

14.6M

Total Impressions

181.6K

Total Clicks

£163K

Total Cost

£0.90

Daily Average CPC

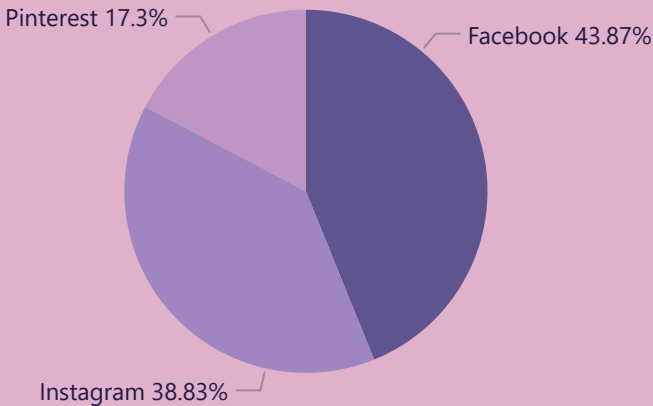
£10.61

ROAS

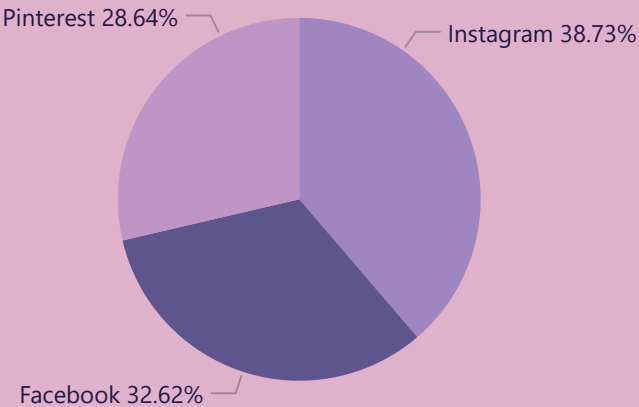
£4.06

Cost per Acquisition

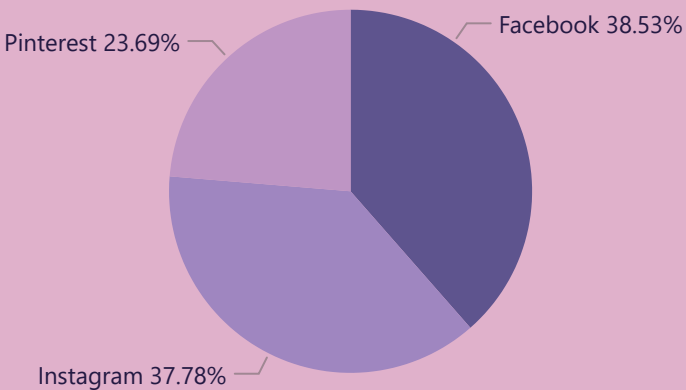
Cost Distribution by Channel



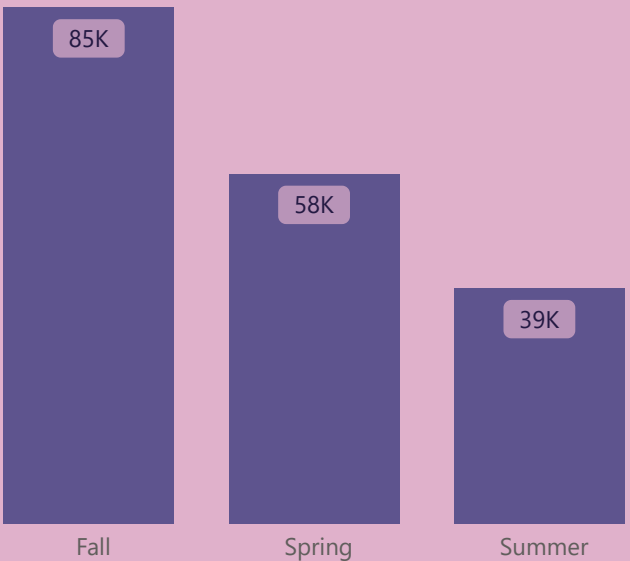
Conversions Distribution by Channel



Clicks Distribution by Channel



