Marketing Campaign Analysis 2020-2021
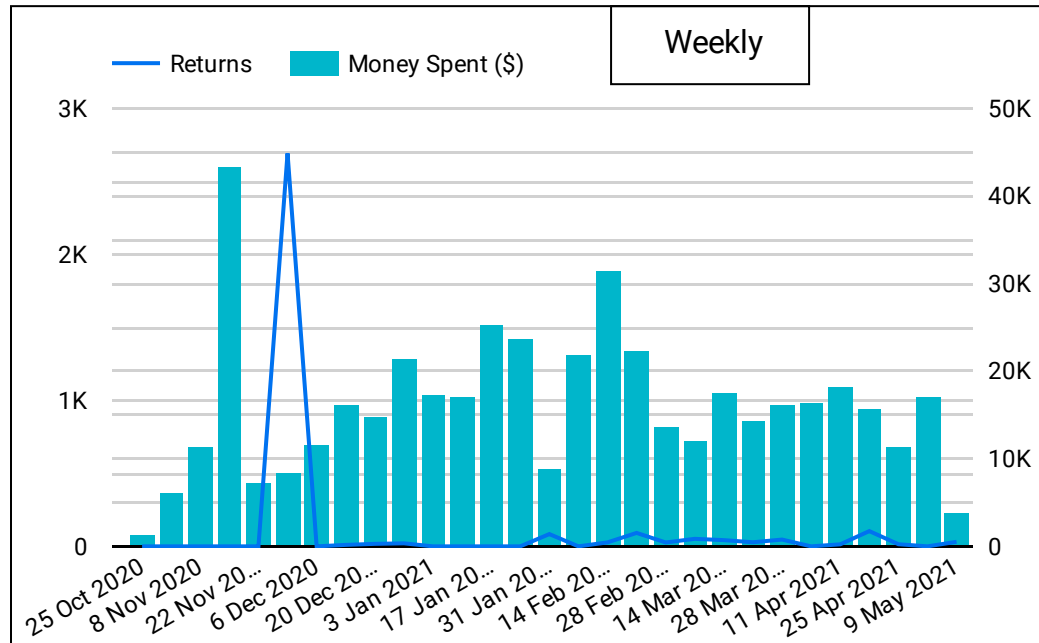
Select date range ▾

Money Spent ($)	Payment ($)	Returns	Impressions
28,011.93	35,340	55,014.22	6,965

Weekly

Monthly

	Channel	Money Spent...	Returns
1...	Capterra	19,461.85	3,116.59
2...	GetApp	5,449.9	708.82
3...	google ads	2,788.68	6,338.82
4...	Software Adv...	311.5	44.850

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	Search Keyword	Returns
1.	reservation management syste...	233.55
2.	pool reservation software	128.94
3.	booking management software	null
4.	yoga studio booking software	49.51
5.	swimming pool booking system	null
6.	pool scheduling software	null
7.	swimming pool reservation sys...	null
8.	pool reservation system	25.57

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	Location	Clicks ▾	Paid
1...	UNITED STATES	1,593	3,288
2...	UNITED KINGDOM	681	null
3...	SINGAPORE	454	1,788
4...	AUSTRALIA	266	null
5...	CANADA	235	null

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Channels v/s Returns

- Software Advice — 81.5%
- google ads — 11.5%
- Capterra
- GetApp
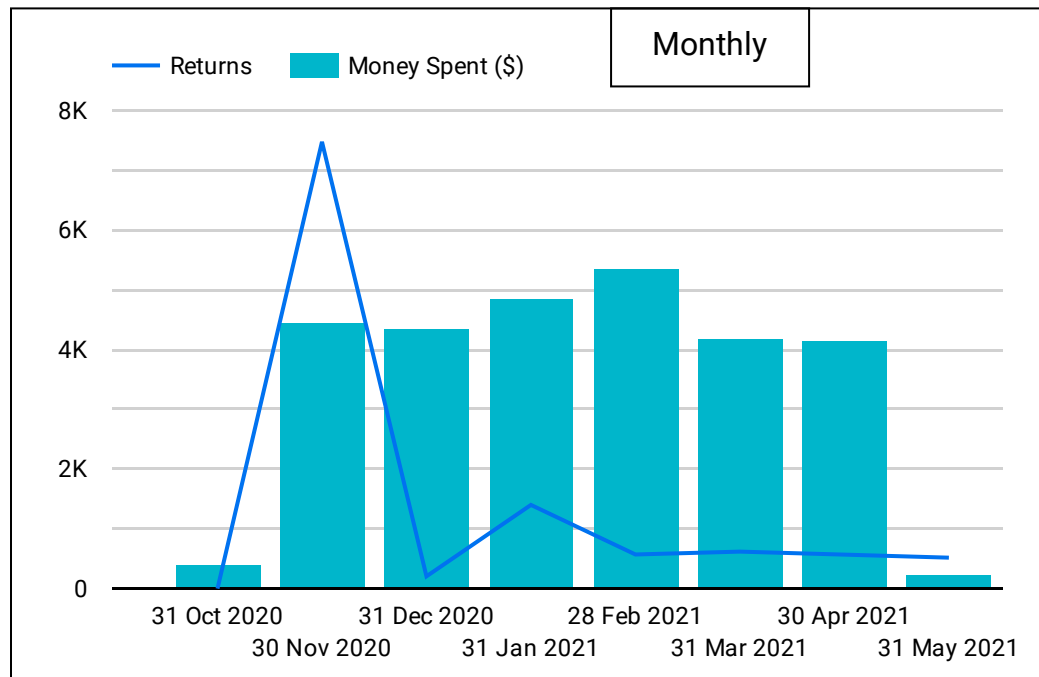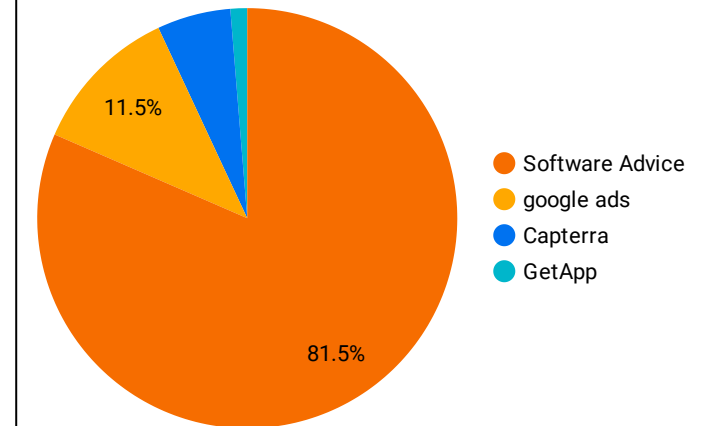
Geography v/s Money Spent

- UNITED STATES — 57.8%
- UNITED KINGDOM — 16.6%
- SINGAPORE — 8.3%
- United States
- CANADA
- AUSTRALIA
- United Kingdom
- Singapore
- Canada
- others