

Filters

Select Business User

All

Select Project

All

Select Date Range

2024/06/01 – 2025/10/10



Campaign Performance Dashboard

Key Metrics Overview

Total Spend

Total Impressions

Total Clicks

Total Reach

Total Leads

CPL (Cost per L...

\$19,...

158,...

5,65...

144,...

56965

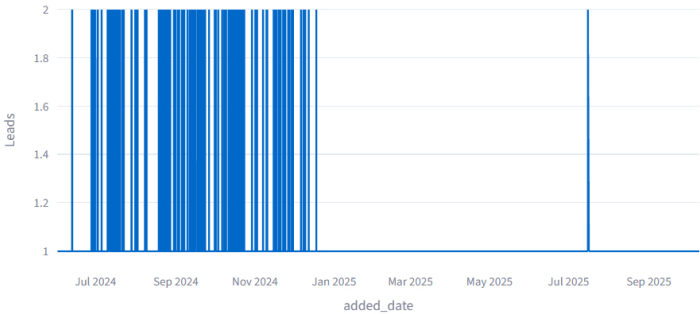
\$33...

Campaign Performance

	project_name	user_id	spend	impressions	clicks	reach	CTR (%)	CPL
0	Azha North Coast Ras El Hekma	466	689.19	6270	418	5461	6.67	None
1	Il Cazar Safia north coast	318	2137.86	8019	156	7352	1.95	None
2	Plage	514	888.43	8091	125	7510	1.54	None
3	Plage	514	354.4	713	11	665	1.54	None
4	sky ad - new cairo launch	217	842.4	1086	62	943	5.71	None
5	Plage	75	181.92	3327	45	3136	1.35	None
6	Mar Bay - Al Marasem Ras El Hekma	225	1532.13	19513	299	18357	1.53	None
7	Mar Bay - Al Marasem Ras El Hekma	225	1737.76	20300	382	19074	1.88	None
8	Mar Bay - Al Marasem Ras El Hekma	225	1451.4	25111	431	23678	1.72	None
9	Mar Bay - Al Marasem Ras El Hekma	415	1335.63	12318	275	11348	2.23	None

Trends Over Time

Leads Over Time

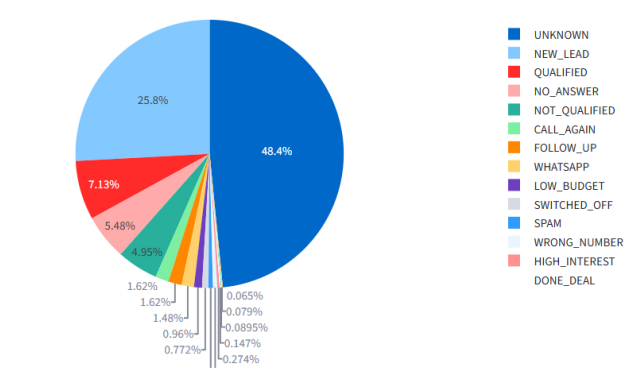


Spend Over Time

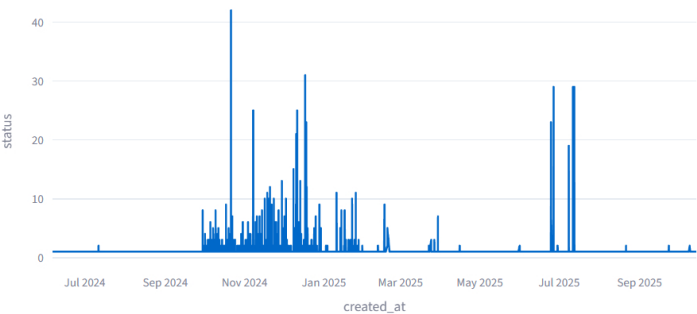


Lead Outcomes

Lead Status Distribution



Lead Status Changes Over Time

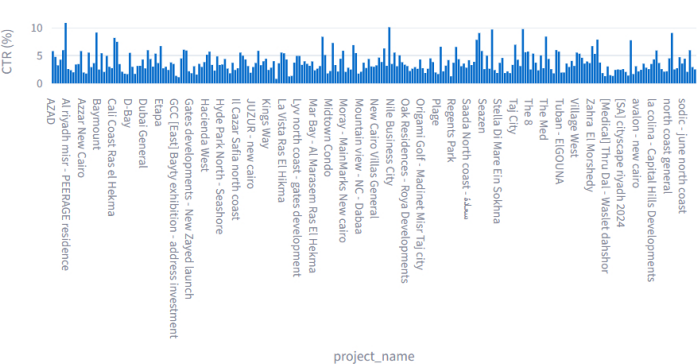


Segmentation Analysis

Average CPL by Project



Average CTR by Project



Download Filtered Leads CSV

