MARKETING CAMPAIGN PERFORMANCE DASHBOARD

Company

- Alpha Innovations
- DataTech Solutions
- Innovate Industries
- NexGen Systems
- TechCorp

Campaign Type
All

Location
All

Target Audien...
All

Language
All

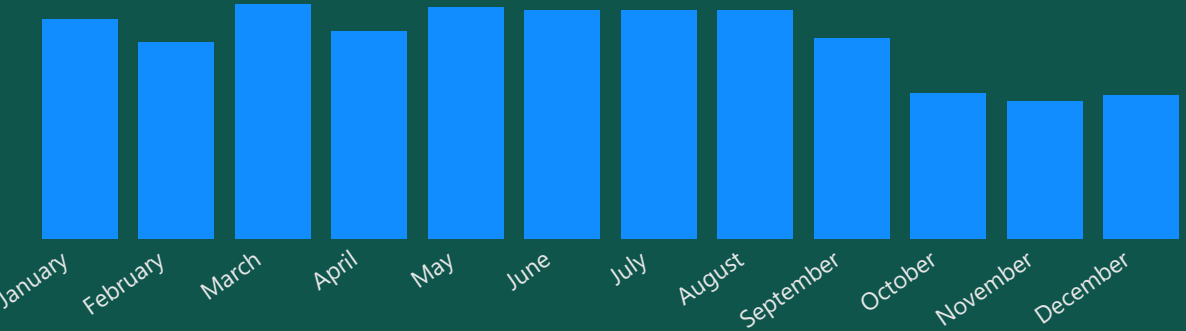| $12.4M	7.97%	504.1%	528K	6M	5.52
Total Acquisition Cost	Avg Conversion Rate	Average ROI	Total Clicks	Total Impressions	Avg Engagement Score

Daily Trends
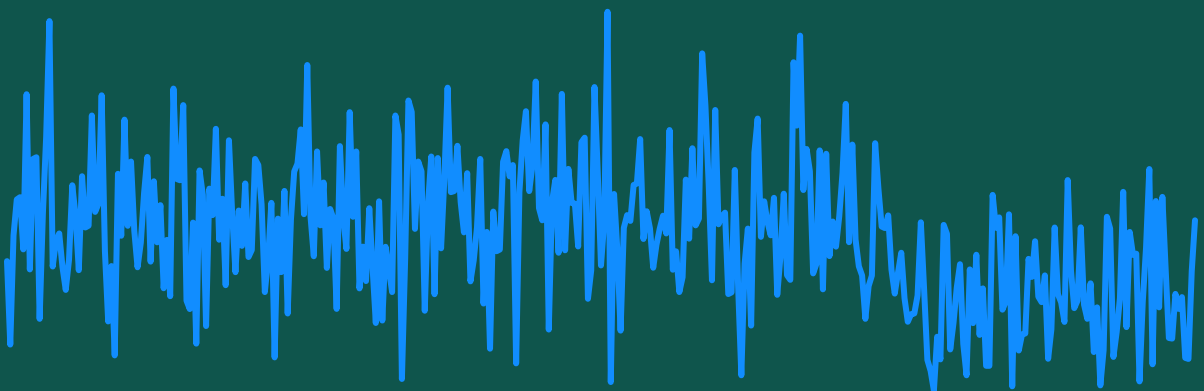
Channel Effectiveness

● Total Clicks ● Total Impressions

Channel	Total Impressions
Instagram	1.08M
Email	1.03M
YouTube	0.94M
Google Ads	0.94M
Facebook	0.84M
Website	0.82M
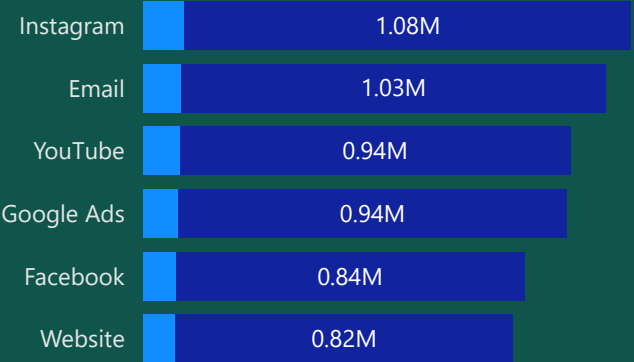
Total Acquisition Cost by Month

January, February, March, April, May, June, July, August, September, October, November, December

Customer Segment Performance

- Outdoor Adventurers 16.61%
- Foodies 23.03%
- Fashionis... 19.36%
- Tech Enthusiasts 21.5%
- Health & Wellness 19.49%