

MARKETING CAMPAIGN PERFORMANCE ANALYSIS

TOTAL CAMPAIGNS

300.00K

KPI'S

1310765

Sum of Engagement_Score

0.0800

Average of Conversion_Rate

3.18

Average of ROI

Campaign_ID	Campaign_Goal	Average of Conversion_Rate	Sum of Acquisition_Cost	Average of ROI
100189	Market Expansion	0.1500	\$13,645.11	4.27
100194	Market Expansion	0.1500	\$2,345.97	1.02
100294	Brand Awareness	0.1500	\$14,045.02	7.53
100303	Market Expansion	0.1500	\$4,544.66	2.09
100583	Increase Sales	0.1500	\$7,936.95	0.16
100873	Increase Sales	0.1500	\$3,664.72	1.15
100910	Product Launch	0.1500	\$8,753.71	3.13
101132	Product Launch	0.1500	\$1,982.71	6.53
101147	Market Expansion	0.1500	\$12,939.02	7.71
101440	Increase Sales	0.1500	\$7,663.39	1.80
Total		0.0800	\$2,326,125,238.94	3.18

FILTER BY

LOWEST ENGAGEMENT SOCRES

1

2

TOP ENGAGEMENT SOCRES

9

10

Target Audience Analysis

HIGHEST CONVERSION RATE

Men 45-60

0.0803

Average of Conversion_Rate

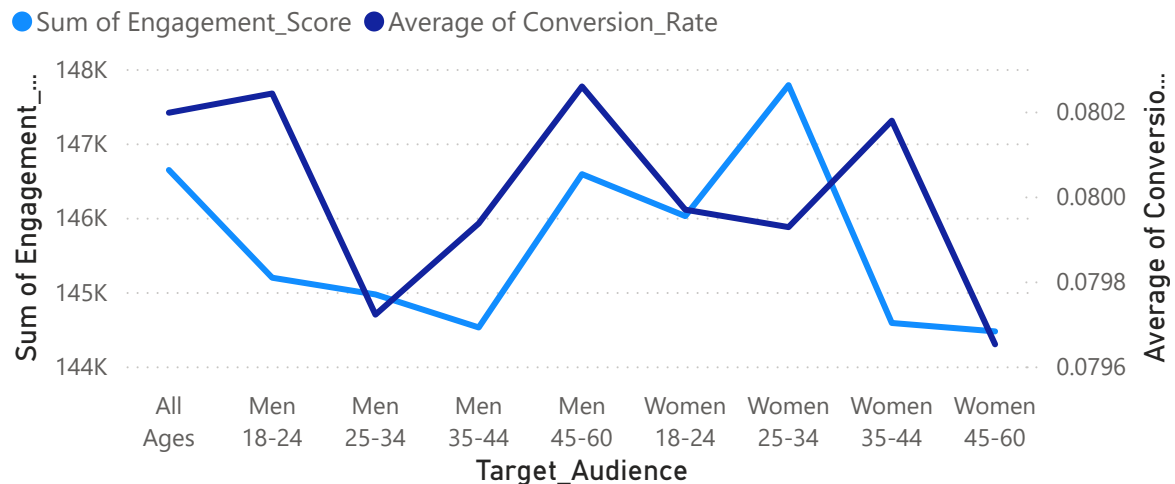
HIGHEST ROI

All Ages

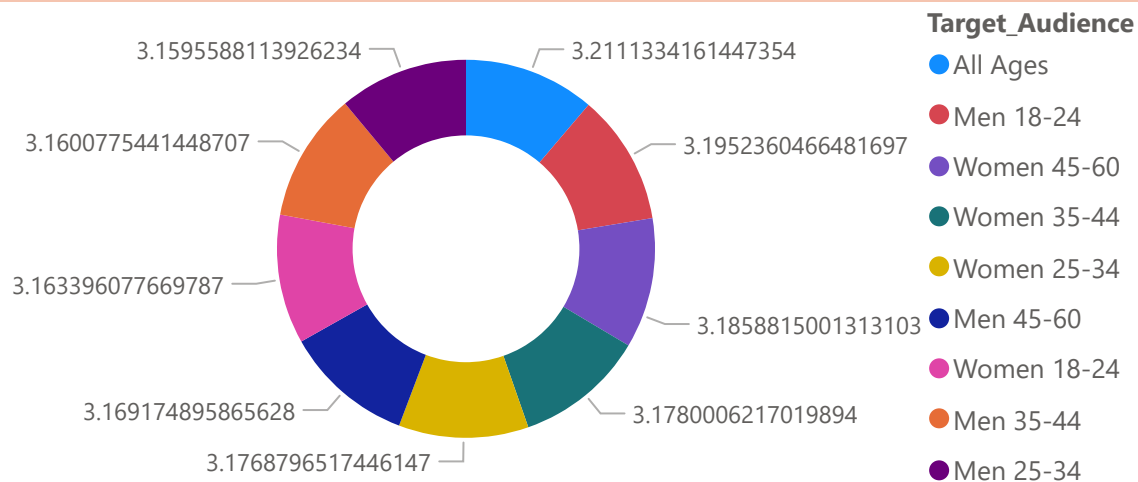
3.21

Average of ROI

ENGAGEMENT / CONVERSION RATE ANALYSIS