Metrics Distribution by Campaign



Clicks

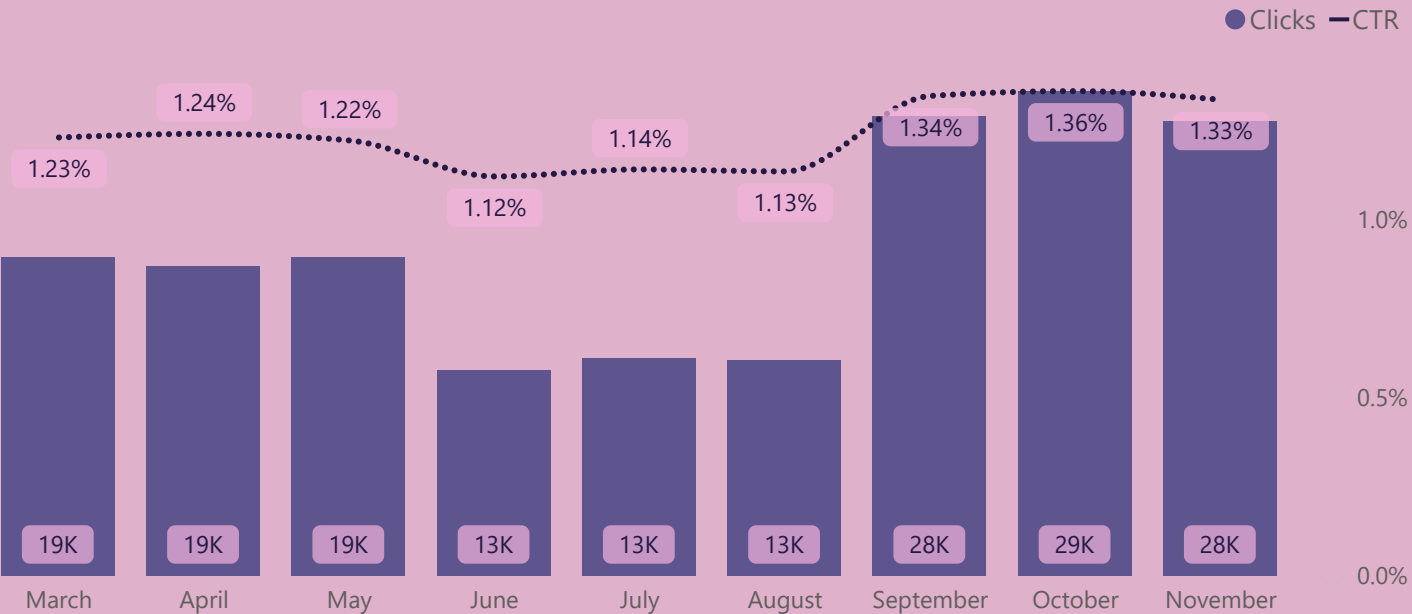
Conversions

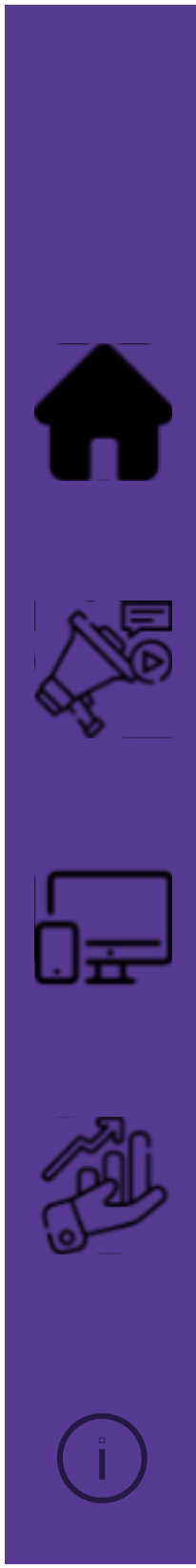
Impressions

Engagement Rate

Cost

Metrics Distribution by Month





11.6%

Engagement Rate

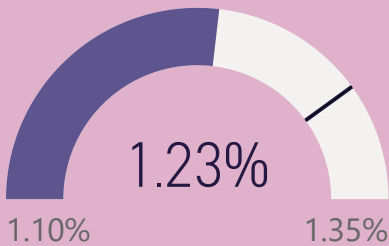
14.6M

Total Impressions

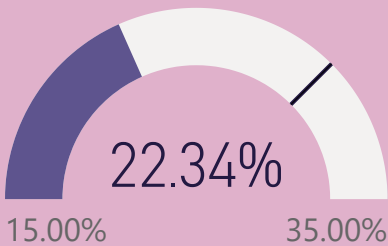
181.6K

Total Clicks

Click-through Rate



Conversion Rate



£10.61

ROAS

Filter by City

