

Campaign Performance Overview



CAMPAIGN PERFORMANCE OVERVIEW

AUDIENCE INSIGHTS (DEMOGRAPHICS)

CONVERSION FUNNEL ANALYSIS

INTEREST-BASED PERFRMANCE ANALYSIS

AGE

All

GENDER

All

Total Impression

78M

Total Spends

19.6K

Overall ROI %

19.6K

Total Clicks

12K

Appr Conversion

509

Total Revenue

254.5K

Impression & Clicks over Time

● Sum of impressions ● Sum of clicks



Revenue	Sum of campaign_id	Sum of impressions	Sum of spent	Sum of ROI	Sum of clicks	Sum of CTR(%)
0.00	277558	16224828	4,612.26	-27,600.00	2905	6.27
500.00	213760	19192475	5,144.38	3,102,586.86	3141	4.40
1,000.00	43796	13769490	3,282.98	183,460.72	1908	0.58
1,500.00	17428	5749089	1,505.44	50,355.58	877	0.22
2,000.00	7068	3190440	789.35	12,863.82	449	0.09
2,500.00	2356	1218929	237.52	4,014.13	132	0.02
3,000.00	2356	2869974	595.59	1,905.10	333	0.02
3,500.00	2356	2455796	618.93	2,120.34	351	0.03
4,000.00	3534	3541058	885.95	4,099.82	503	0.04
4,500.00	1178	1034284	257.71	1,646.15	152	0.01
5,000.00	1178	1267550	236.77	2,011.75	123	0.01
6,000.00	1178	227925	35.31	16,892.35	22	0.01
7,000.00	2356	2179239	417.95	6,826.26	236	0.02
8,500.00	1178	3052003	639.95	1,228.23	340	0.01
10,500.00	1178	2080666	360.15	2,815.45	202	0.01
Total	578458	78053746	19,620.24	3,365,226.57	11674	11.75



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INTEREST-BASED
PERFORMANCE ANALYSIS

