



Lead Analysis - LMW



#Overall Leads

8528

#Valid Leads

6794

#Invalid Leads

1734

Industry Type Search

All

Date Wise Search

01-01-2023



05-12-2023



Post Analysis

MTD Spent

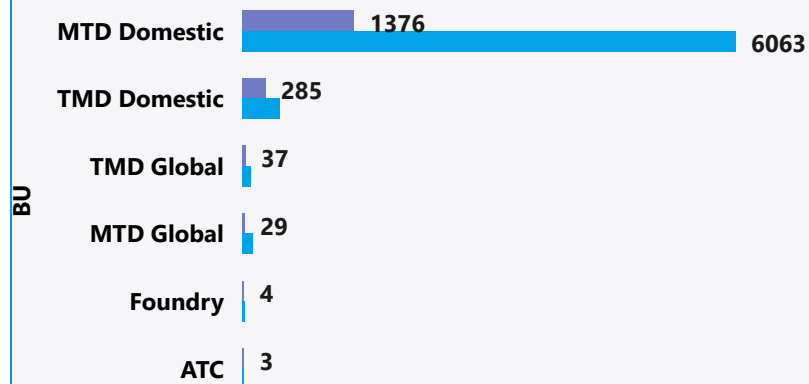
TMD Spent

Campaign

Website Traffic

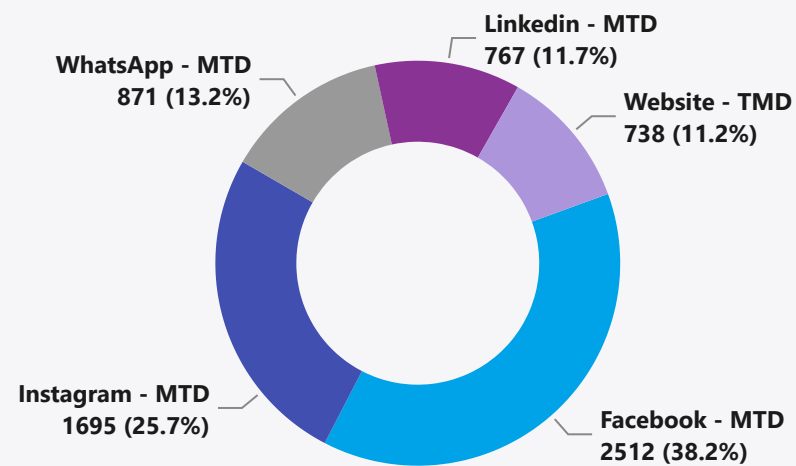
BU Wise Leads Count

● Invalid Leads ● Valid Leads

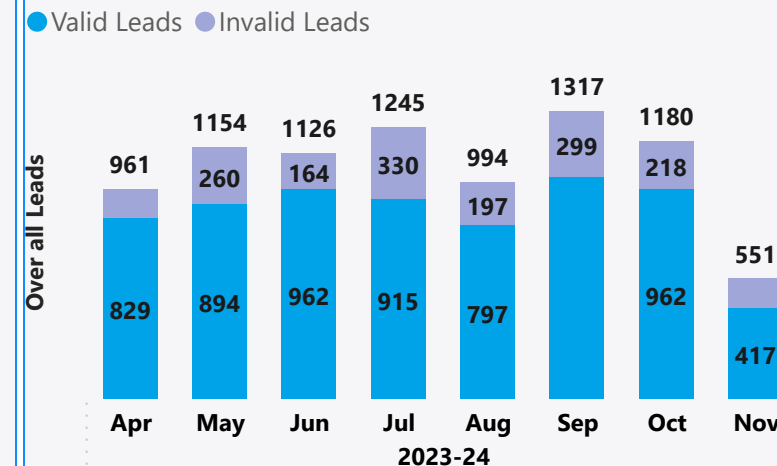


Over all Leads

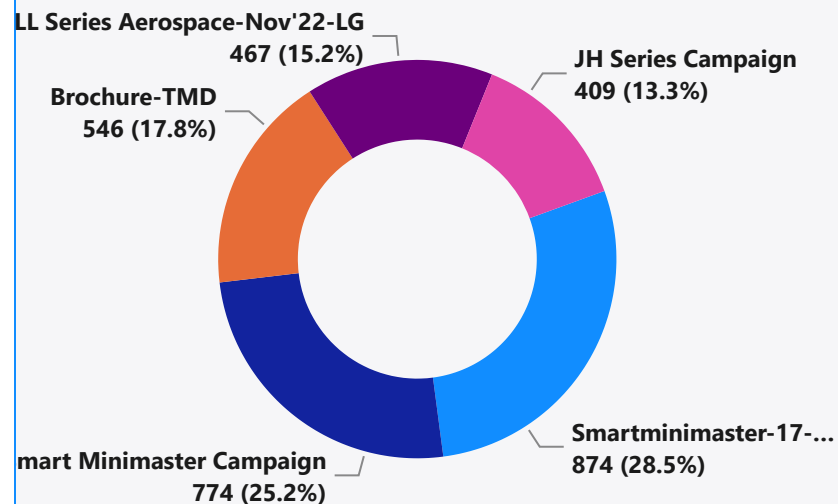
Top 5 Lead Source



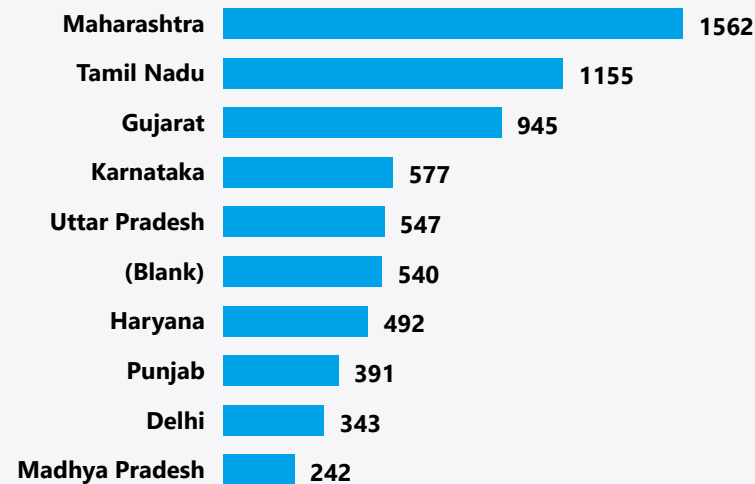
Month Wise Leads



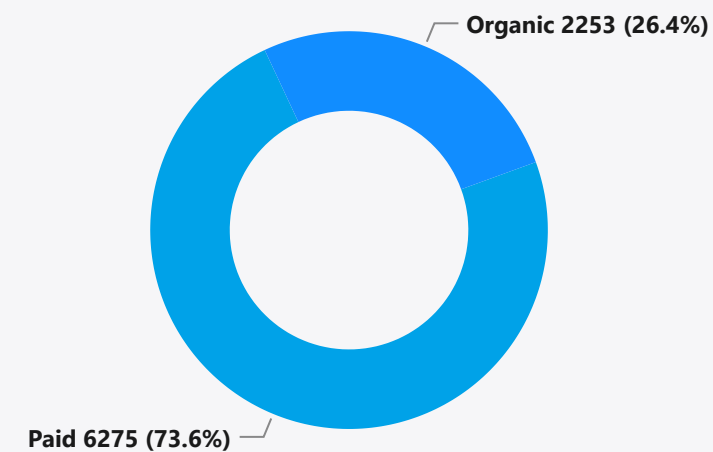
