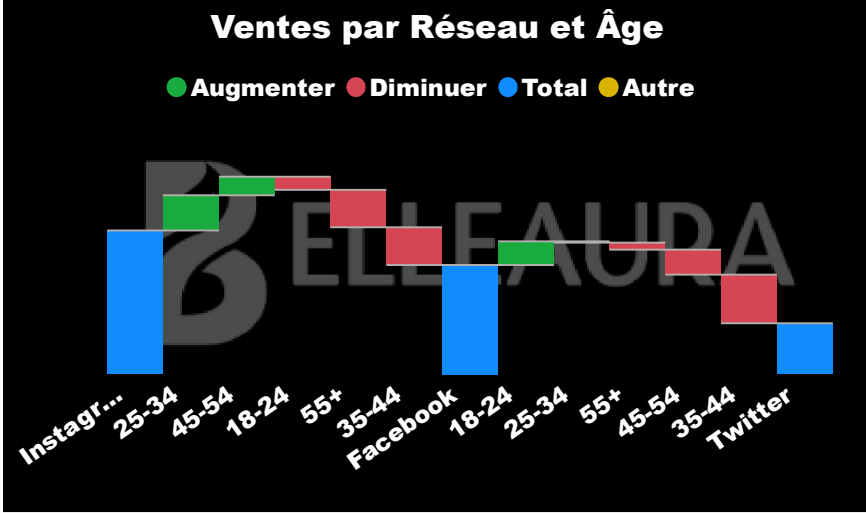
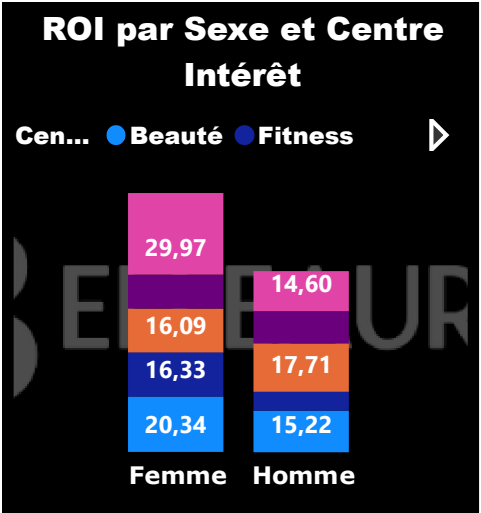
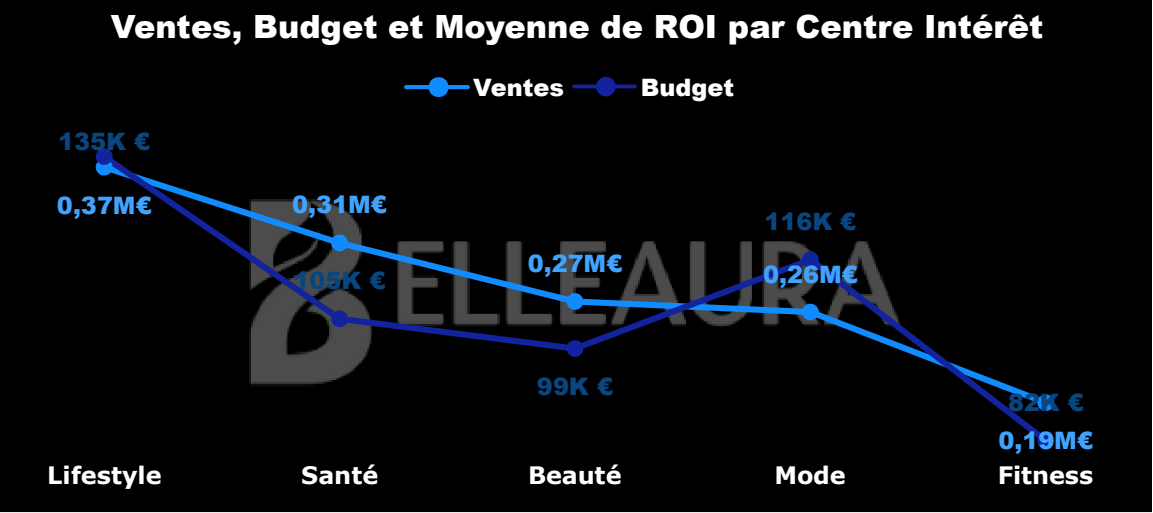
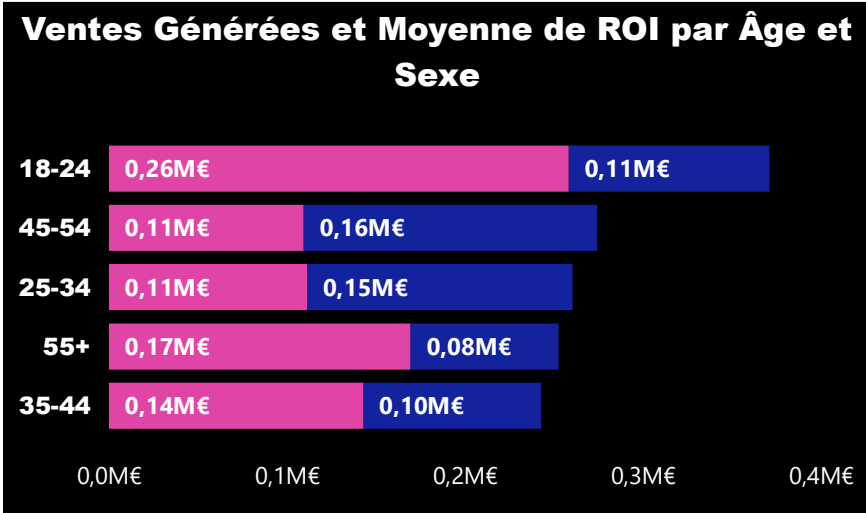
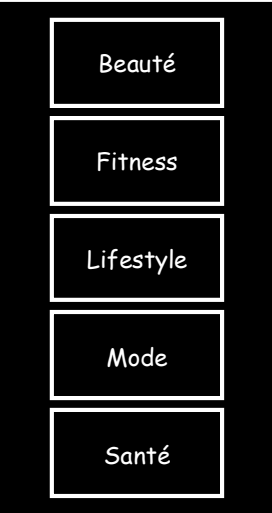
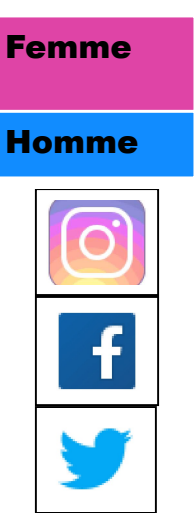
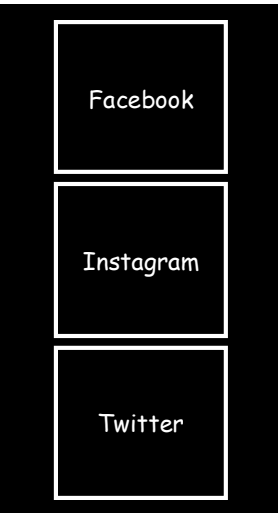
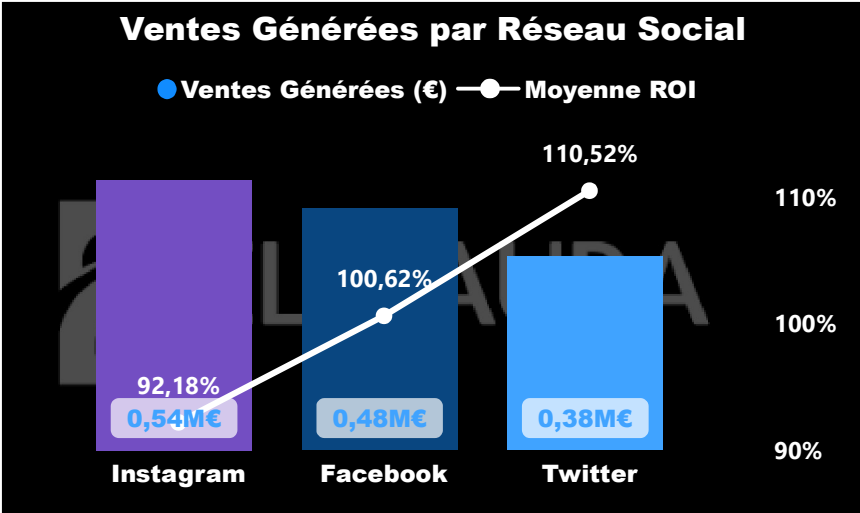
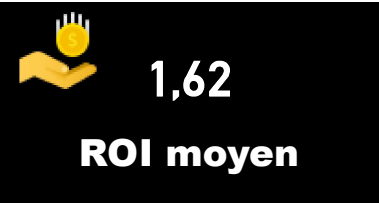
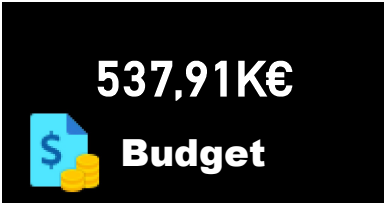