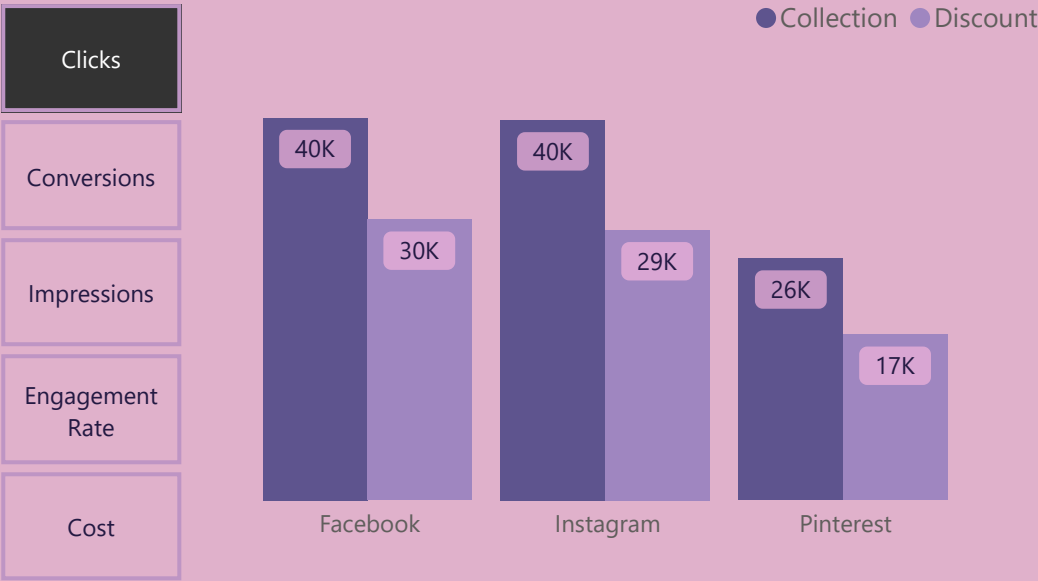
Birmingham

London

Manchester

Metrics Distribution by Channel and Ad Type

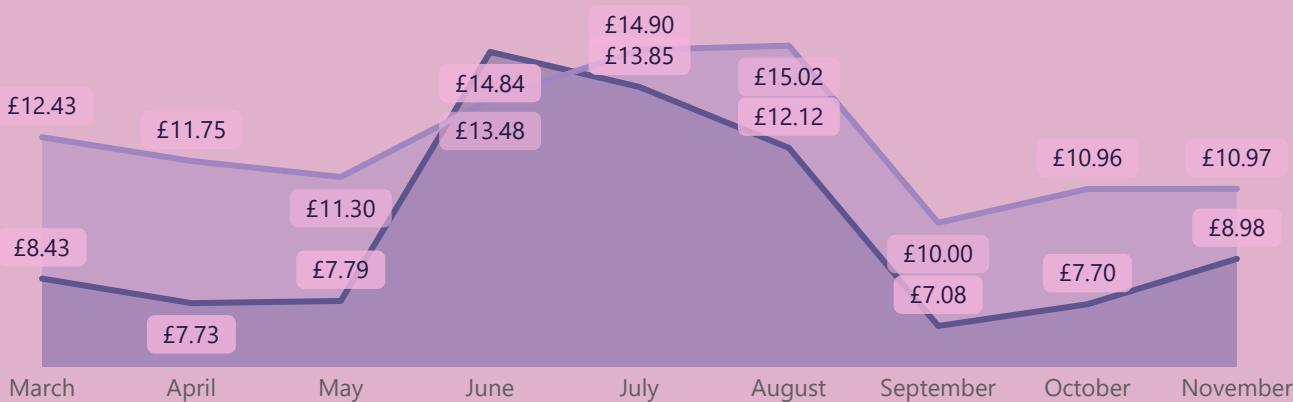
Collection Discount



Campaign	Total Clicks	Total Impressions	CTR	Total Cost	Total Conversion	Revenue
Fall	85106.3	6434259.0	1.35%	£79,314	14886	£7,49,006
Spring	57658.0	4751611.4	1.23%	£49,555	12613	£4,98,285
Summer	38821.7	3459578.4	1.13%	£34,382	12753	£4,84,409