Top 5 Campaign Performance Leads



Count of Valid/Invalid by State



Medium





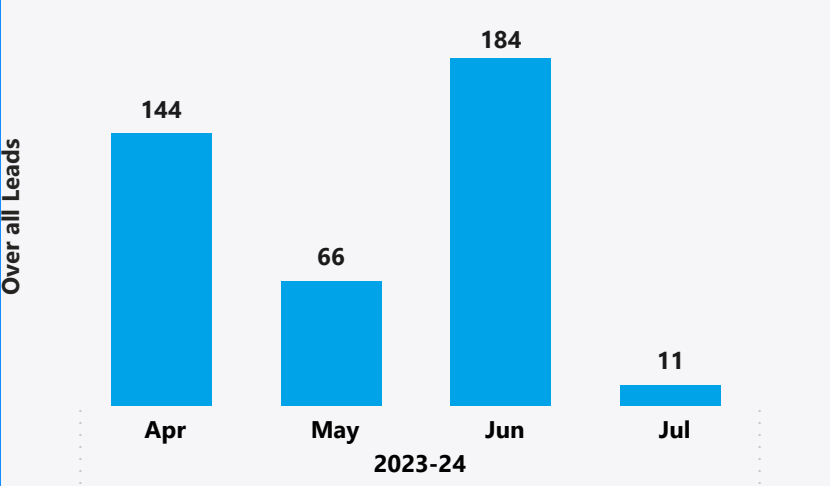
Post Analysis

#Overall Post
405

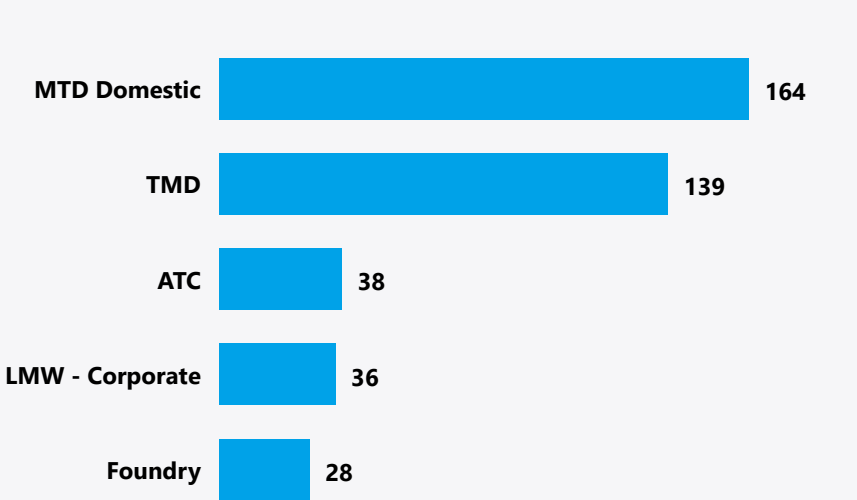
Post Type Search

All

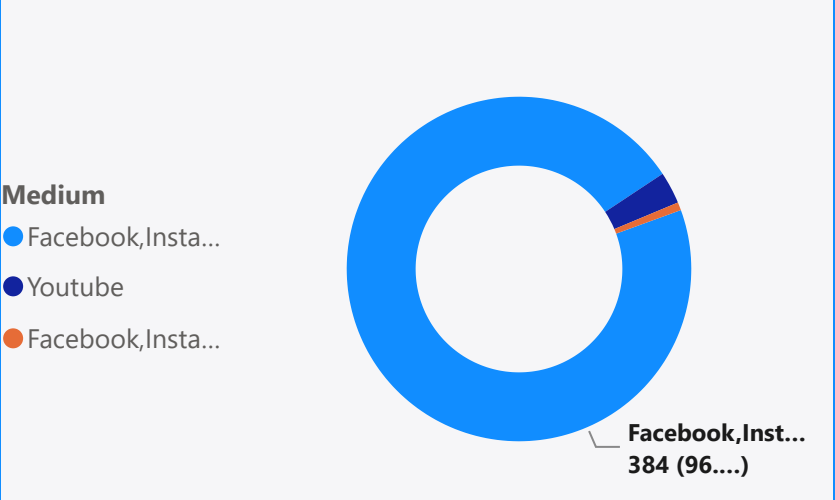
Month Wise Post



Top 5 Lead Source



Medium



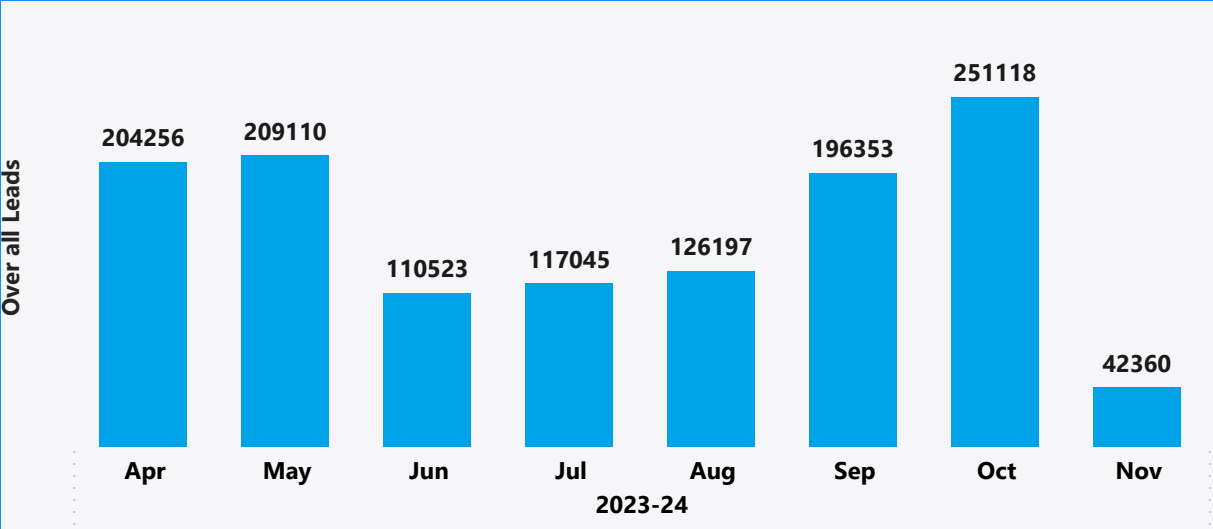
Post Detailed Vieew

Post Date	Month	BU	Medium	Post Name	Post Type
	January				
03 April 2023	April	ATC	Facebook,Instagram,LinkedIn,Twitter	Financial Year End Thank You Post	SM Post
09 April 2023	April	ATC	Facebook,Instagram,LinkedIn,Twitter	Easter Post	Festive Post