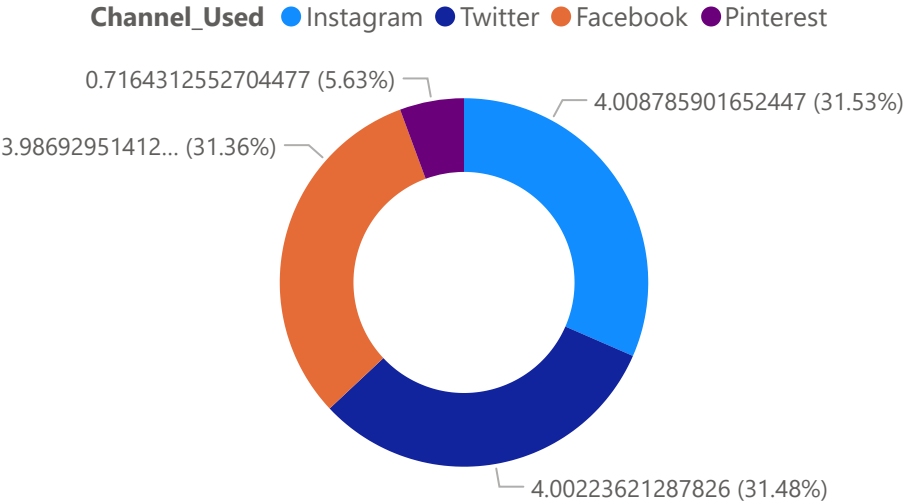


AVERAGE ROI



CHANNEL EFFECTIVENESS

AVERAGE RETURN ON INVESTMENT



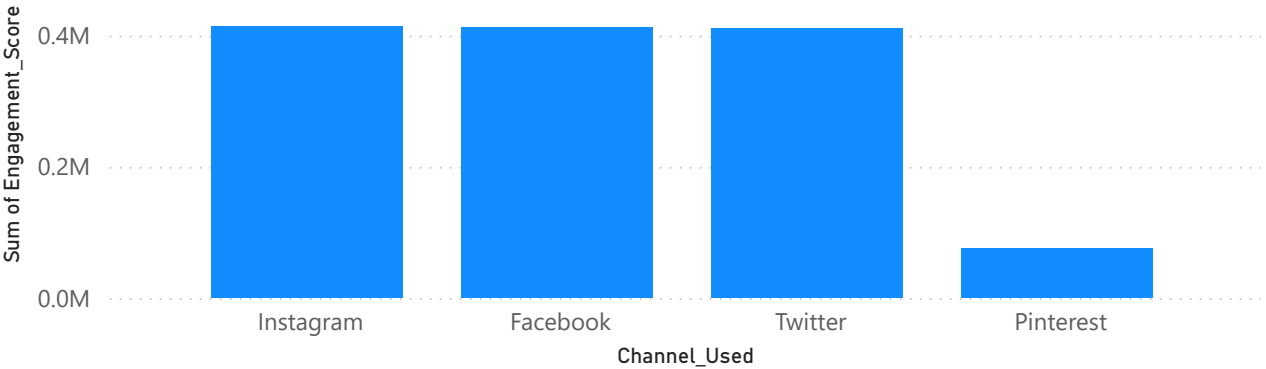
HEIGHEST ENGAGEMENT SCORE

Instagram
413630
Sum of Engagement_Score

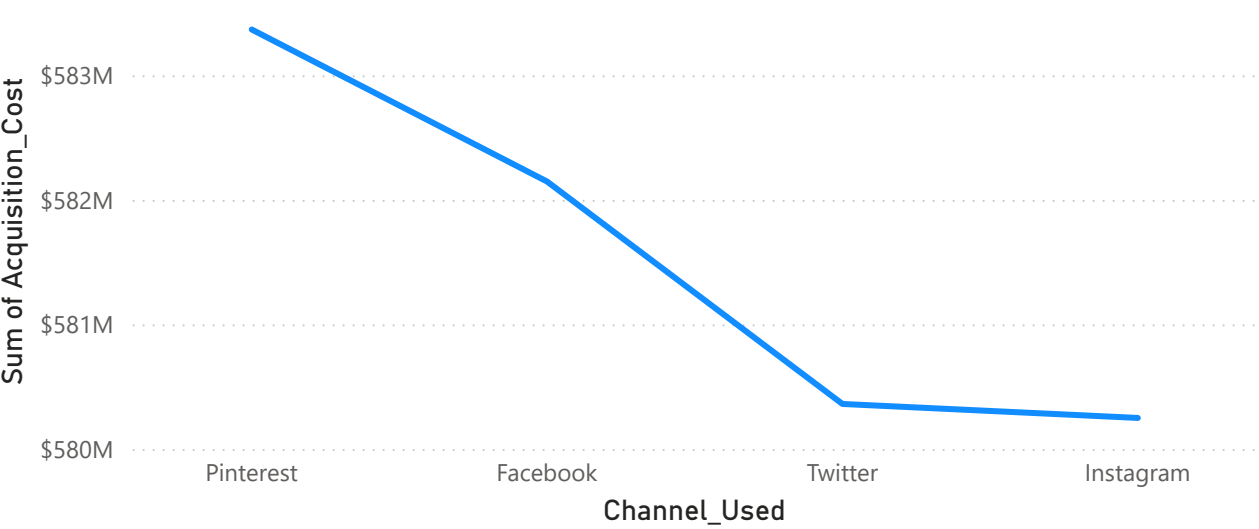
HEIGHEST CONVERSION RATE

Instagram
0.0798
Average of Conversion_Rate

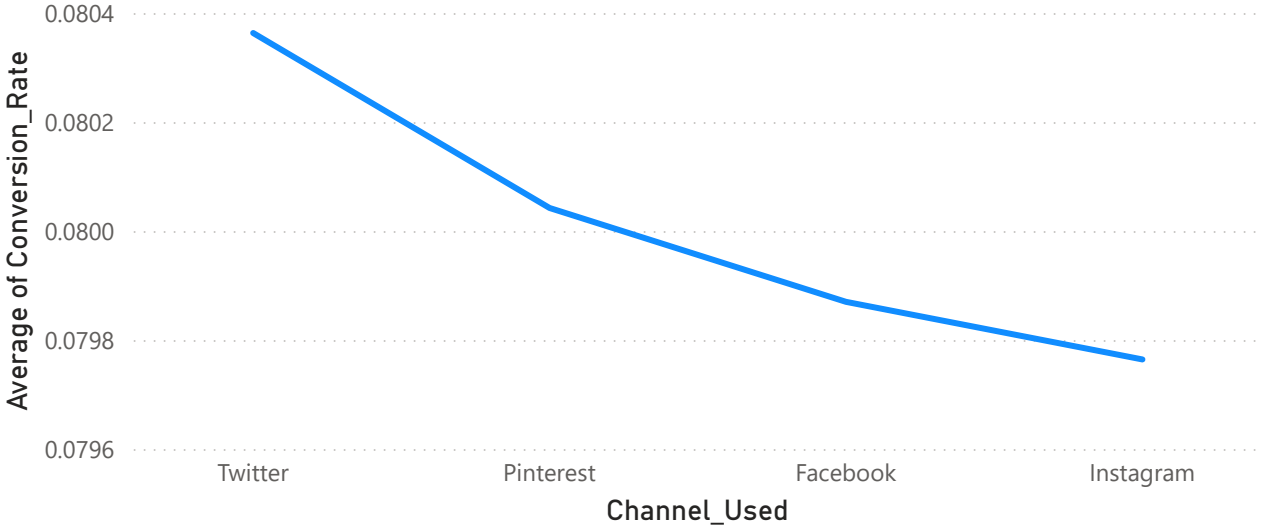
Engagement_Scores by Channel_Used



AQUISITIONCOST ANALYSIS



AVERAGE CONVERSIONS BY CHANNEL



GEOGRAPHICAL INSIGHT

Location	Campaign_Goal	Sum of Engagement_Score	Average of Conversion_Rate	Average of ROI
Austin	Product Launch	65757	0.0797	3.21
New York	Increase Sales	65555	0.0802	3.21
Miami	Product Launch	65362	0.0796	3.20
New York	Market Expansion	64365	0.0801	3.20
Las Vegas	Market Expansion	66629	0.0800	3.19
Las Vegas	Brand Awareness	65153	0.0799	3.19
Miami	Increase Sales	66930	0.0798	3.19
Los Angeles	Product Launch	66694	0.0800	3.18
Los Angeles	Market Expansion	65964	0.0805	3.18
New York	Brand Awareness	65781	0.0800	3.18
Austin	Increase Sales	64675	0.0798	3.18
Total		1310765	0.0800	3.18

