

## MARKETING PERFORMANCE DASHBOARD - STRATEGIC INSIGHTS

### 1.INVESTMENT & ALLOCATION (How much & where?)



### 2.REACH & TRAFFIC (Which channels generate more?)



### 3.COST-EFFICIENCY (Which channels are efficient?)



### 4.OVERALL PERFORMANCE (Which channel is best?)

**SUMMARY TABLE BY CHANNEL**

Channel	Total Spend	CTR	CPC	CPA	Total Conversions
Paid Search	\$37,686	1.90%	\$0.27	\$8.93	4,218
Paid Social	\$92,559	1.66%	\$0.17	\$10.12	9,145
<b>Total</b>	<b>\$130,245</b>	<b>1.70%</b>	<b>\$0.19</b>	<b>\$9.75</b>	<b>13,363</b>