

# Campaign Performance

Category

Campaign Name

Tanggal

Marketing Spent

30.590.879,82

Cost Per Click

10,2

Cost Acquisition Cust

3.803,42

Click Through Rate

19,01%

Order Rate

12,26%

Clicks

42.889.366

Record Count

308

Cost Per Lead

466,47

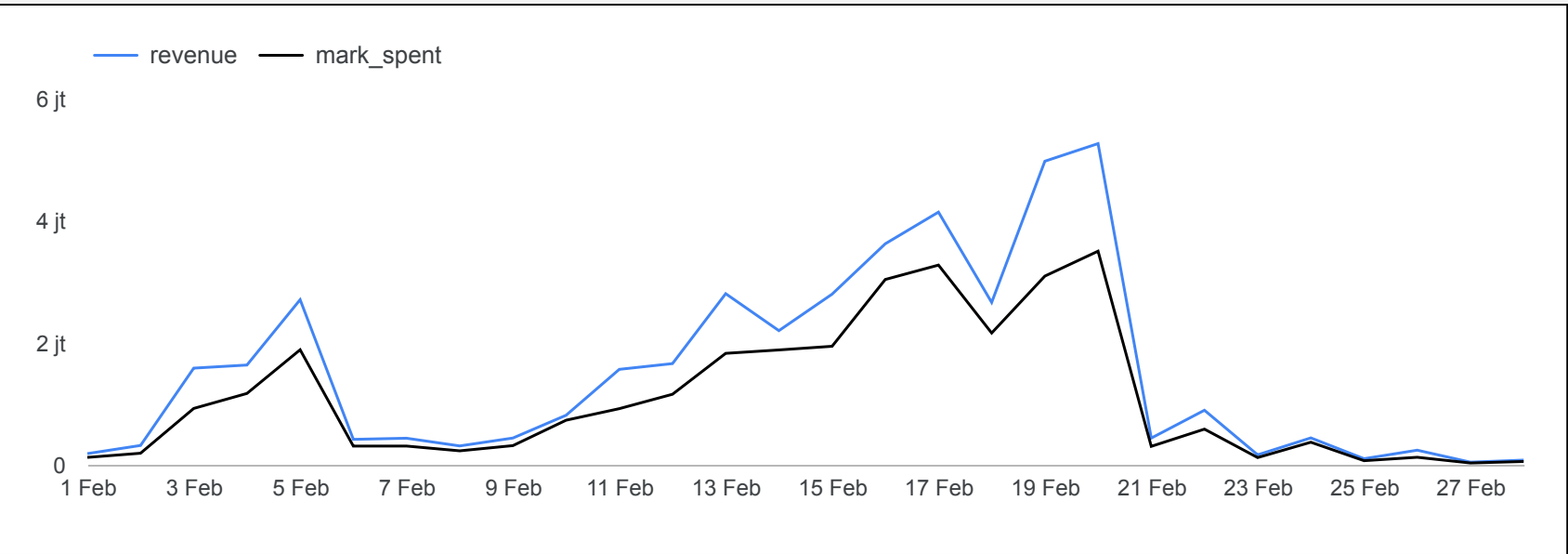
Lead Rate

2,19%

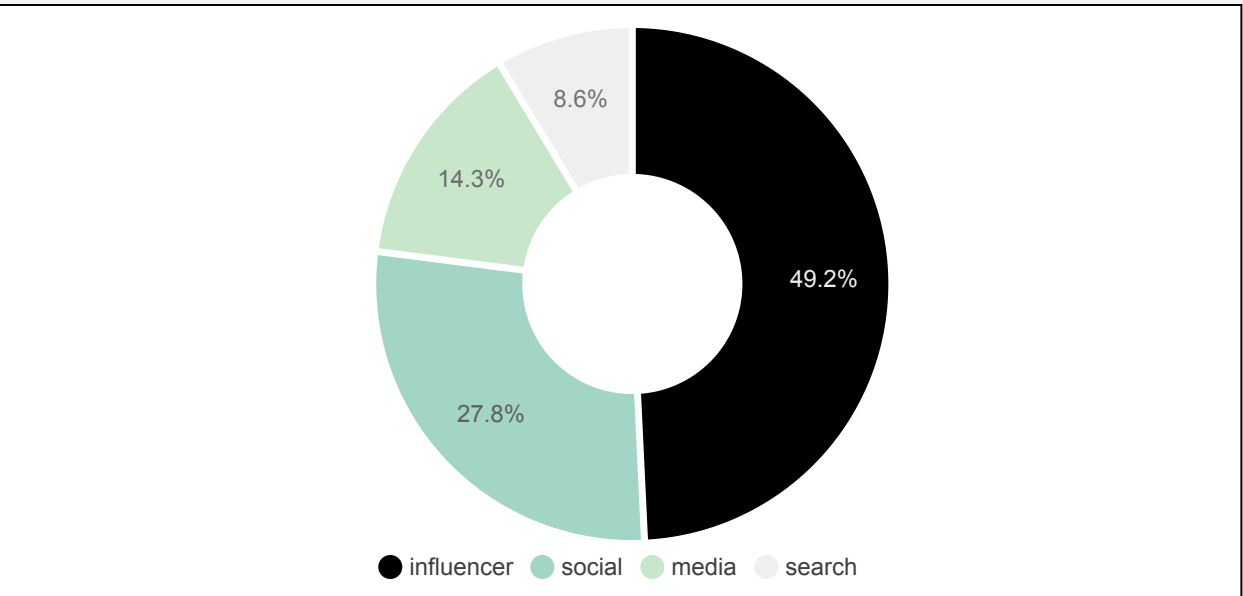
ROMI

0,402

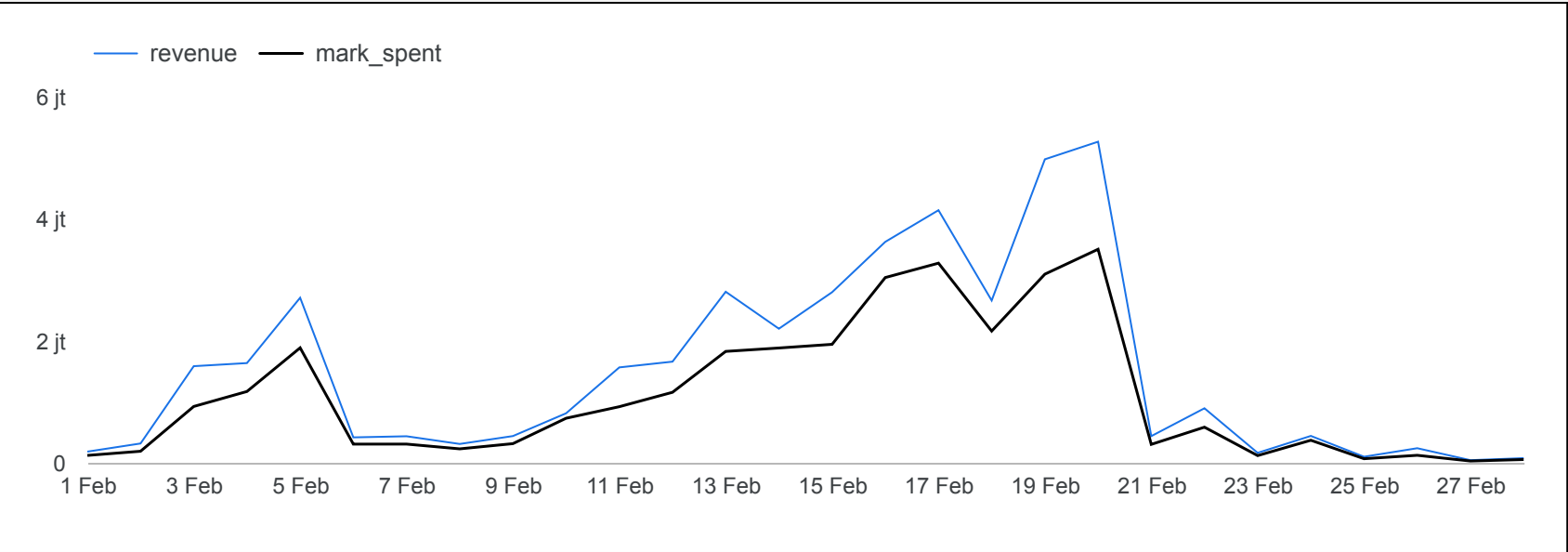
Revenue and Cost by Date



Revenue By Category



Revenue and Cost by Date



Conversion Metric Per Campaign

	campaign_name	romi ▾	ctr	leads_rate	order_rate
1.	youtube_blogger	2,77	1,03	2,21	19,27
2.	facebook_retargeting	1,01	3,07	1,69	21,34
3.	google_hot	0,84	1,95	2,04	15,33
4.	instagram_tier1	0,77	0,36	2,46	11,43
5.	instagram_blogger	0,37	0,88	2,34	15,7
6.	banner_partner	0,22	0,04	2,42	15,43
7.	facebook_tier1	-0,07	0,38	1,47	13,41
8.	faceBOOK_tier2	-0,26	0,47	2,55	8,16

1 - 11 / 11 < >