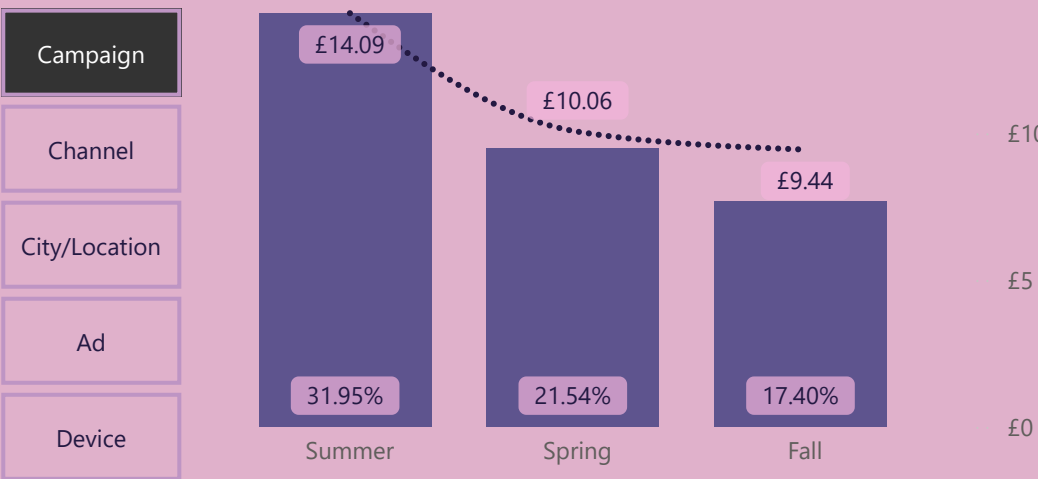
Return on Ad Spend by Month and Ad Type

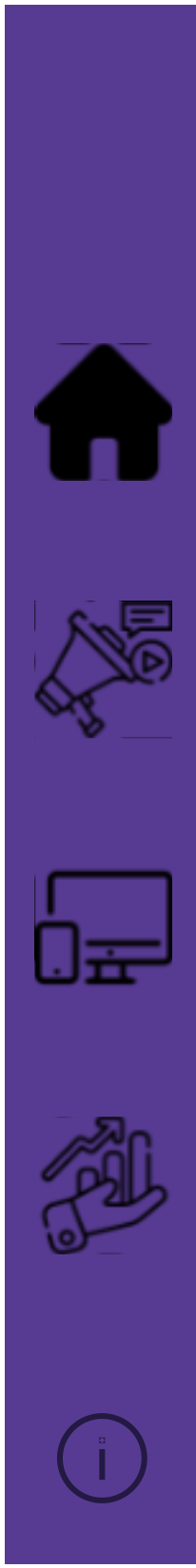
Collection Discount



Metrics Distribution by Conversion and ROAS

Conversion Rate ROAS





14.6M

Total Impressions

181.6K

Total Clicks

£163K

Total Cost

