

DIGITAL MARKETING CAMPAIGNS ANALYSIS

MONTHS

Tout

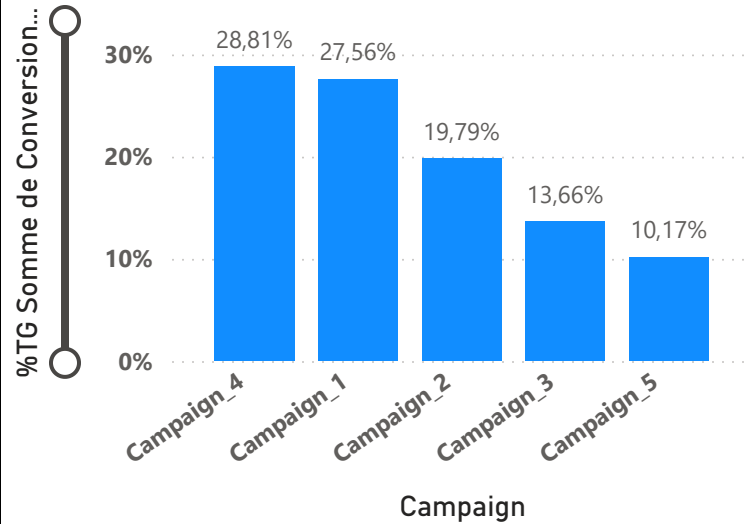
Channel

Tout

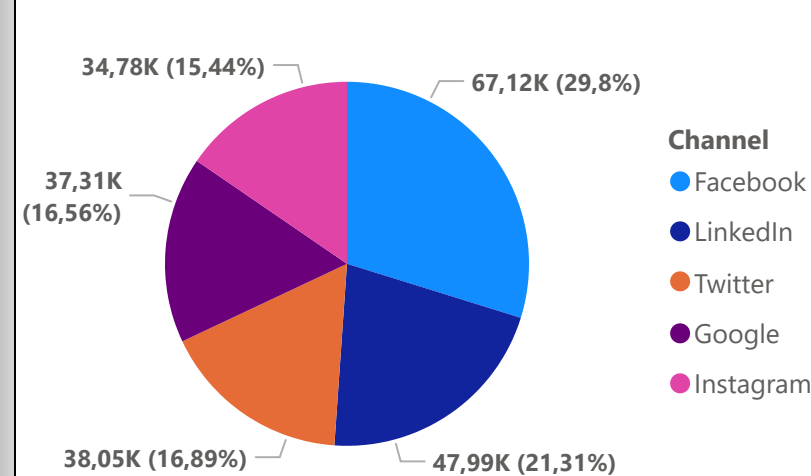
Campaign

Tout

ConversionRate per Campaign



ConversionValue per Channel



Mean of CPC

13,88 €

Mean of ConversionRate

15,96

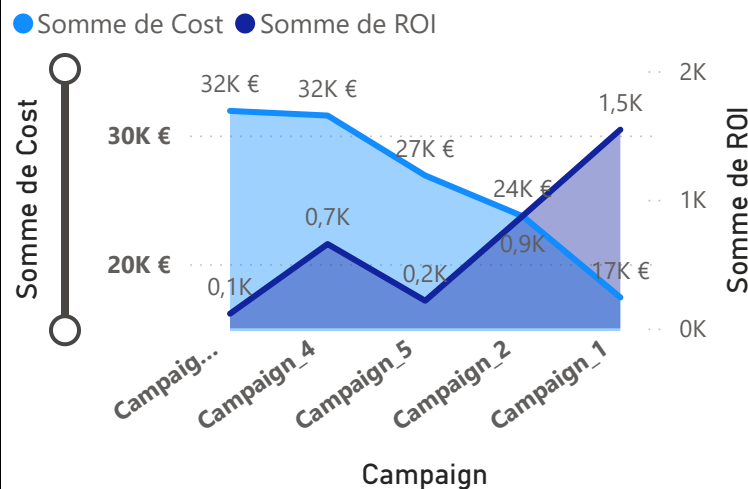
Total of Cost

131,43K€

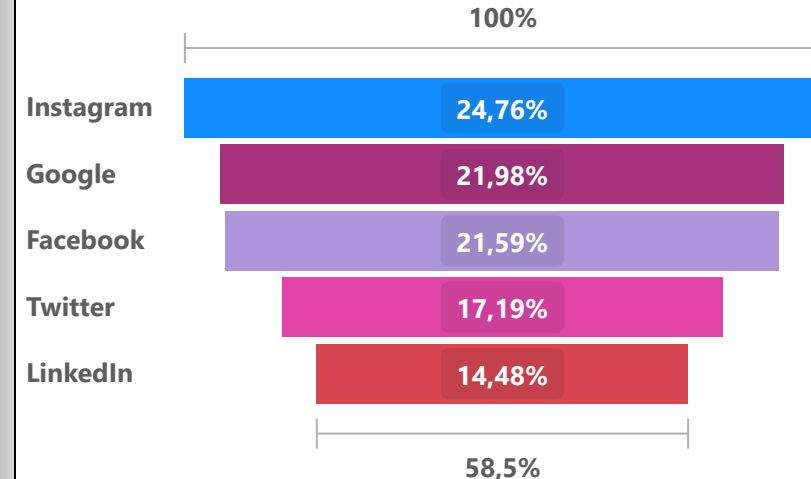
Mean of CTR

8,08

Cost & ROI per Campaign



ROAS per Device



CTR & ConversionRate per Campaign, Channel

Campaign	Channel	%TG Somme de CTR	%TG Somme de Co
Campaign_4	Instagram	0,25%	16,3
Campaign_1	Instagram	1,29%	10,6
Campaign_4	Twitter	0,29%	9,2
Campaign_2	Google	0,47%	8,6
Campaign_1	Google	0,78%	8,2
Campaign_3	Twitter	2,47%	7,2
Campaign_2	Facebook	3,69%	6,9
Campaign_1	LinkedIn	0,42%	5,7
Campaign_3	Google	0,26%	4,0
Total		100,00%	100,00

