

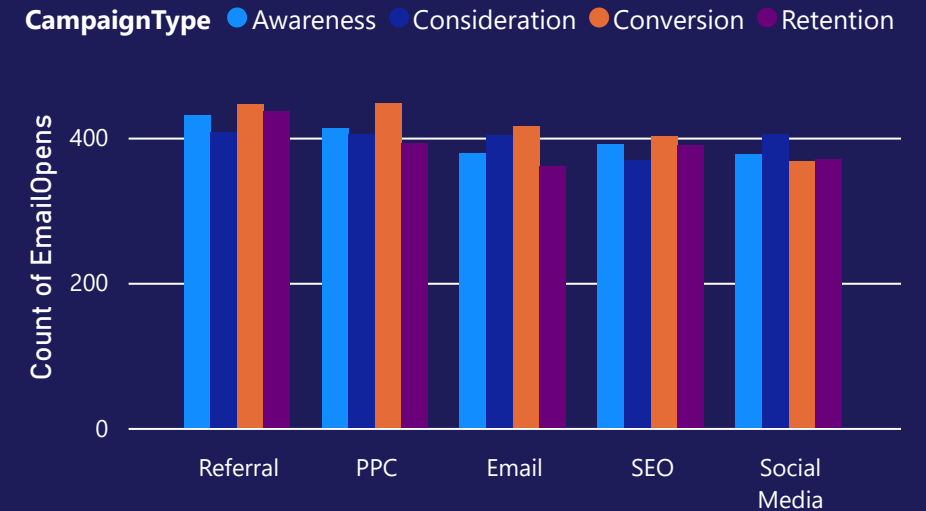
Digital marketing Campaign Analysis

835.11
Sum of ConversionRate

36K
Sum of EmailClicks

CampaignType	CampaignChannel	Count of Conversion	Gender	Sum of EmailClicks	Sum of EmailOpens
Awareness	Email	233	Female	1050	2235
Awareness	PPC	243	Female	1084	2379
Awareness	Referral	269	Female	1244	2546
Awareness	SEO	231	Female	911	2094
Awareness	Social Media	237	Female	1067	2232
Consideration	Email	236	Female	1060	2209
Consideration	PPC	240	Female	1077	2231
Consideration	Referral	248	Female	1111	2280
Total		8000		35739	75815

Count of EmailOpens by CampaignChannel and CampaignType



CampaignChannel

Email PPC Referral

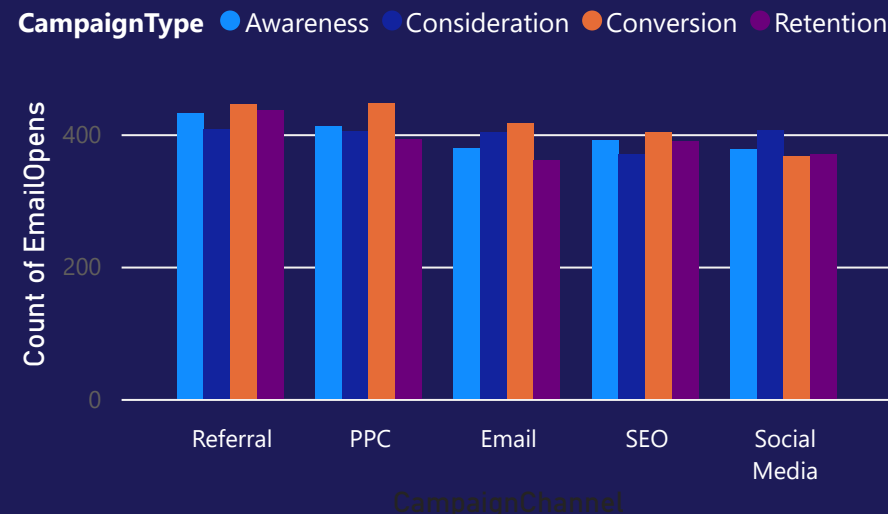
SEO Social...

CampaignType

Awarene... Consider... Conversi...

Retention

Count of EmailOpens by CampaignChannel and CampaignType



Count of Conversion by Gender

