STORY OF TRENDWAVE COMPANY

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TRENDWAVE  ──►  SPEND MONEY  ──►  ONLINE ADS
```

NEW PRODUCT

Successful in collecting data like of customers

[Views, Clicks, Sales]

Lead to wastage of money and received low ROI (Return of Investment) High Investment, Low returns

Failed in understanding which ads are working well

CTR (Click-Through Rate)

Measures how many people clicked an ad out of those who saw it.

CTR (%) =Clicks/Impressions×100

xyz_campaign has 3 codes they are 916,936, 1178.

916 → Creates Awareness

938 → Drives Engagement

1178 → Boosts Conversions

CPA (Cost Per Acquisition / Conversion)

Measures how much it costs to get one conversion.

CPA=Spend/conversions