Los Angeles

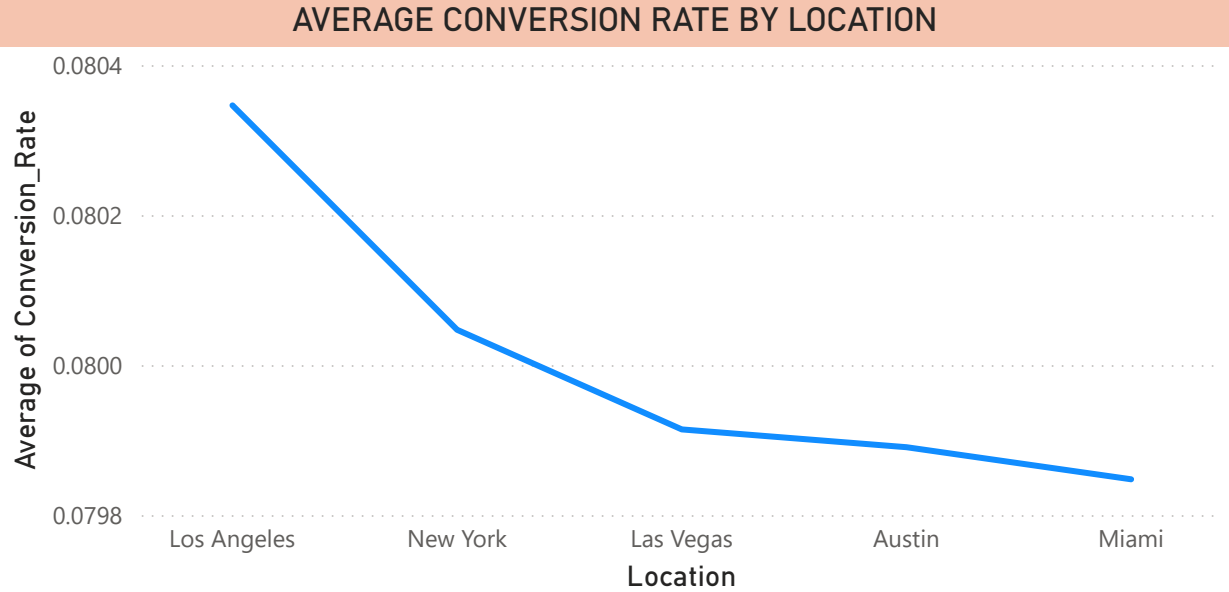
264469

Sum of Engagement_Score

Los Angeles

0.0803

Average of Conversion_Rate



TOTAL ENGAGEMENT SCORE BY LOCATION



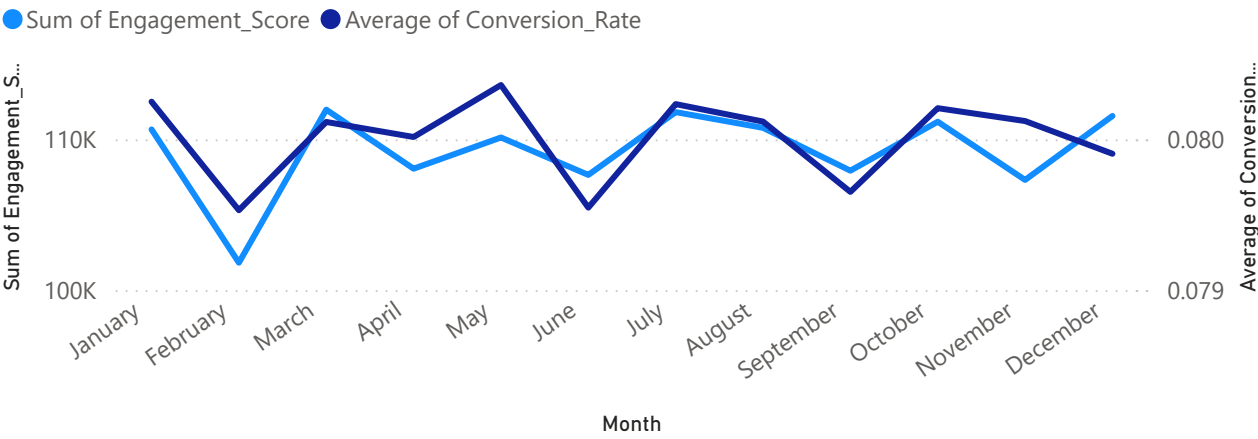
Is Top Performing Campaign

high Performing

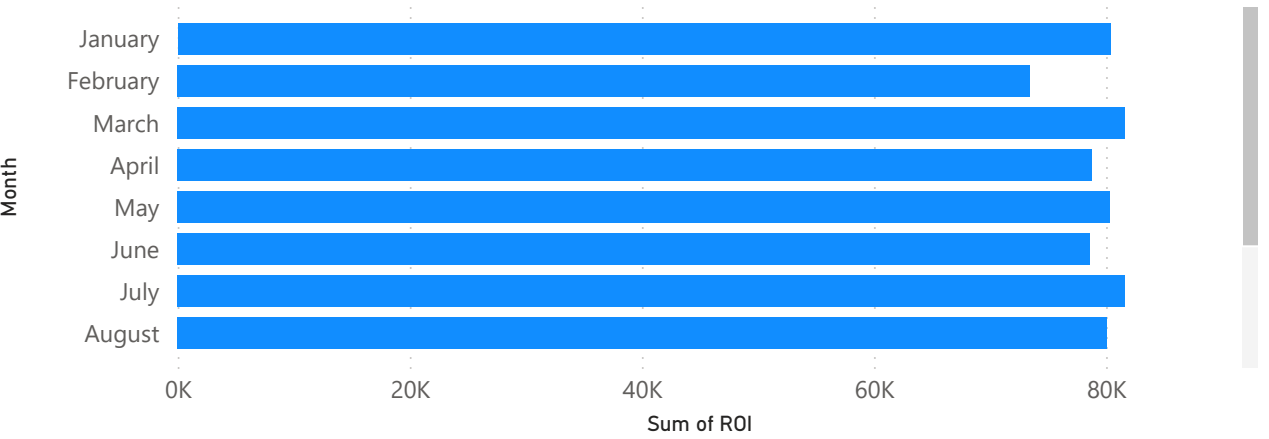
low Performing

TEMPORAL ANALYSIS

ENGAGEMENT SCORE & AVERAGE CONVERSION RATE BY MONTHS



TOTAL ROI BY MONTH



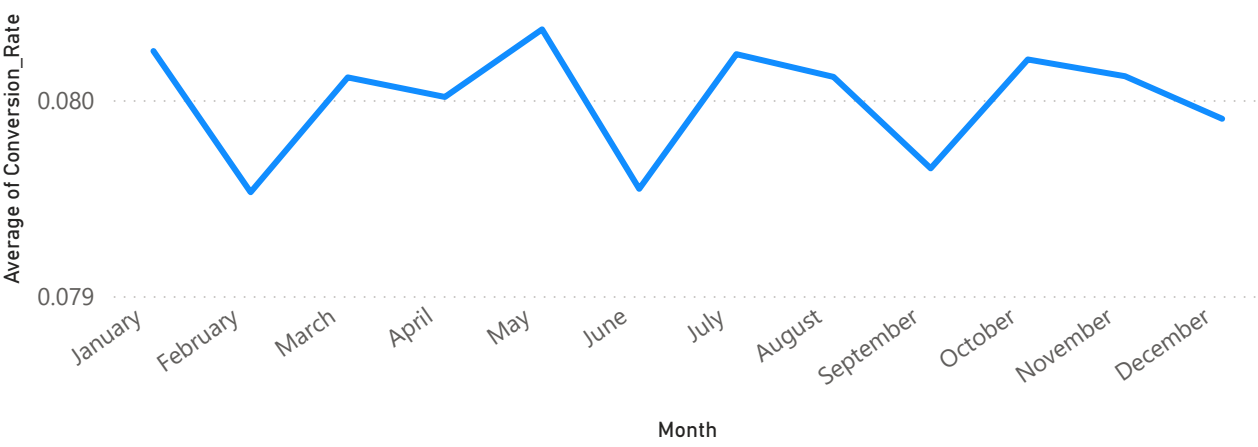
HIGHEST CONVERSION RATE

2022	Qtr 2	May	0.0804
Year	Quarter	Month	Average of Conversi...

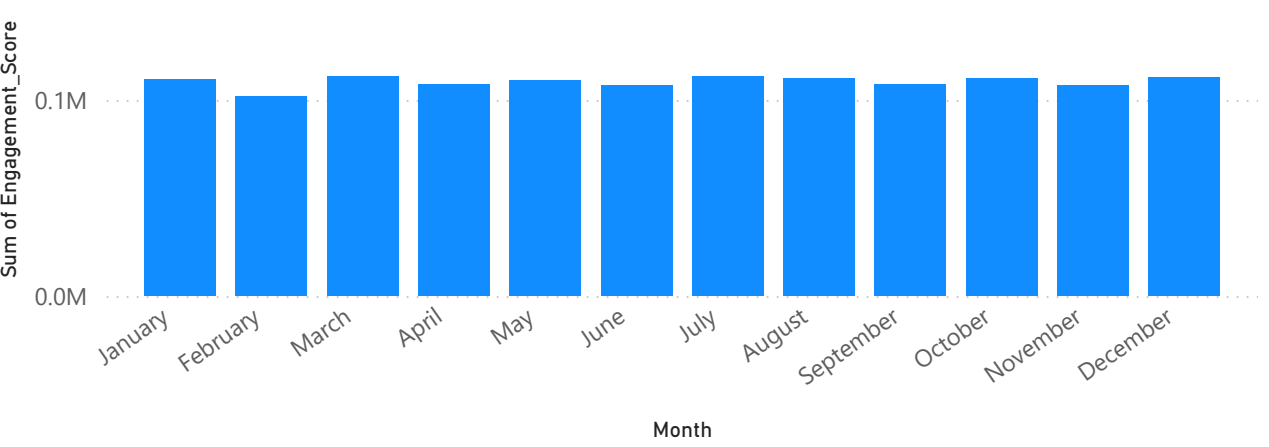
HIGHEST CONVERSION RATE

2022	Qtr 1	March	0.0801
Year	Quarter	Month	Average of Conversi...

Average of Conversion_Rate by Month



ENGAGEMENT SCORE BY MONTH



LANGUAGE AND CULTURAL IMPACT