CAMPAIGN ID

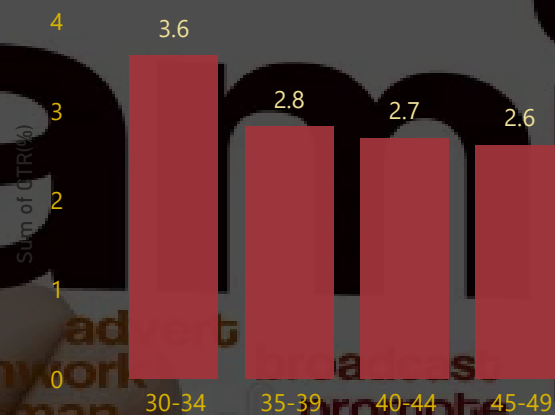
All

DATE

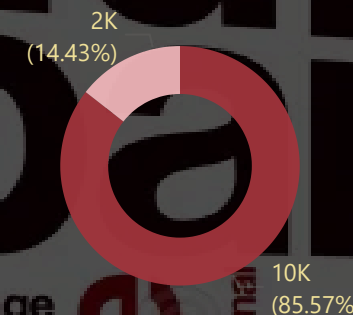
All

AUDIENCE INSIGHTS

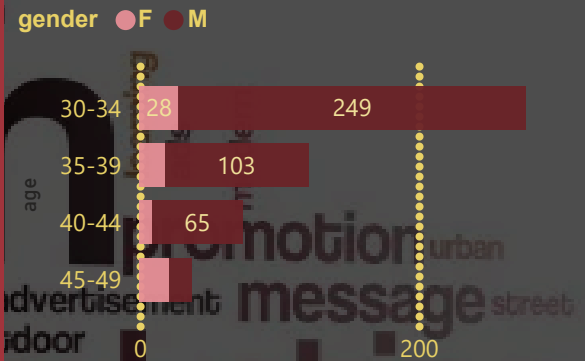
CTR by Age



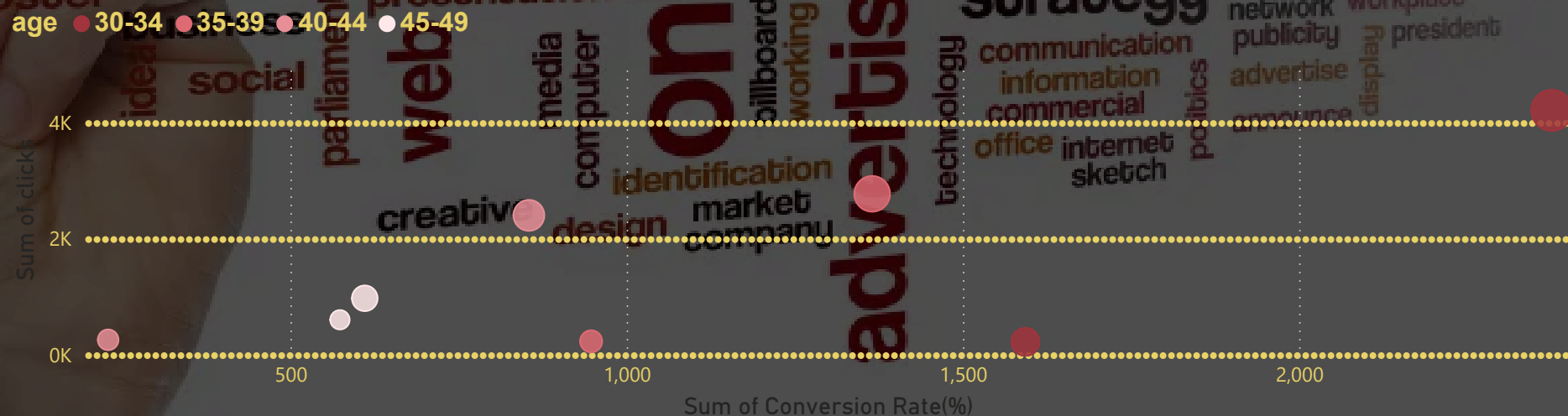
Gender Distribution of Clicks



Approved Conversions by
Age & Gender



INTEREST x GENDER → CLICKS & CONVERSION RATE



CONVERSION FUNNEL ANALYSIS



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INTEREST

All

REVENUE

All

Average CTR

0.02

Average CPC

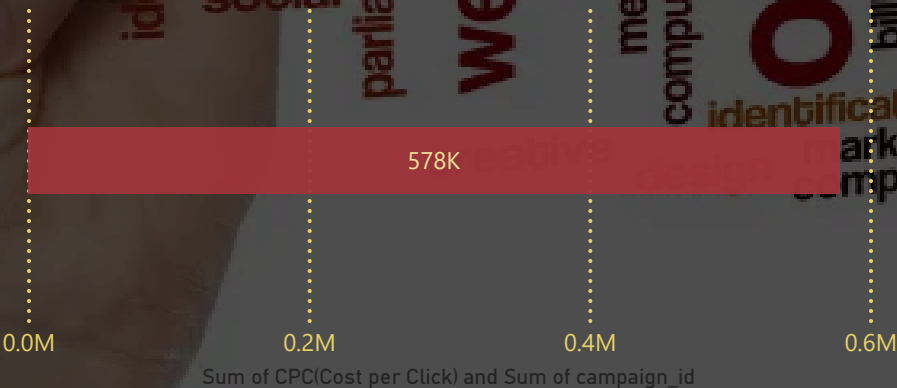
0.00

Average CONVERSION RATE

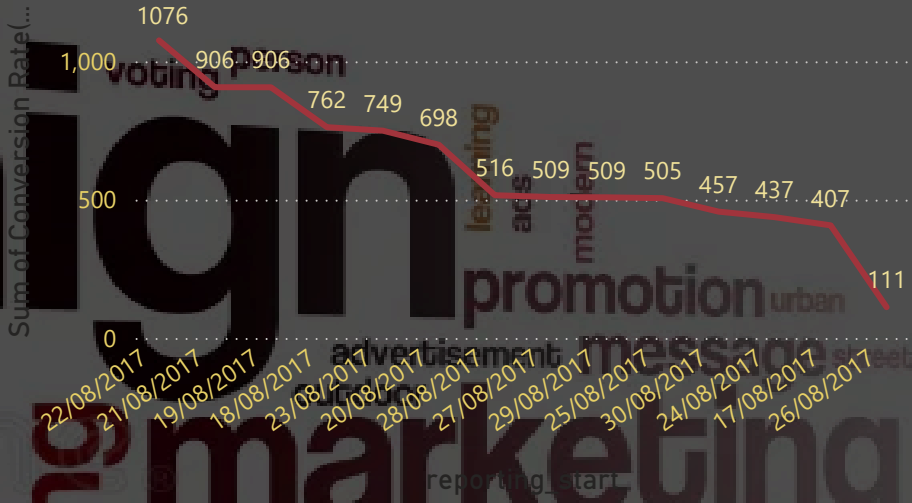
15.32

CPC BY CAMPAIGN ID

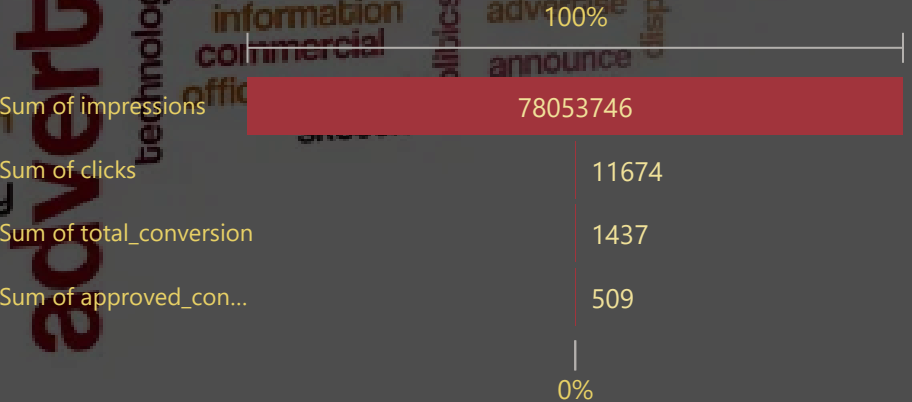
Sum of CPC(Cost per Click) Sum of campaign_id