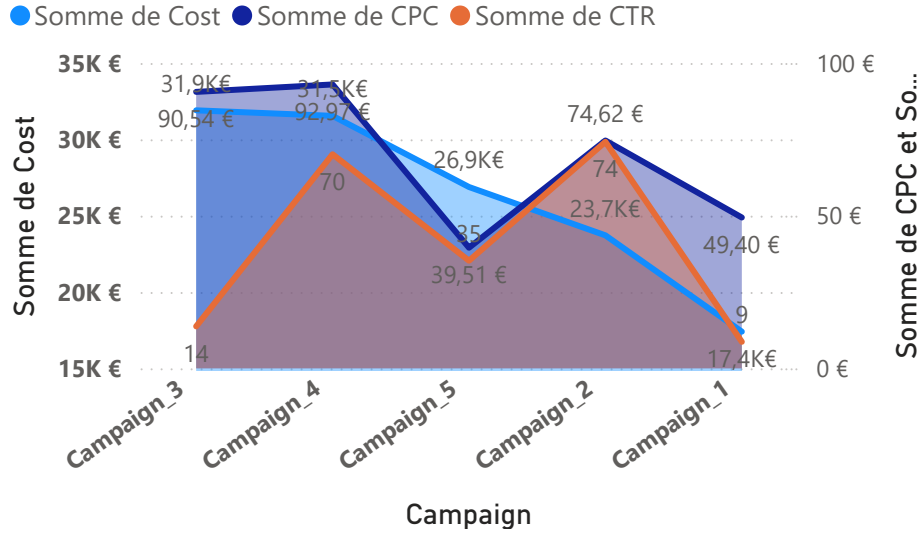
Channel

Tout

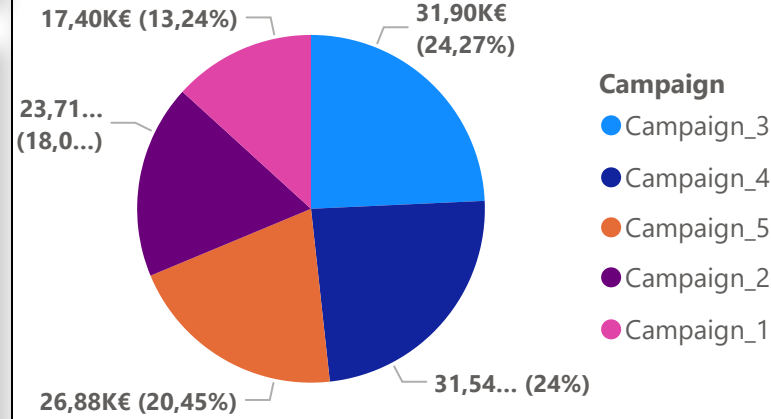
Campaign

Tout

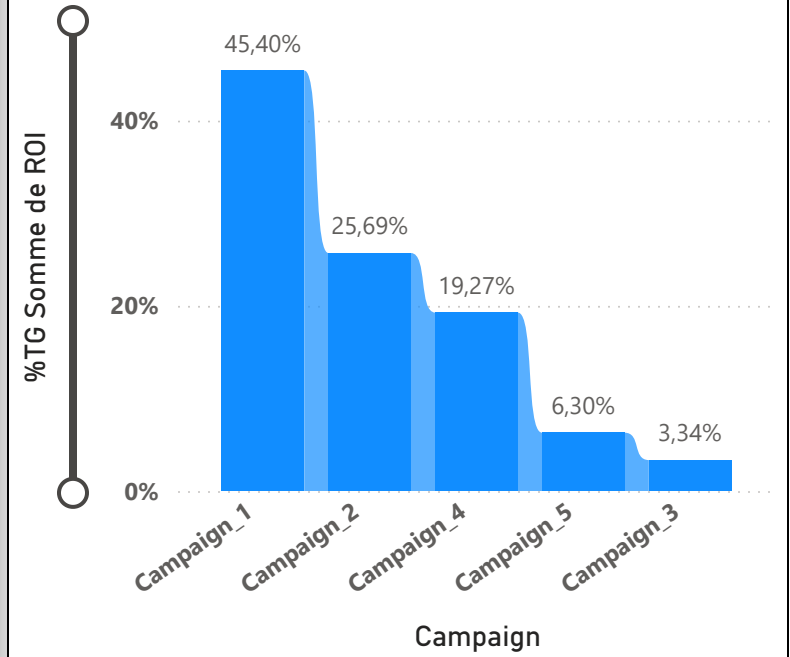
Mobile_Pct, Desktop_Pct & Tablet_Pct par Campaign