Filter by Channel

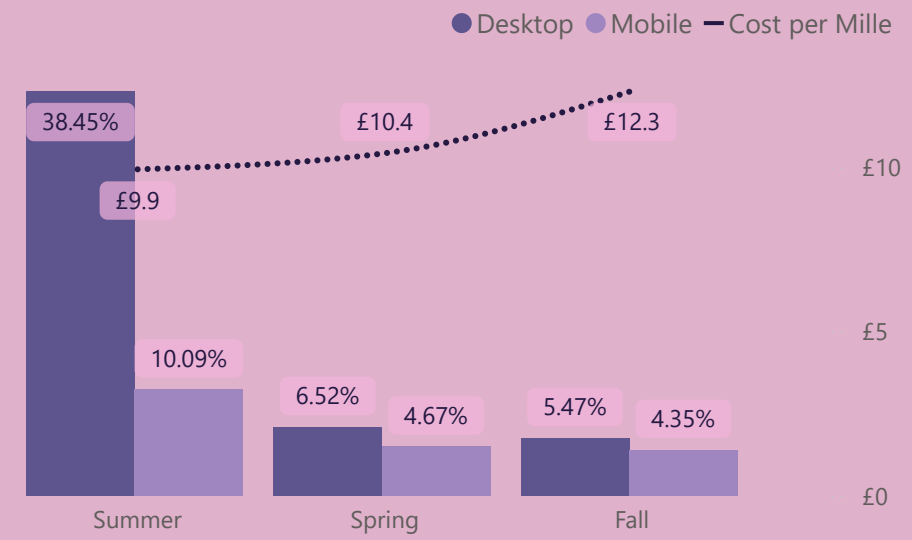
Facebook

Instagram

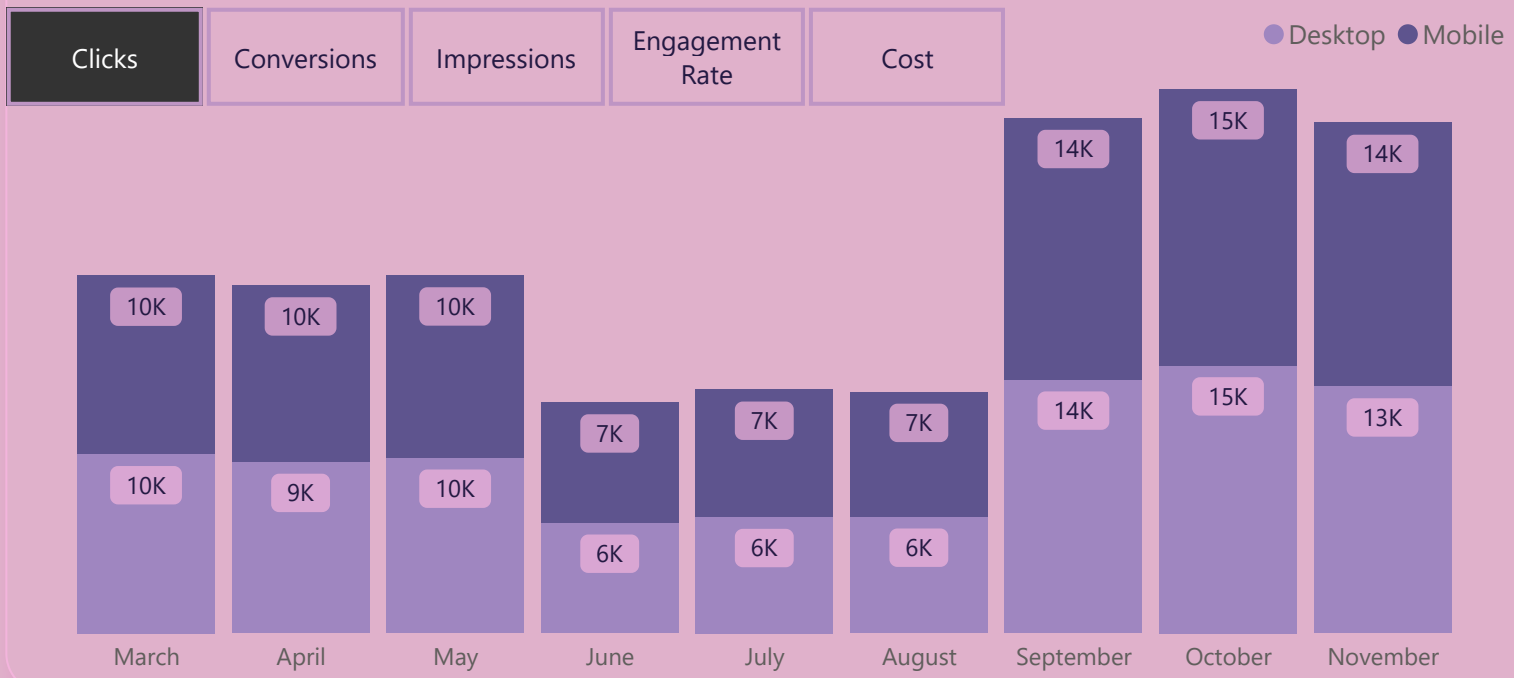
Pinterest

Device	Daily Average CPC	Average CTR	Conversion Rate	Cost per Mille	Cost per Acquisition
Desktop					
Birmingham	£0.96	1.35%	36.41%	£13.4	£2.92
London	£0.99	1.55%	18.63%	£15.6	£5.21