14 April 2023	April	ATC	Facebook,Instagram,LinkedIn,Twitter	Tamil New Year	Festive Post
15 April 2023	April	ATC	Facebook,Instagram,LinkedIn,Twitter	Vishu & Bengali	Festive Post
21 April 2023	April	ATC	Facebook,Instagram,LinkedIn,Twitter	Ramadan	Festive Post
15 August 2023	August	ATC	Facebook,Instagram,LinkedIn,Twitter	Independence Day	Festive Post
23 August 2023	August	ATC	Facebook,Instagram,LinkedIn,Twitter	ISRO's Chandrayaan 3	SM Post
29 August 2023	August	ATC	Facebook,Instagram,LinkedIn,Twitter	Onam	Festive Post
07 June 2023	June	ATC	Facebook,Instagram,LinkedIn,Twitter	Job Post	Job Post
28 June 2023	June	ATC	Facebook,Instagram,LinkedIn,Twitter	Bakri-Eid	SM Post
01 May 2023	May	ATC	Facebook,Instagram,LinkedIn,Twitter	Labour Day	Festive Post
18 May 2023	May	ATC	Facebook,Instagram,LinkedIn,Twitter	Job Post	Job Post



MTD Spent

Month Wise Without GST



MTD Spent

Grouping	With out GST	Raw Leads	Valid	InValid
		1691	1321	370
Facebook	602042	2545	1769	776
Google Search	142998	254	233	21
Instagram		1732	1281	451
LinkedIn	303902	769	670	99
Mail Chimp	19500	600	594	6
Whatsapp	188520	937	926	11
Total	1256962	8528	6794	1734