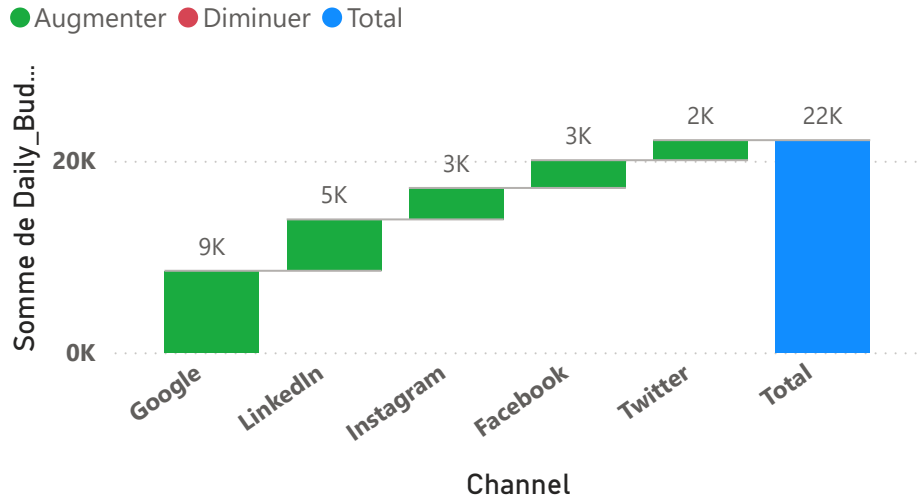
Cost per Campaign



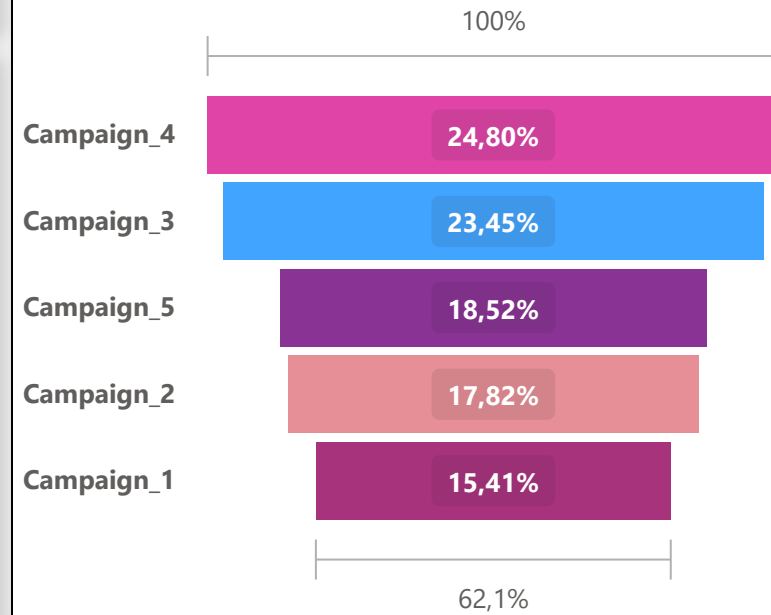
ROI per Campaign



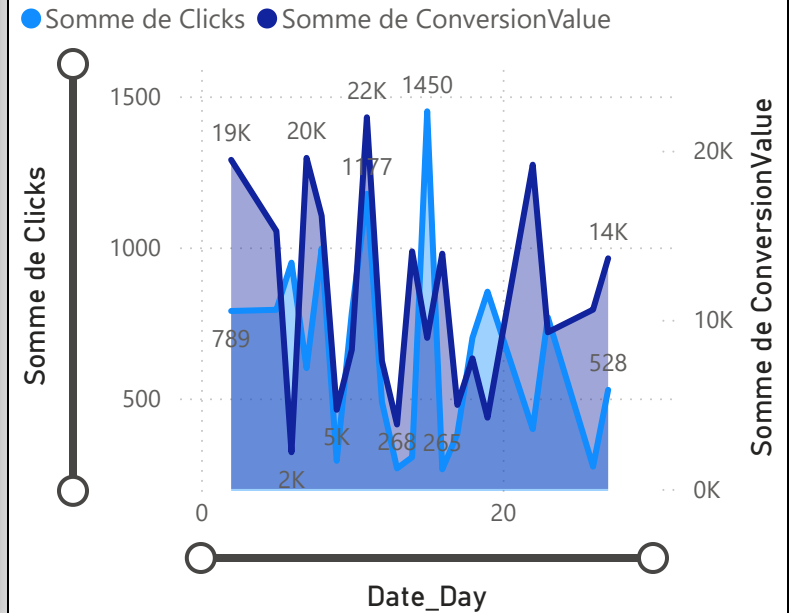
