

Digital Marketing Campaign Analysis Dashboard

Date

All

Product Name

All

Category

All

Channel

All

₦344M

Total Revenue

₦142K

ROI (%)

₦2.42M

AD_Spend

1M

Conversion

242M

Impressions

12M

Clicks

₦143

ROAS

2.00

CPC

9.81%

Conversion %

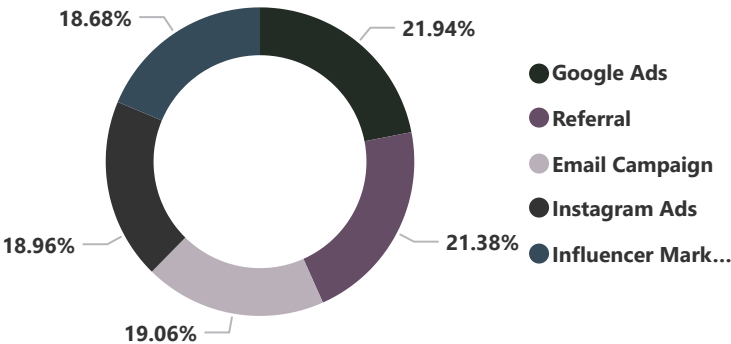
₦10

CPM

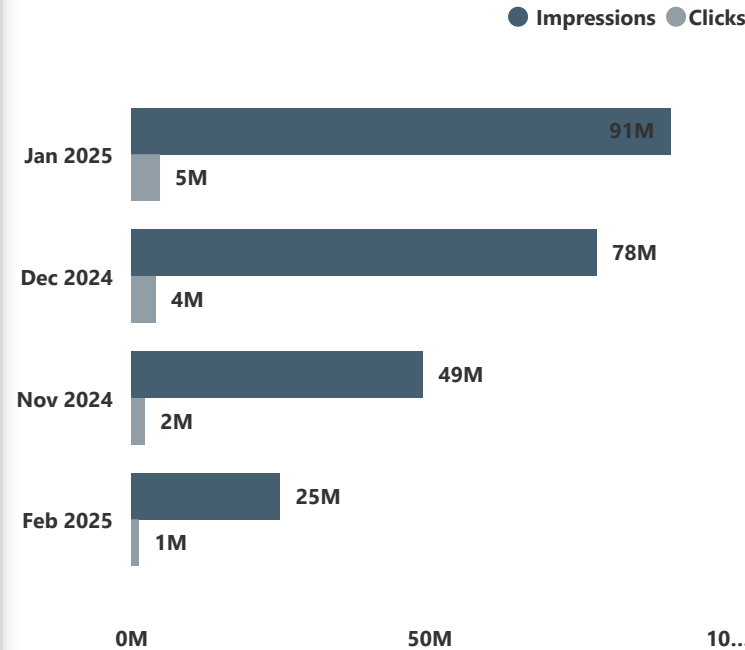
5.09%

CTR%

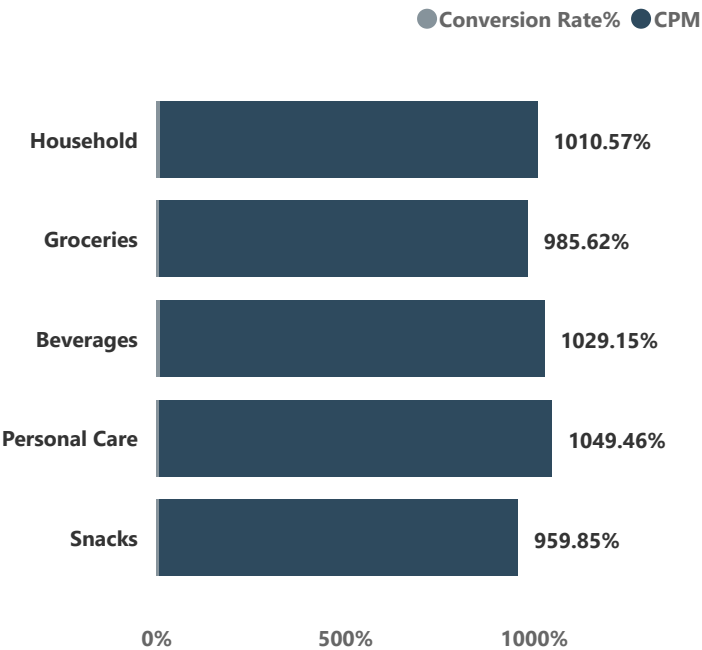
Ad Spend by Marketing Channel



Impressions and Clicks



Conversion Rate% and CPM by Category