Manchester	£0.99	1.50%	25.13%	£15.1	£4.00
Mobile					
Birmingham	£0.84	0.89%	27.55%	£7.8	£3.28
London	£0.82	1.08%	15.83%	£9.1	£4.98
Manchester	£0.84	1.04%	21.10%	£9.0	£3.93

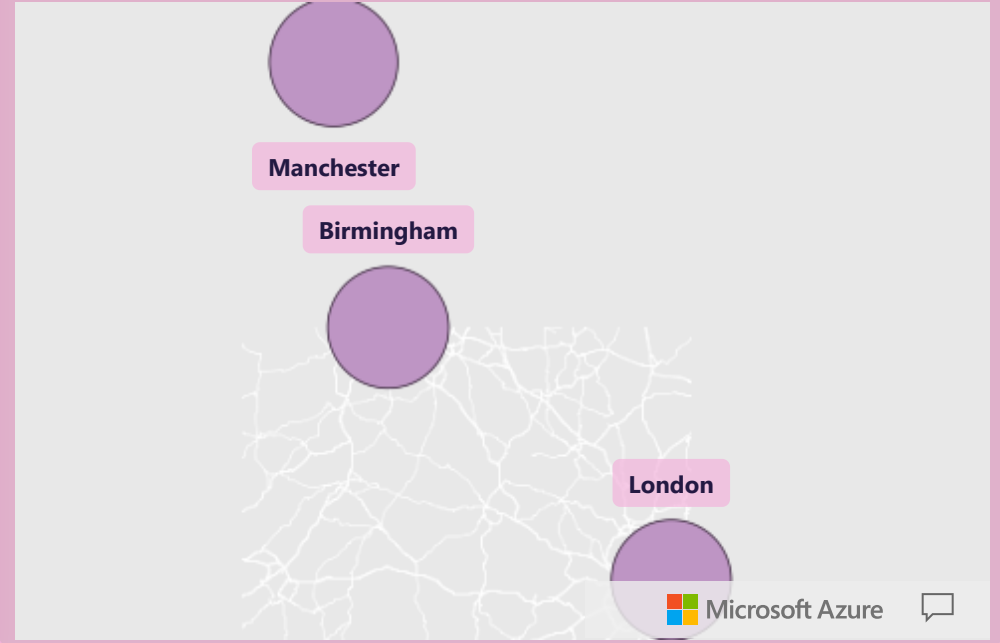
Engagement Rate and Cost per Mille by Campaign and Device



