

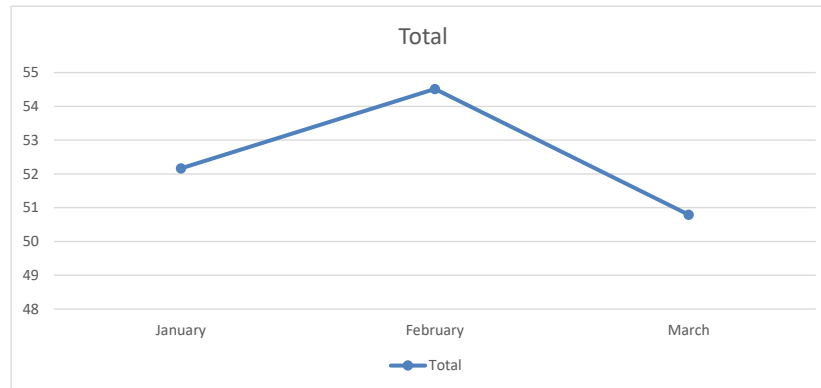
Channel_Campaign_Pivot

Channel	Campaign	Sum of onversion	Sum of Spend	Sum of Clicks	Sum of mpression
Facebook	Clearance	22280	8112.71	45106	93510
	New Arriv	9364	4726.02	21109	51392
	Retargeti	15526	7982.62	36735	75373
	Winter Sa	28841	8100.92	46705	92625
Facebook Total		76011	28922.27	149655	312900
FacebookInstagram	ClearanceClearance	0	0	0	0
	ClearanceNew Arriv	0	0	0	0
	ClearanceRetargeti	0	0	0	0
	New ArrivClearance	0	0	0	0
	New ArrivWinter Sa	0	0	0	0
	RetargetiClearance	0	0	0	0
	RetargetiRetargeti	0	0	0	0
	RetargetiWinter Sa	0	0	0	0
	Winter SaClearance	0	0	0	0
	Winter SaNew Arriv	0	0	0	0
	Winter SaRetargeti	0	0	0	0
	Winter SaWinter Sa	0	0	0	0
FacebookInstagram Total		0	0	0	0
Google Ad	Clearance	20088	5714.16	29864	62736
	New Arriv	27931	9632.81	42955	71918
	Retargeti	26622	10080.25	55582	105109
	Winter Sa	11043	6097.35	24752	55500
Google Ad Total		85684	31524.57	153153	295263
Google AdFacebook	ClearanceNew Arriv	0	0	0	0
	ClearanceWinter Sa	0	0	0	0
	New ArrivNew Arriv	0	0	0	0
	New ArrivRetargeti	0	0	0	0
	RetargetiRetargeti	0	0	0	0
	RetargetiWinter Sa	0	0	0	0
	Winter SaNew Arriv	0	0	0	0
	Winter SaRetargeti	0	0	0	0
	Winter SaWinter Sa	0	0	0	0
Google AdFacebook Total		0	0	0	0
Instagram	Clearance	14471	6272.62	28930	57734
	New Arriv	11328	7052.26	23504	50224
	Retargeti	12348	6254.36	28830	60758
	Winter Sa	30246	7352.71	61129	105053
Instagram Total		68393	26931.95	142393	273769
InstagramGoogle Ad	ClearanceClearance	0	0	0	0
	New ArrivNew Arriv	0	0	0	0
	New ArrivRetargeti	0	0	0	0
	New ArrivWinter Sa	0	0	0	0
	RetargetiClearance	0	0	0	0
	RetargetiNew Arriv	0	0	0	0
	RetargetiRetargeti	0	0	0	0
	RetargetiWinter Sa	0	0	0	0
	Winter SaClearance	0	0	0	0
	Winter SaNew Arriv	0	0	0	0
	Winter SaRetargeti	0	0	0	0
	Winter SaWinter Sa	0	0	0	0
InstagramGoogle Ad Total		0	0	0	0
Grand Total		230088	87378.79	445201	881932

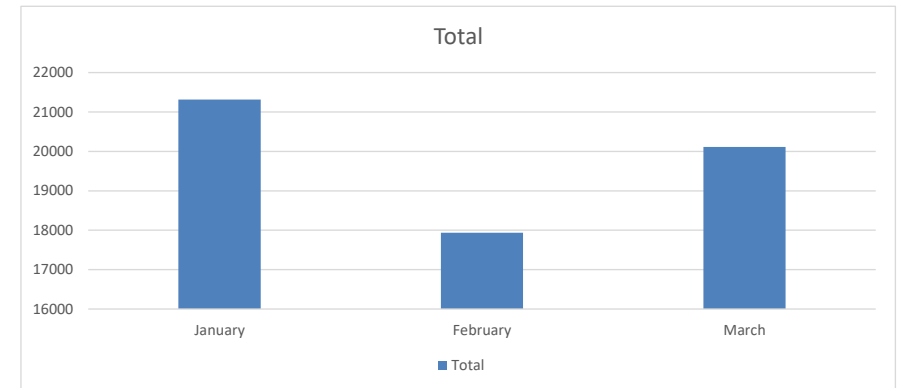
Monthly_Pivot

Month	Sum of Spend	Average of CR (%)	Average of CPC	Average of CPM	Average of CTR (%)
January	21313.95	51.69888889	0.536111111	173.7386111	52.16527778
February	17936.46	51.76225806	0.325483871	147.4541935	54.51516129
March	20114.35	53.75054054	0.626216216	116.8551351	50.79108108
Grand Total	59364.76	52.44769231	0.505384615	145.6664423	52.37682692

Charts



CTR Trend (Jan-Mar)



Monthly Spend Trend

Analysis

CTR decreased from February to March.

CPM increased in February, indicating higher competition

CPC increased from January to March

Spend was highest in March without

proportional improvement in CR

Google Ads – Retargeting shows high CR with efficient CPC

Facebook – Winter Sale shows high spend but low conversion rate

Summary & Insights

Insight 1:

Shift budget from high-spend, low-conversion campaigns to high-performing retargeting campaigns.

Insight 2:

Refresh ad creatives for campaigns showing CTR decline to reduce ad fatigue.

Insight 3:

Optimize landing pages for campaigns with strong CTR but weak conversion rate to improve ROI.