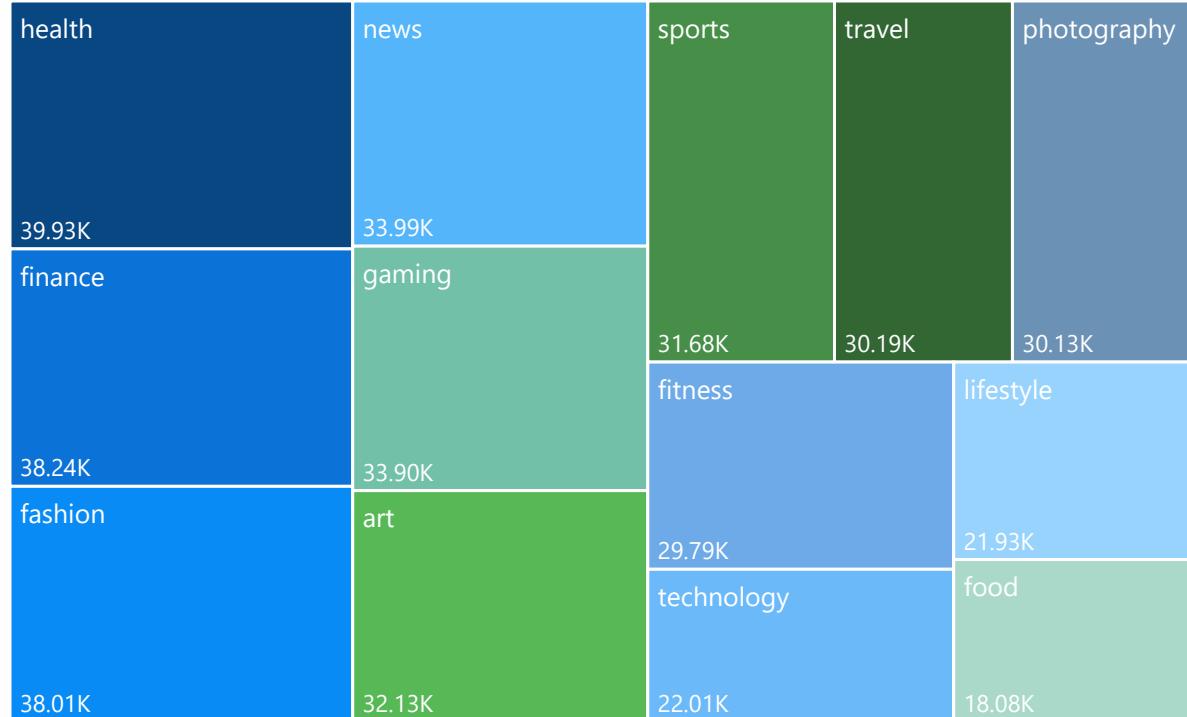
\$149.25
Average CPM

2031
Total Purchases

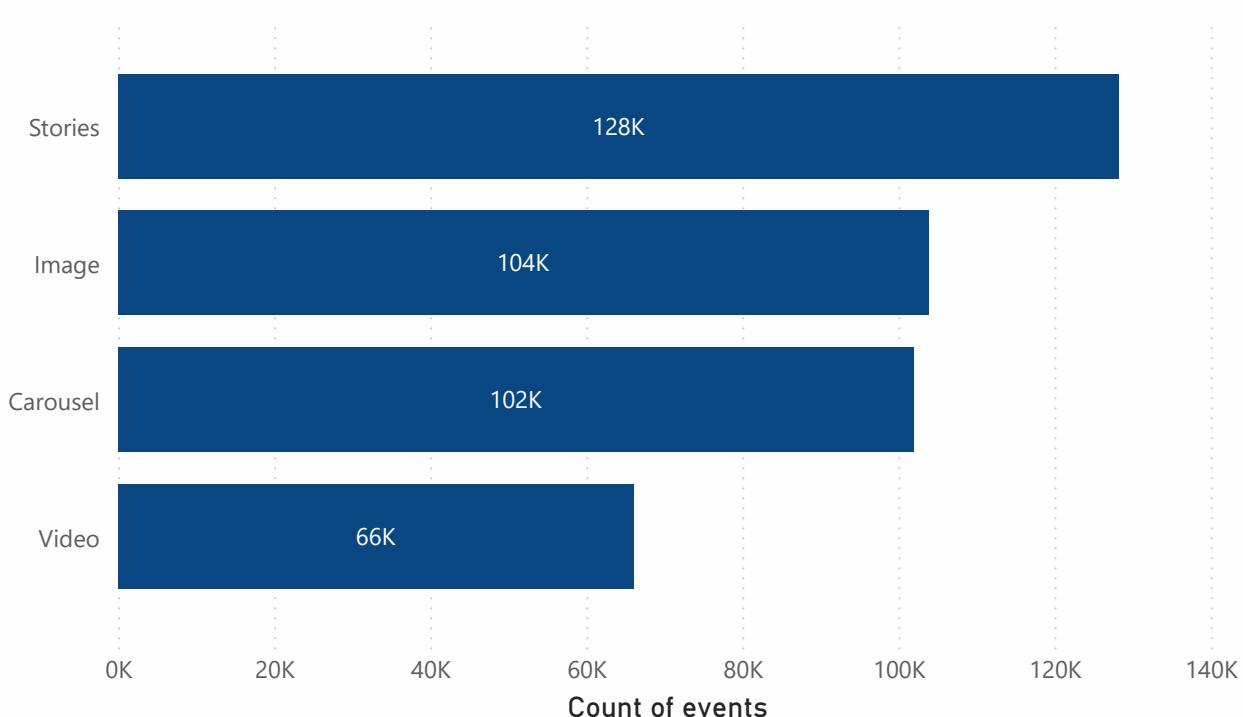
40079
Total Clicks

\$2,535,924
Total Budget

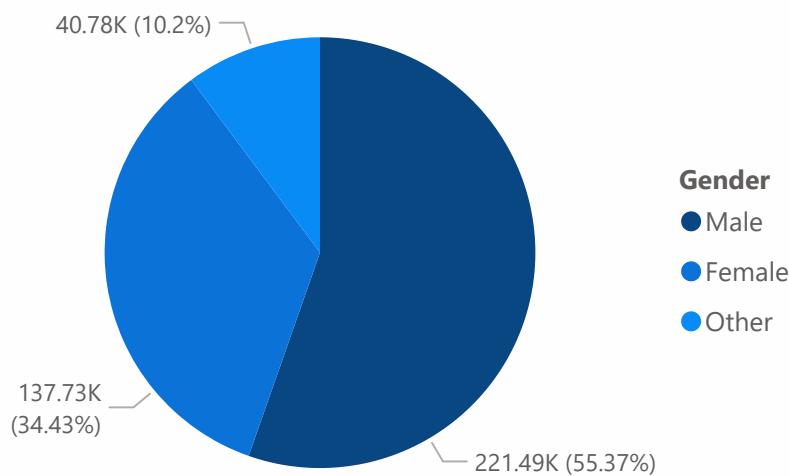