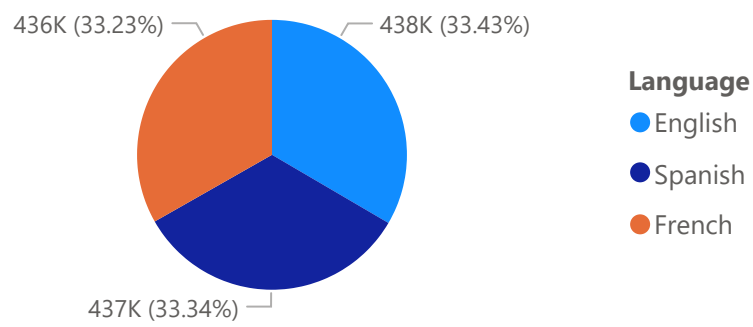
HEIGHEST AVERAGE ROI

Spanish

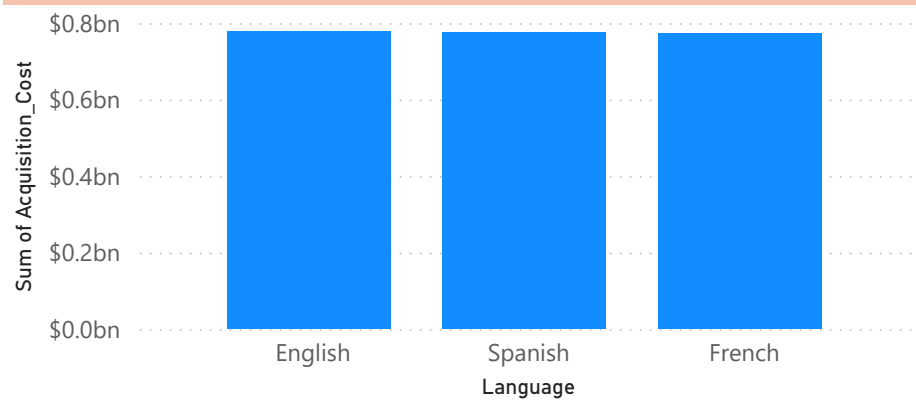
3.19

Average of ROI

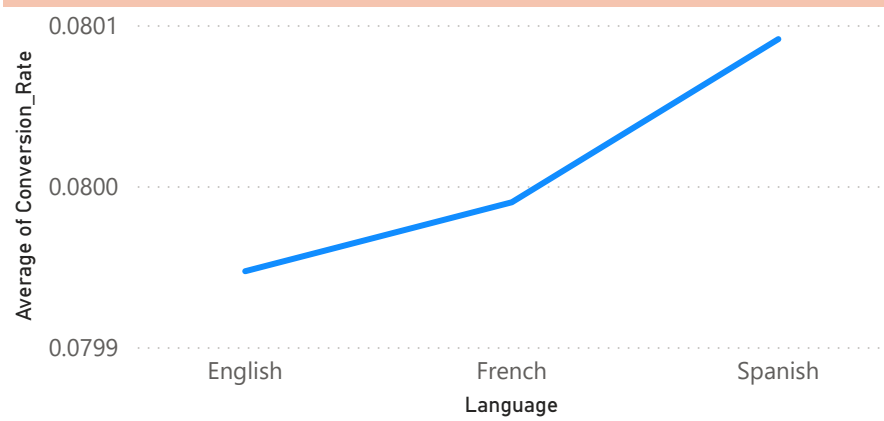
ENGAGEMENT SCORE BY LANGUAGE



AQUISITION COST BY LANGUAGE

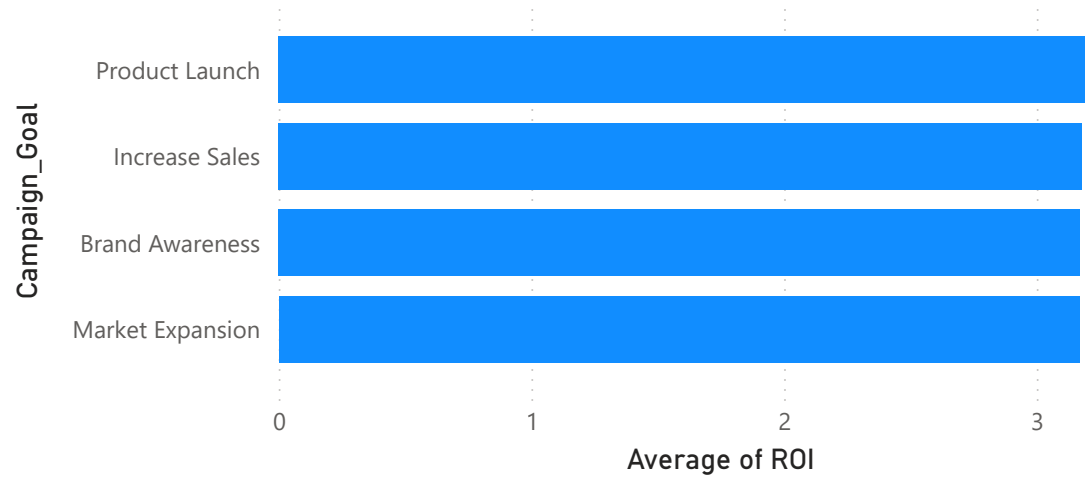


AVERAGE CONVERSION RATE BY LANGUAGE

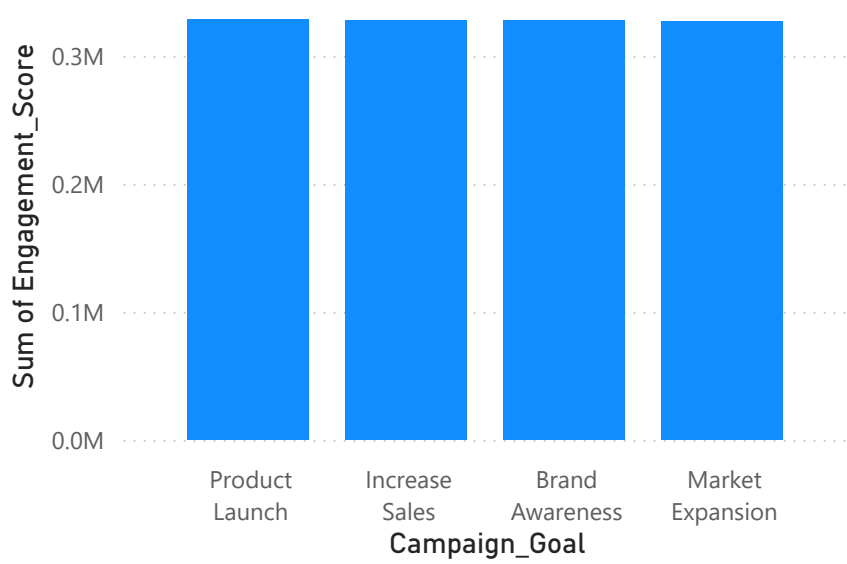


CAMPAIGN GOAL ANALYSIS

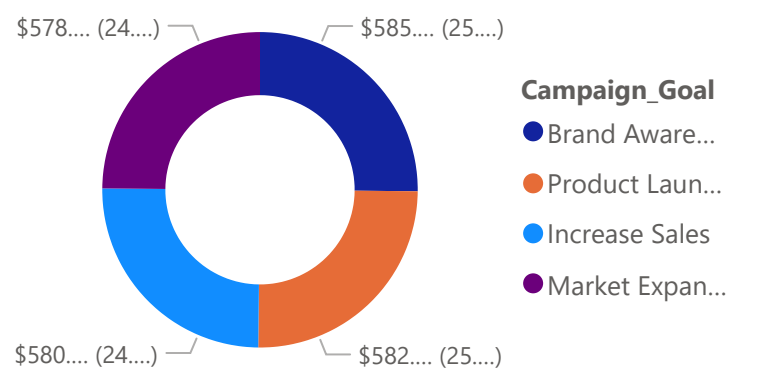
AVERAGE ROI BY CAMPAIGN GOALS



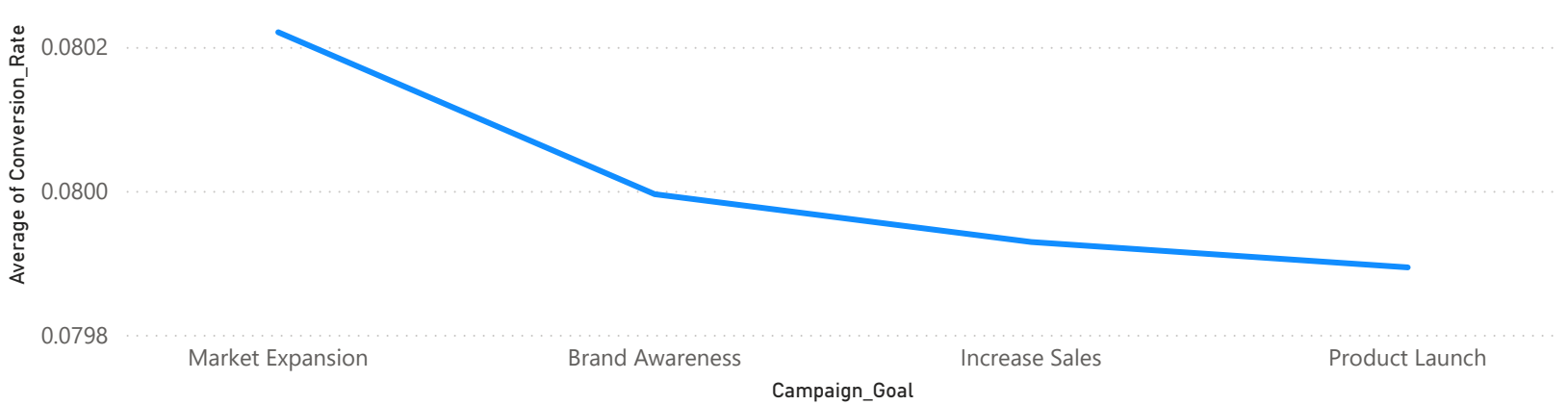
TOTAL ENGAGEMENT SCORE BY CAMPAIGN GOALS



TOTAL AQUISITION COST BY CAMPAIGN GOALS



AVERAGE CONVERSION RATE BY CAMPAIGN GOALS



COMPANY PERFORMANCE

HEIGHEST CONVERSION RATE	HIGHEST ROI
Style Sphere	Style Sphere
0.0808	3.23
Average of Conversion_Rate	Average of ROI

Company		