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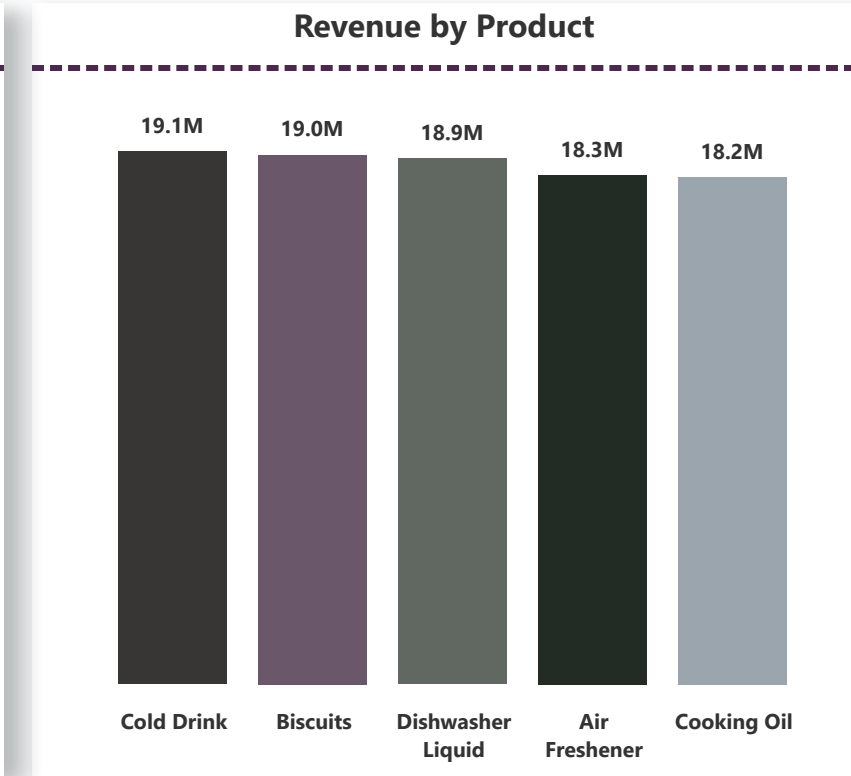
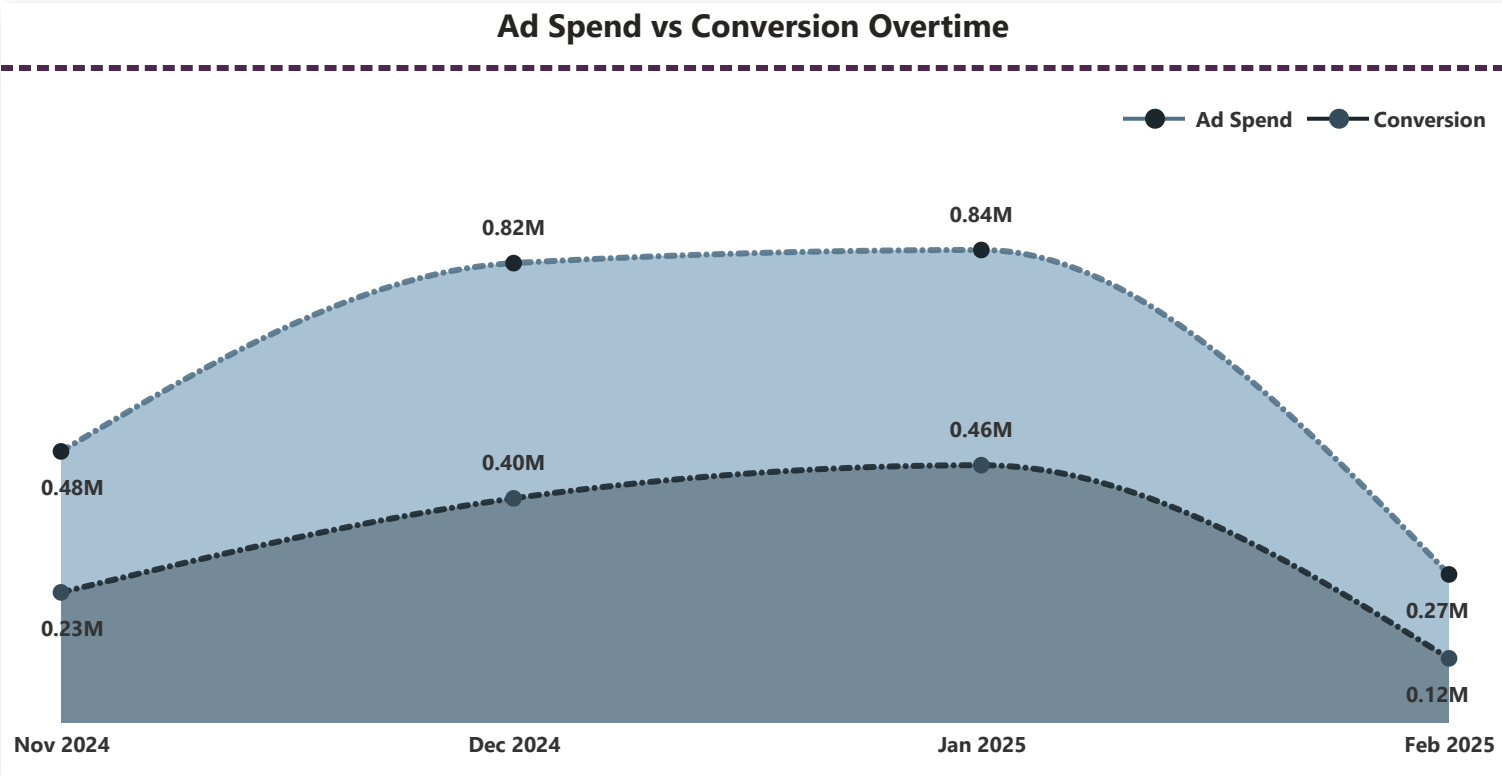
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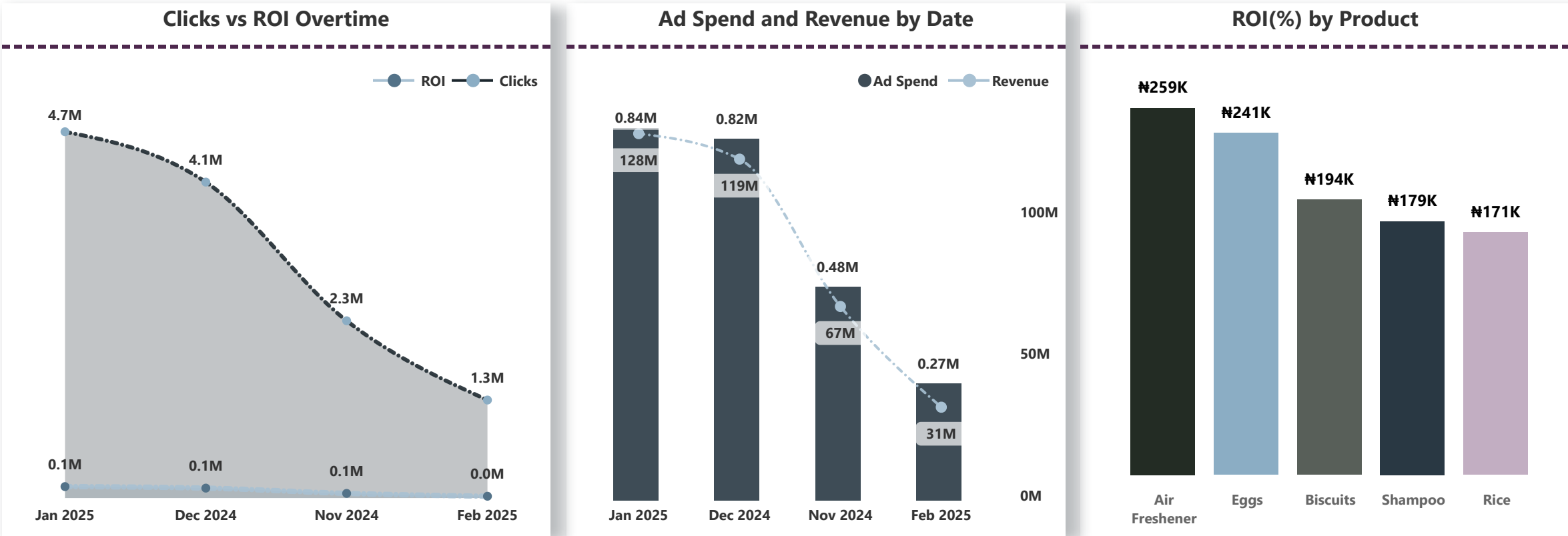
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SUMMARY REPORT AND INSIGHT