Event Count by Targeted Interests



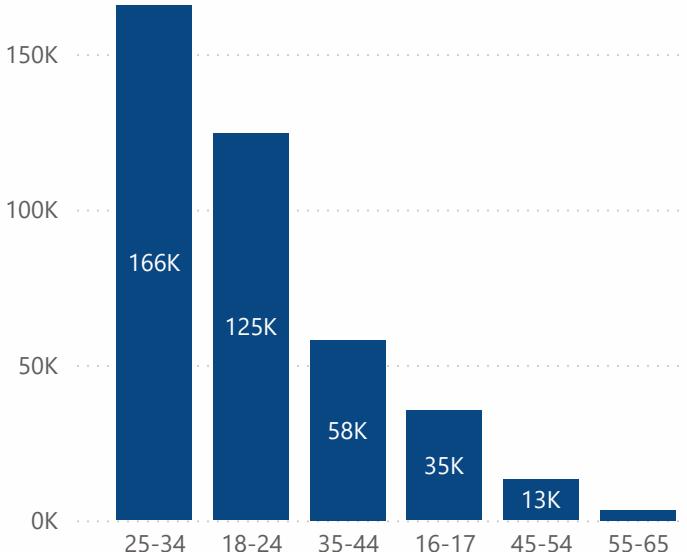
Event Count by Ad Type



Event Count by Gender



Event Count by Age Group



Event Count by Ad Platform