Daily_Budget per Channel



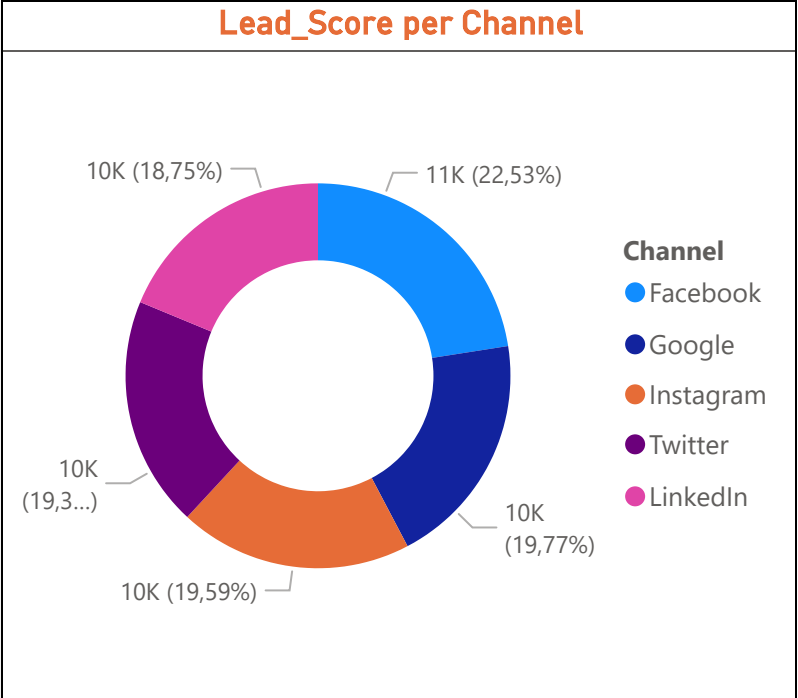
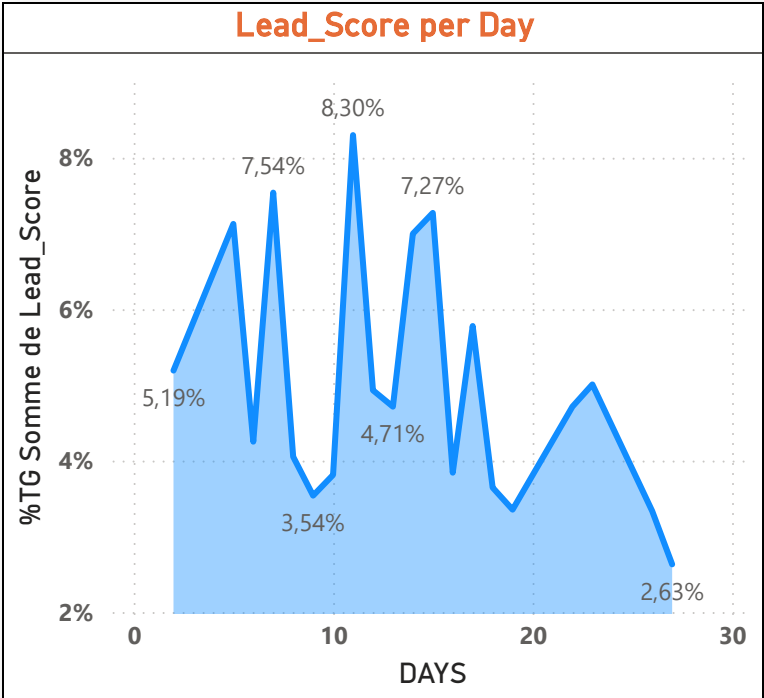
Allocated_Budget per Campaign