CONVERSION RATE(%) OVER TIME



IMPRESSION → CLICKS → CONVERSION
→ APPROVED CONVERSIONS





INTEREST-BASED PERFORMANCE ANALYSIS

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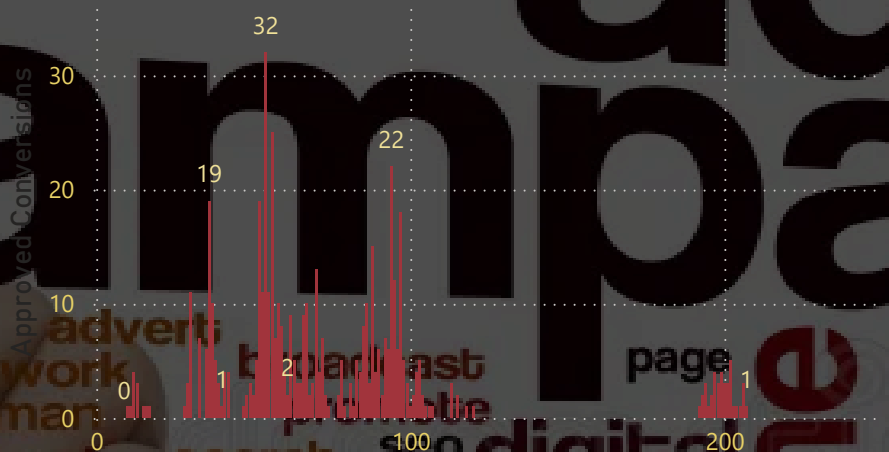
INTEREST

All

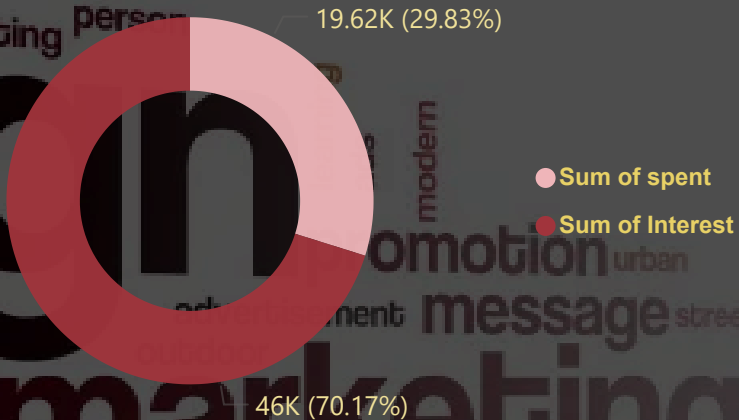
ROI

All

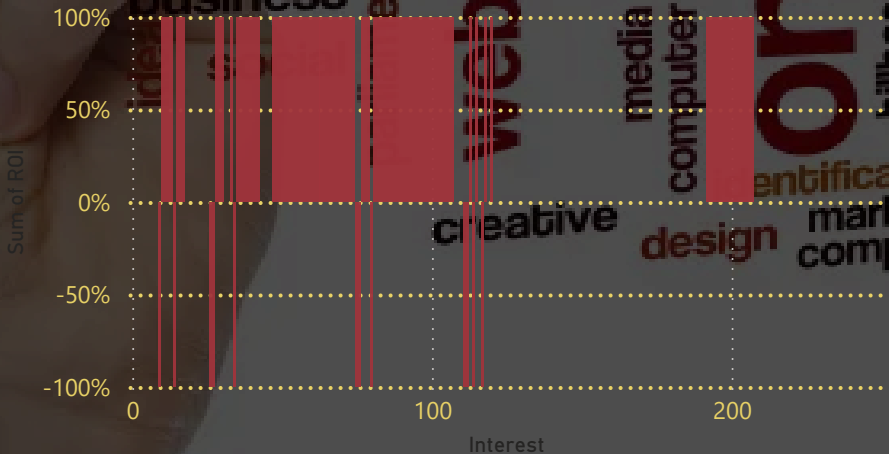
APPROVED CONVERSIONS BY INTEREST



SPENT BY INTEREST



ROI BY INTEREST



INTEREST 1, INTEREST 2, INTEREST 3