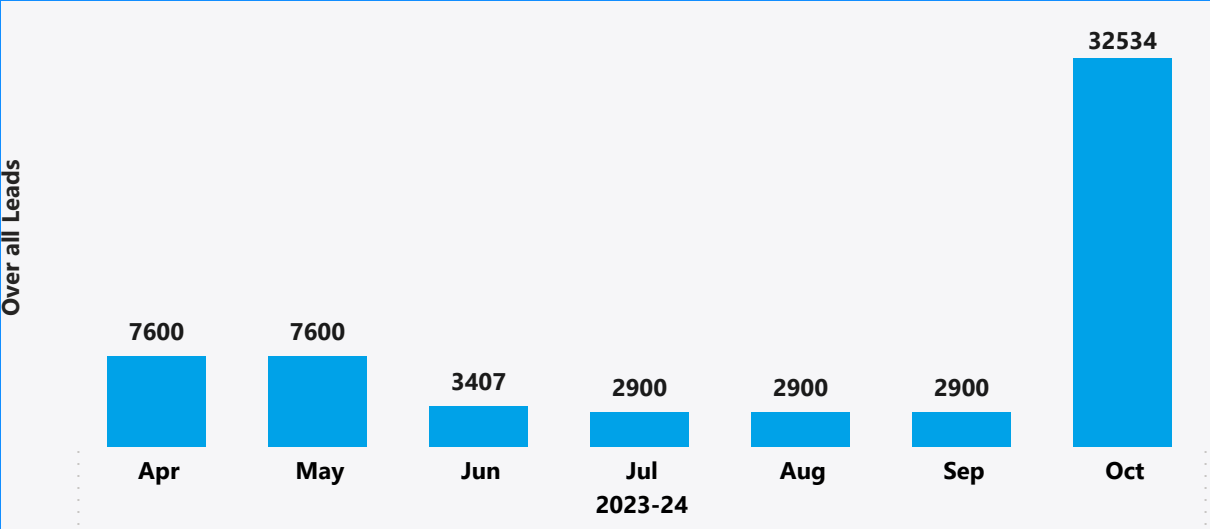
MTD Spent

Month	With out GST	With GST	Budget
Apr	204256	20744	225000
May	209110	25048	234157
Jun	110523	13722	124245
Jul	117045	14261	131307
Aug	126197	11269	137465
Sep	196353	23702	220055
Oct	251118	27512	278630
Nov	42360	7625	49984
Total	1256962	143883	1400843



TMD Spent

Month Wise Without GST



MTD Spent

Agency/source	Sum of Without GST
Linkedin	20581
Mailchimp	15707
Whatsapp	23553
Total	59841

MTD Spent

Month	Without GST	With GST	Budget
Apr	7600	1368	8969
May	7600		7600
Jun	3407		3407
Jul	2900		2900
Aug	2900		2900
Sep	2900		2900
Oct	32534		32534
Total	59841	1368	61210