Attire Artistry	Aura Align	Balance Beam
Bistro Bliss	Chic Couture	Code Crafters
Cozy Corners	Culinary Quest	Cyber Circuit

3.18

Average of ROI

5bn

Sum of Clicks

1M

Sum of Engagement_Score

17bn

Sum of Impressions

0.0800

Average of Conversion_Rate

Company	Sum of Clicks	Sum of Engagement_Score	Average of ROI	Sum of Impressions
Space Spruce	112351935	26628	3.19	346646797
Tech Titans	112018527	26854	3.19	345671230
Balance Beam	111864560	27139	3.23	345155077
Attire Artistry	110625670	26930	3.23	341450191
Aura Align	110553637	26776	3.20	340963205
Culinary Quest	109853897	27420	3.20	338957858
Style Sphere	109638299	26615	3.23	338103559
Mode Maven	108766467	26520	3.13	335894174
Wellness Waves	108269034	26669	3.19	334068931
Total	993942026	241551	3.20	3066911022

TOP PERFORMING CAMPAIGNS

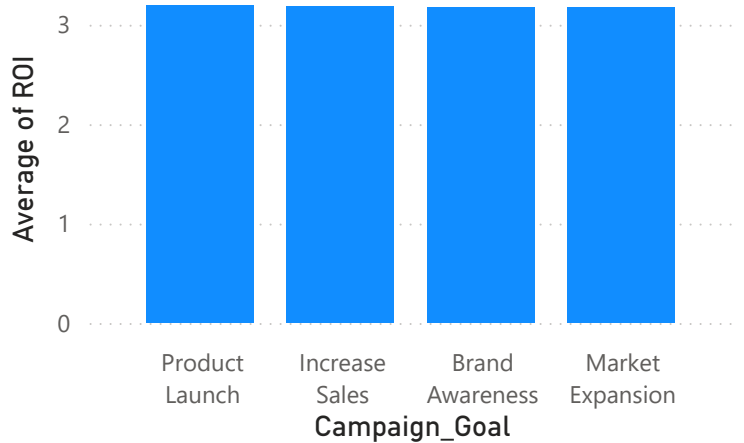
Campaign_ID	Campaign_Goal	Target_Audience	Customer_Segment	Sum of Clicks	Engagement_Score	Conversion_Rate	ROI
100794	Increase Sales	All Ages	Technology	31801	4	0.0600	8.00
105507	Market Expansion	Men 45-60	Home	36701	3	0.0300	8.00
106504	Brand Awareness	Men 35-44	Home	8707	2	0.0900	8.00
109529	Increase Sales	Women 35-44	Food	27516	8	0.0100	8.00
114610	Brand Awareness	Women 35-44	Home	36260	8	0.1400	8.00
141051	Brand Awareness	Women 18-24	Fashion	17022	8	0.0800	8.00
156680	Market Expansion	Men 25-34	Fashion	13904	2	0.0200	8.00
162830	Brand Awareness	Men 18-24	Health	3396	6	0.1100	8.00
169354	Product Launch	Men 45-60	Fashion	6058	3	0.1300	8.00
171907	Increase Sales	Men 45-60	Technology	17224	1	0.0500	8.00
Total				5446101111			