Channel Performance

- Google Ads, Instagram, Influencer, Referral, Email shared spend fairly equally.
- **Best Performers:** Instagram & Influencer marketing.
- **Weakest:** Email – strong reach, but low returns.

Impressions & Clicks Over Time

- **Dec & Jan were peak months:** 90M impressions, 4M+ clicks.
- **Feb dipped** (post-holiday slowdown).
- **Insight:** Timing matters – festive periods are gold mines.

Conversion Rate by Category

- **Household, Beverages, Groceries** : High conversion efficiency.
- **Personal Care** : Overpriced for weak results.
- **Insight:** Put more money where people convert faster.

Revenue by Products

Top revenue earners:

- Cold Drink (₦19.1M)
- Biscuits (₦19.0M)
- Dishwasher Liquid (₦18.9M)
- Air Freshener & Cooking Oil (₦18M)
- **Insight:** Beverages & Snacks are revenue giant.

ROI by Products

Surprise winners with best returns:

- Air Freshener (₦259 ROI)
- Eggs (₦241 ROI)
- Biscuits (₦194 ROI)
- Shampoo & Rice also strong
- **Insight:** Small everyday items gave the **highest return per ₦1 spent**.

Trends Over Time

- Ad spend rose in Dec–Jan → conversions & revenue soared.
- Revenue in Jan hit **₦128M** with <₦1M spend.
- **Insight:** Seasonal demand amplifies campaign efficiency.

KEY FINDINGS , RECOMMENDATIONS AND CONCLUSION

Key Findings

- We spent small (₦2.42M) and earned big (₦344M).
- Instagram & Influencer campaigns gave the best bang for the buck.
- Festive months (Dec–Jan) = magic moments.
- Household items & Snacks quietly delivered high ROI.
- Email campaigns? Too noisy, not effective.

Recommendations

- ✓ **Invest More** in Instagram + Influencer channels
- ✓ **Focus** on Beverages, Snacks, Household categories
- ✓ **Cut Back/Redesign** underperforming Email campaigns
- ✓ **Boost Spend in Dec–Jan** to ride festive wave
- ✓ **Promote Everyday Products** with high ROI (Air Freshener, Eggs, Biscuits)

Conclusion

- The campaigns were a **big success**.
- Not every channel/product is equal , some gave far better returns.
- By **doubling down on what works** and **fixing weak spots**, future campaigns can be even more profitable.