# Analyse des campagnes publicitaires sur les réseaux sociaux



Analyse des campagnes publicitaires sur les réseaux sociaux



**1,40M€**  
**Ventes**

**537,91K€**  
**Budget**

**863,32K**  
**Coût**

**1,62**  
**ROI moyen**

**0,09**  
**Taux Conversion**

**5M**  
**Vues**

**241K**  
**Clics**

Réseau	Ventes	Budget	Coût	ROI	Clics	Vues	Conversion
Instagram	537 104,00 €	227 498,00 €	↓ 309 606,00	1,49	92228	2351414	0,05
Facebook	480 182,00 €	177 051,00 €	↓ 303 131,00	1,63	81461	1705974	0,13
Twitter	383 947,00 €	133 365,00 €	↑ 250 582,00	1,79	67800	1295642	0,09

Sexe	Ventes	Budget	Coût	ROI	Clics	Vues	Conversion
Femme	791 273,00 €	294 085,00 €	↓ 497 188,00	1,76	136958	3280253	0,06
Homme	609 960,00 €	243 829,00 €	↑ 366 131,00	1,44	104531	2072777	0,12

Centres	Ventes	Budget	Coût	ROI	Clics	Vues	Conversion
Santé	313 417,00 €	104 951,00 €	↘ 208 466,00	2,12	57823	1198554	0,06
Beauté	267 535,00 €	99 405,00 €	→ 168 130,00	1,62	51841	1184191	0,14
Mode	259 371,00 €	116 048,00 €	↗ 143 323,00	1,28	47196	1015447	0,08
Fitness	188 467,00 €	82 099,00 €	↑ 106 368,00	1,29	48269	992029	0,07
Lifestyle	372 443,00 €	135 411,00 €	↓ 237 032,00	1,69	36360	962809	0,07

