

## Filters

Select Business User

Select Project

Select Date Range

2024/06/01 - 2025/10/10

# Campaign Performance Dashboard

## Key Metrics Overview

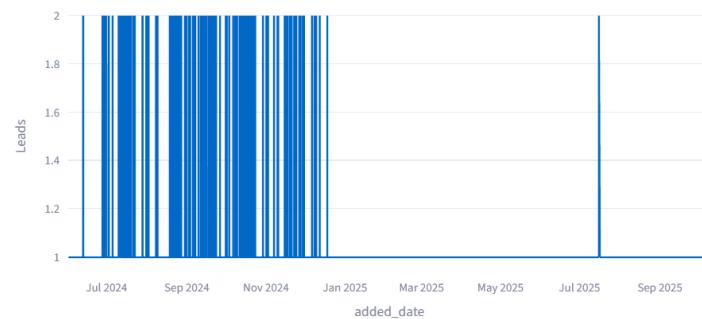
Total Spend	Total Impressions	Total Clicks	Total Reach	Total Leads	CPL (Cost per L...)
\$19,...	158,...	5,65...	144,...	56965	\$33...

## Campaign Performance

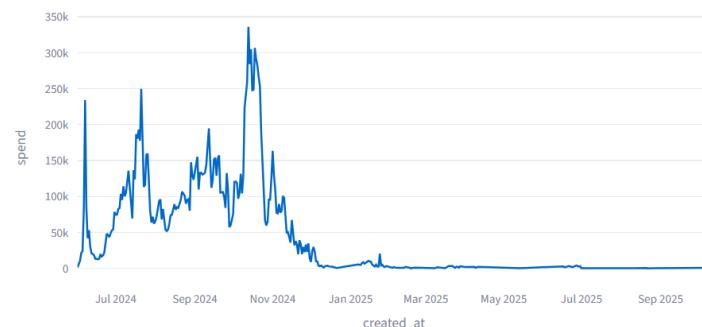
	project_name	user_id	spend	impressions	clicks	reach	CTR (%)	CPL
0	Azha North Coast Ras El Hekma	466	689.19	6270	418	5461	6.67	None
1	Il Cazar Safia north coast	318	2137.86	8019	156	7352	1.95	None
2	Plage	514	888.43	8091	125	7510	1.54	None
3	Plage	514	354.4	713	11	665	1.54	None
4	sky ad - new cairo launch	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

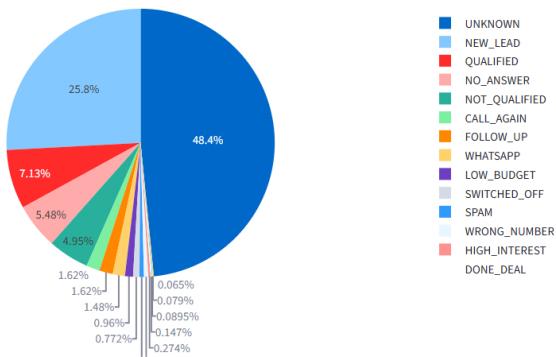


### Spend Over Time

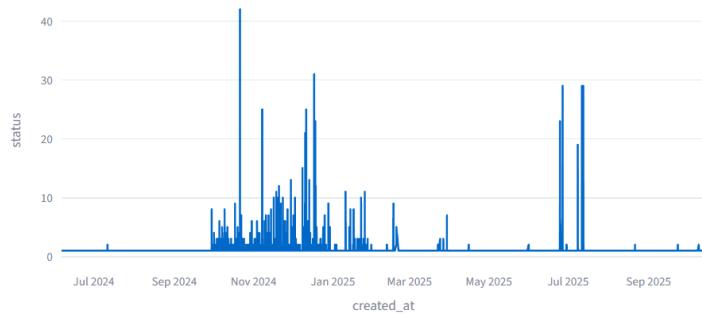


## Lead Outcomes

Lead Status Distribution



Lead Status Changes Over Time

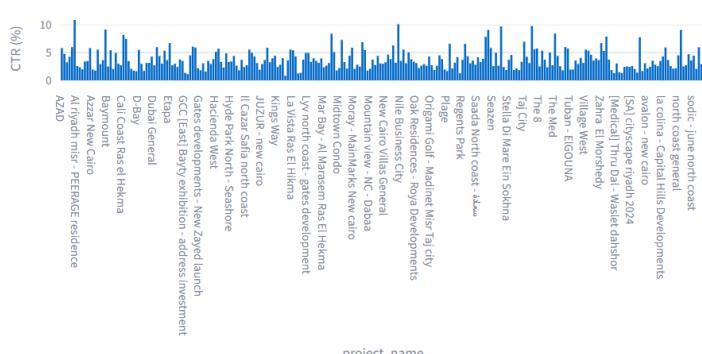


## Segmentation Analysis

Average CPL by Project



Average CTR by Project



[Download Filtered Leads CSV](#)