Campaign Analysis

Google Ads

LinkedIn

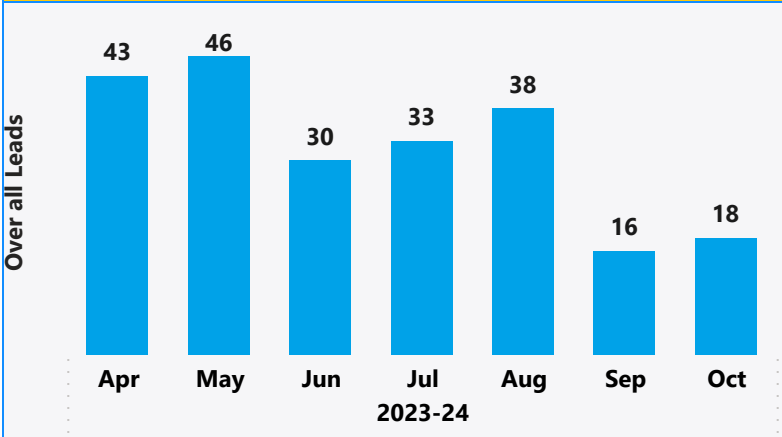
Whatsapp

active

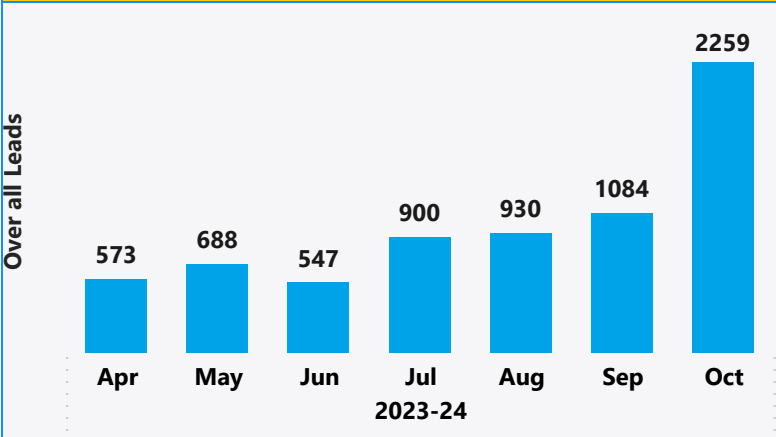
2022-23

2023-24

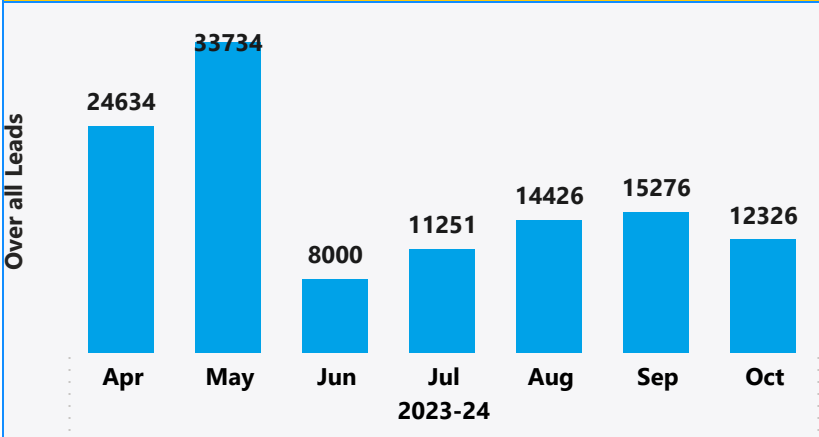
Month Wise Campaign Leads



Month Wise Campaign CPR



Month Wise Campaign Spent



Post Detailed View

Date	Campaign Name	Clicks	Reach	Impression	Leads	CPR	Amount Spent (INR)
30 April 2023	LMW Search Ad	3832			43	573	24634
31 May 2023	LMW Search Ad	3759			46	688	31649
31 May 2023	SMM Display Ad	110				0	2085
30 June 2023	LMW Search Ad	1588			23	261	6000
30 June 2023	SMM Campaign	260			7	286	2000
31 July 2023	JH Series	37			0	0	111
31 July 2023	LMW Search Ad	1399			25	232	5800
31 July 2023	SMM Campaign	476			8	668	5340
31 August 2023	JH Series	105			1	272	272
31 August 2023	LMW Search Ad	1855			18	338	6080
31 August 2023	SMM Campaign	519			19	320	6074
31 August 2023	SMM Display Ads	432				0	2000
30 September 2023	JH Series	113			0	0	368
30 September 2023	LMW Search Ad	2075			11	576	6332
30 September 2023	SMM Campaign	281			5	508	2542
30 September 2023	SMM Display Ads	2376			0	0	6034
Total		25754			224	6981	119647