Is Top Performing Campaign

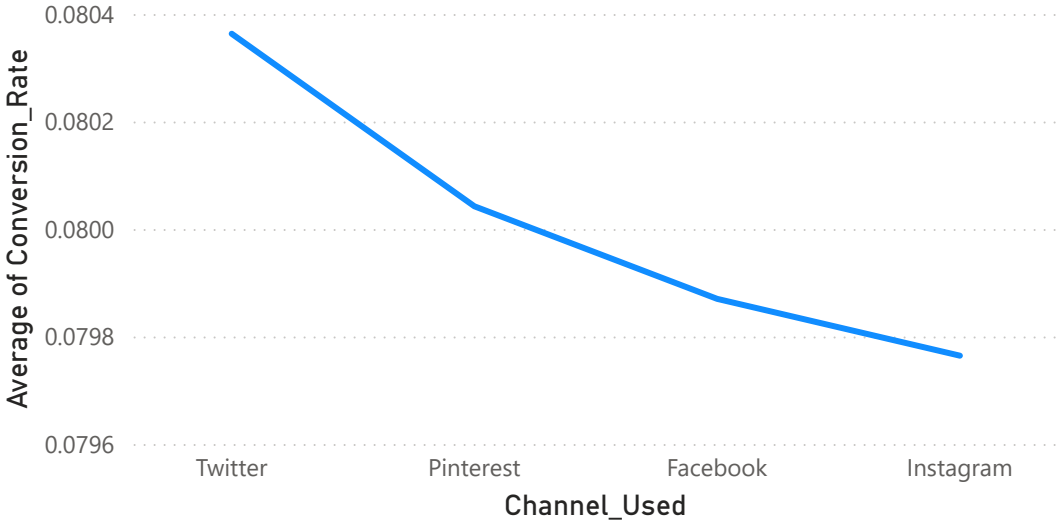
high Performing

low Performing

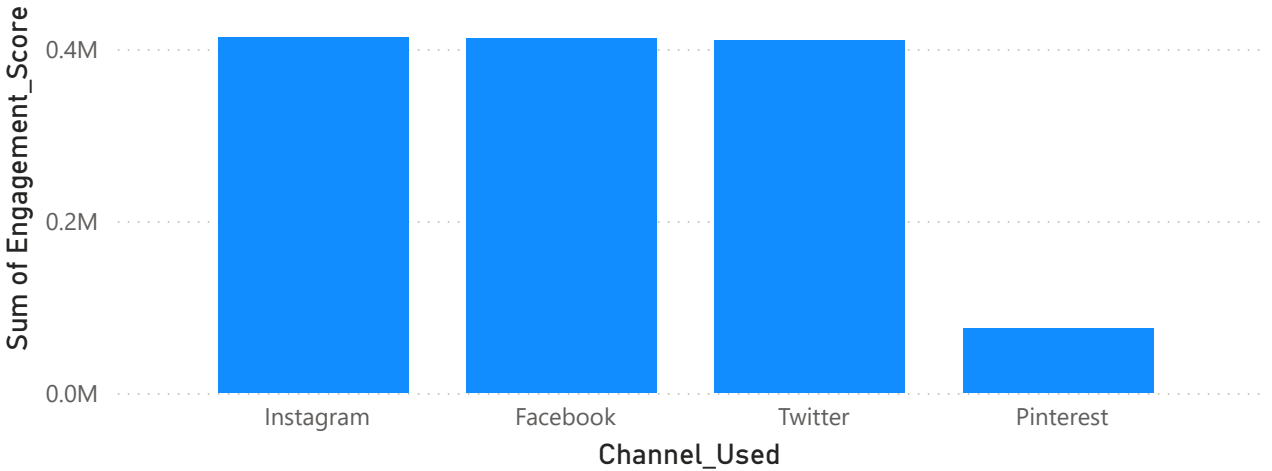
AVRAGE ROI / CAMPAIGN GOALS



AVERAGE CONVERSION RATE / CHANNEL USED

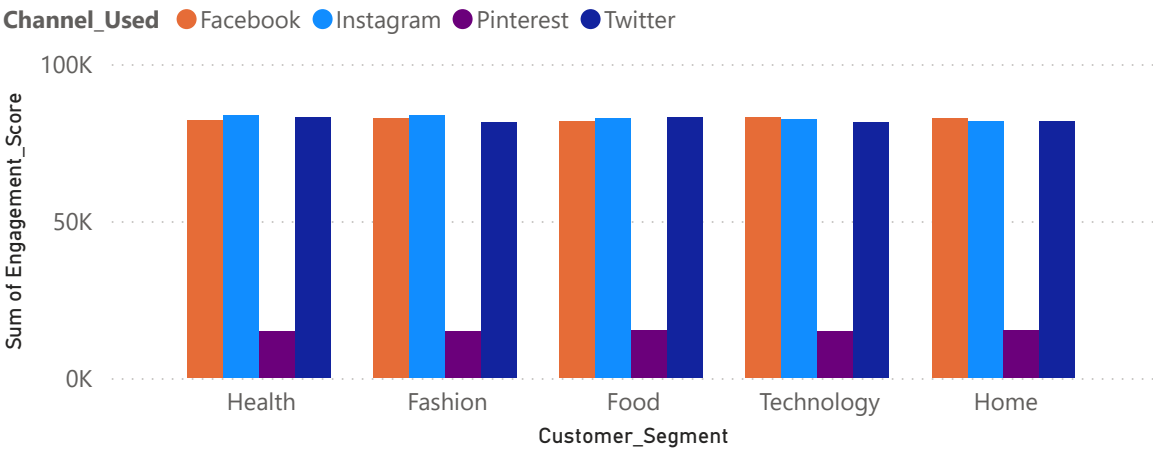


TOTAL ENGAGEMENT SCORE / CHANNEL USED

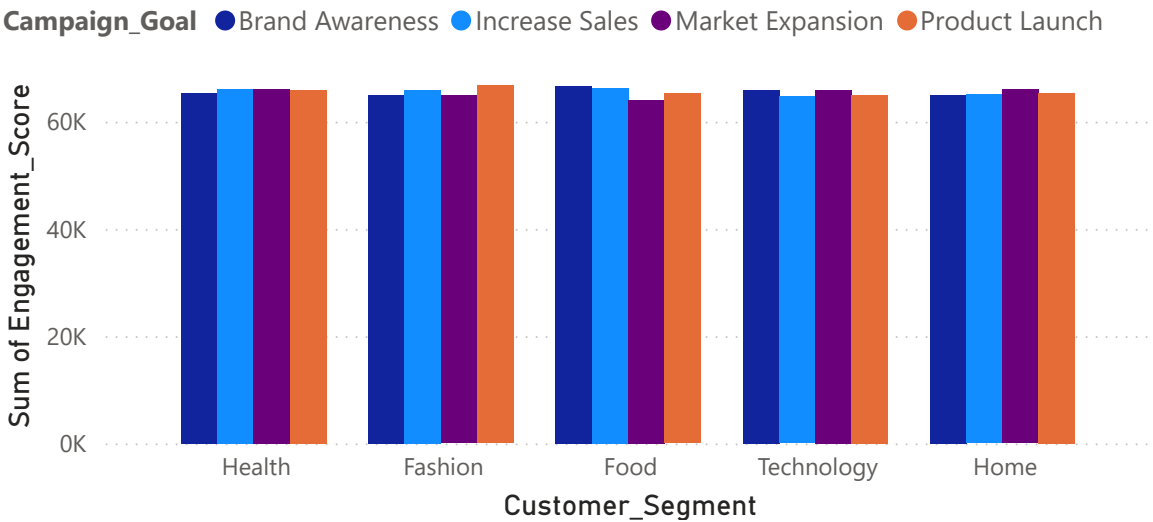


COSTUMER SEGMENT INSIGHT

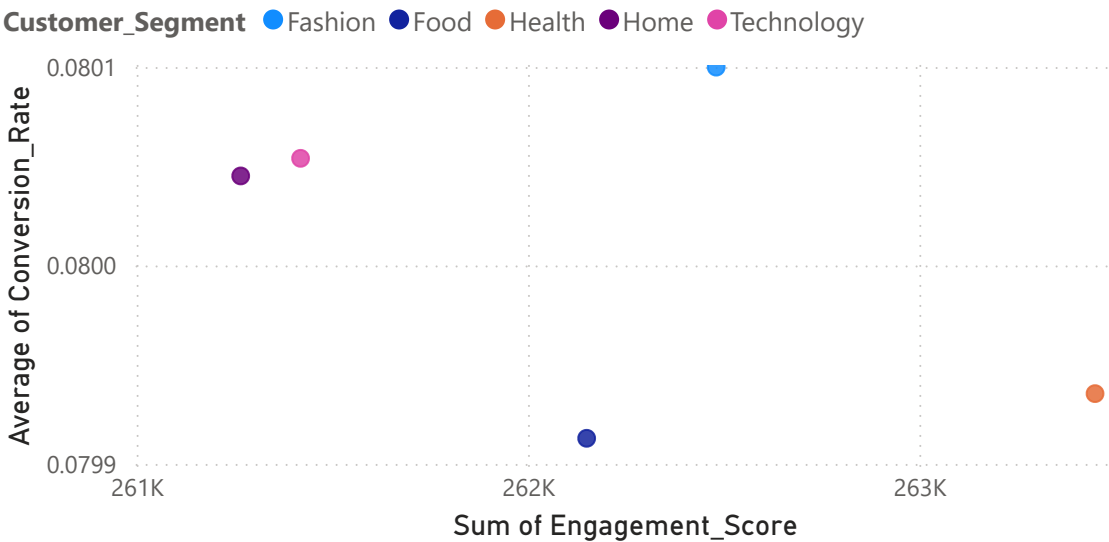
Sum of qEngagement_Score by Customer_Segment and Channel_Used