Metrics by Month and Device



Revenue by City

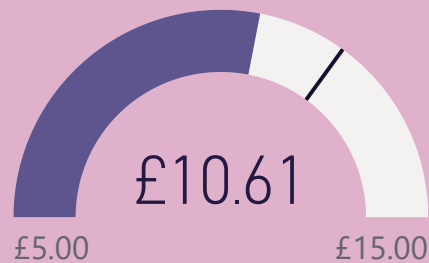




Cost per Acquisition



Return on Ad Spend



£163K

Total Cost

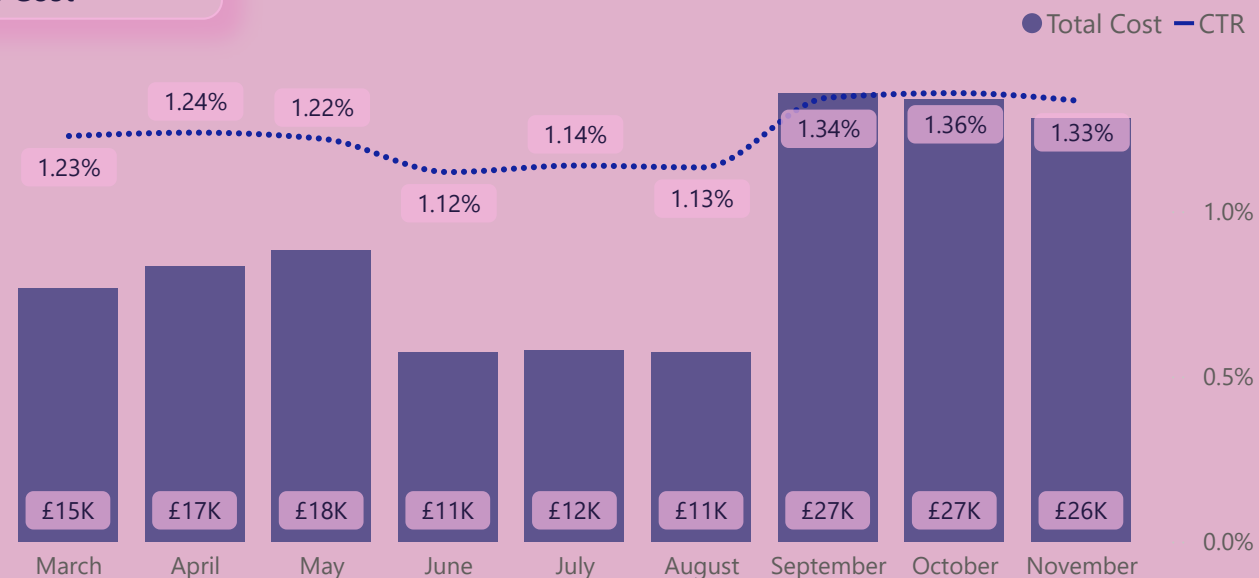
Filter by City

Birmingham

London

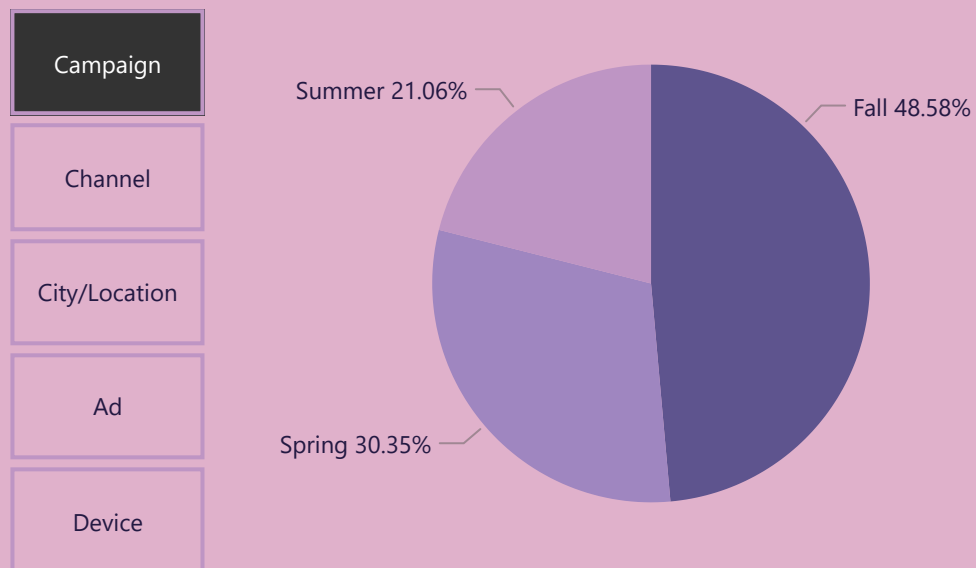
Manchester

Total Cost and CTR by Month



Campaign	Total Cost	Daily Average CPC	Cost per Acquisition	ROAS
Fall	£79,314	£0.93	£5.33	£9.44
Spring	£49,555	£0.86	£3.93	£10.06
Summer	£34,382	£0.92	£2.70	£14.09

Cost Distribution by Metrics



Cost per Acquisition and CPC by Month