Sum of Engagement_Score by Customer_Segment and Campaign_Goal

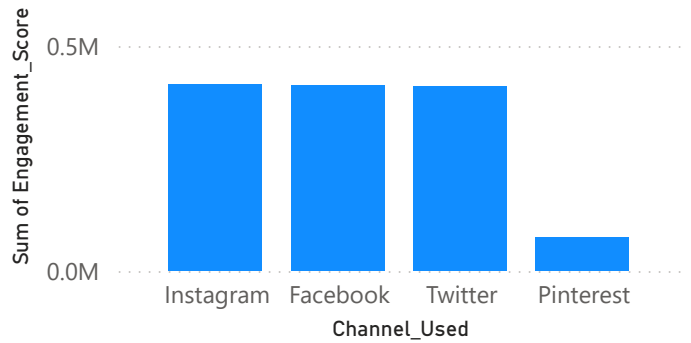


Sum of Engagement_Score and Average of Conversion_Rate by Customer_Segment and Customer_Segment

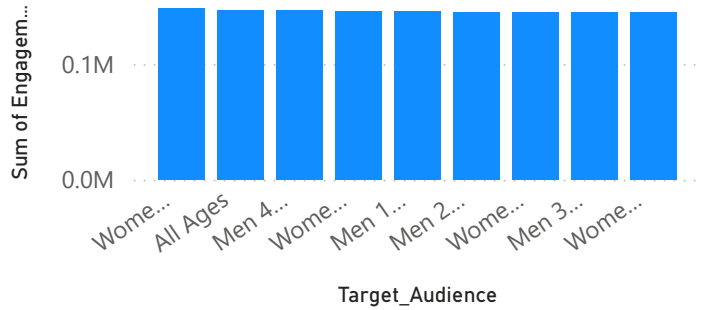


Engagement Score Factor

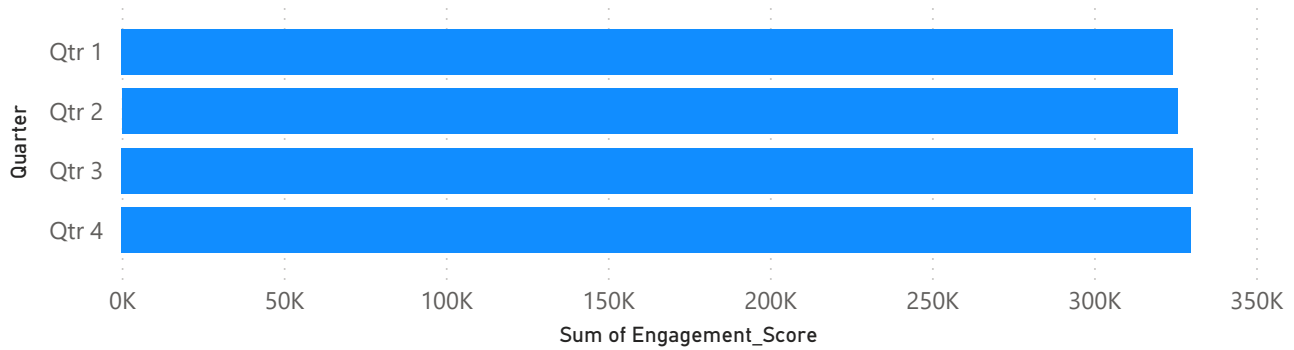
Sum of Engagement_Score by Channel_Used



Sum of Engagement_Score by Target_Audience



Sum of Engagement_Score by Quarter



Average of Conversion_Rate and Average of ROI by Engagement_Score