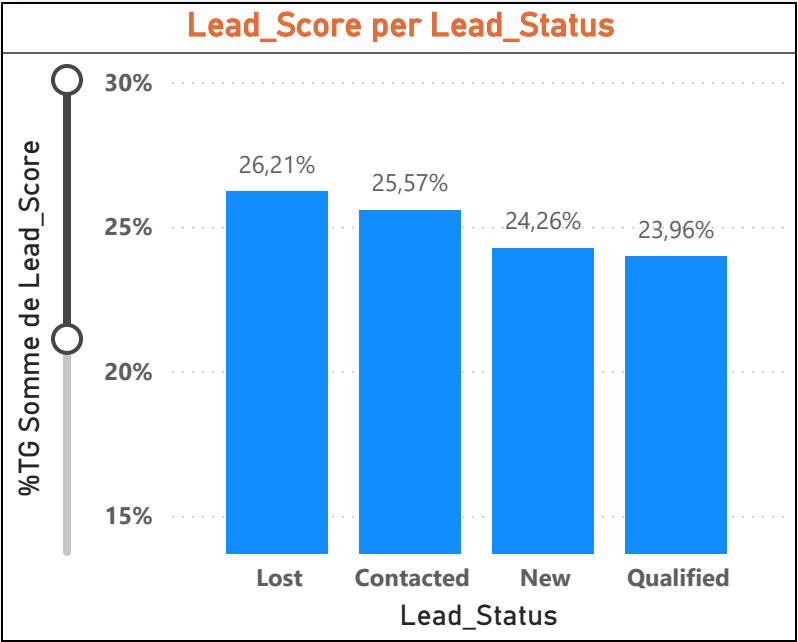
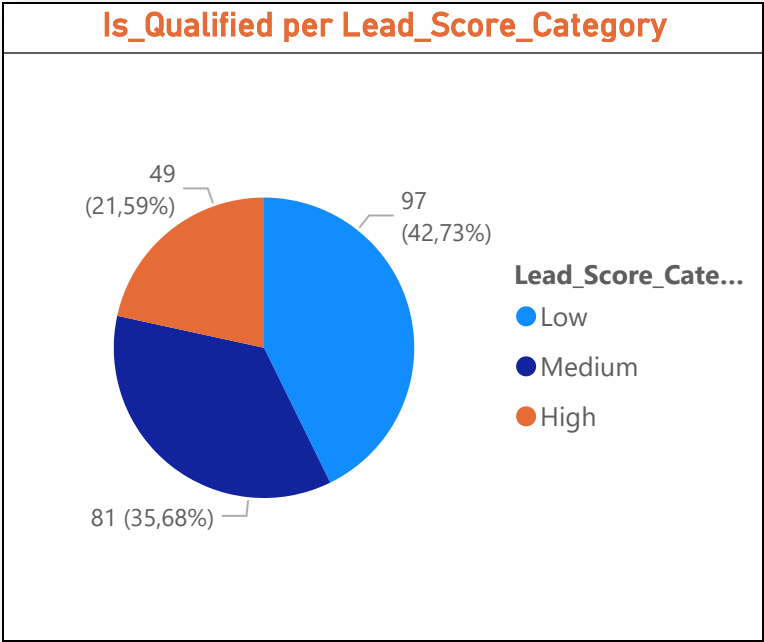
Clicks & ConversionValue per Date_Day



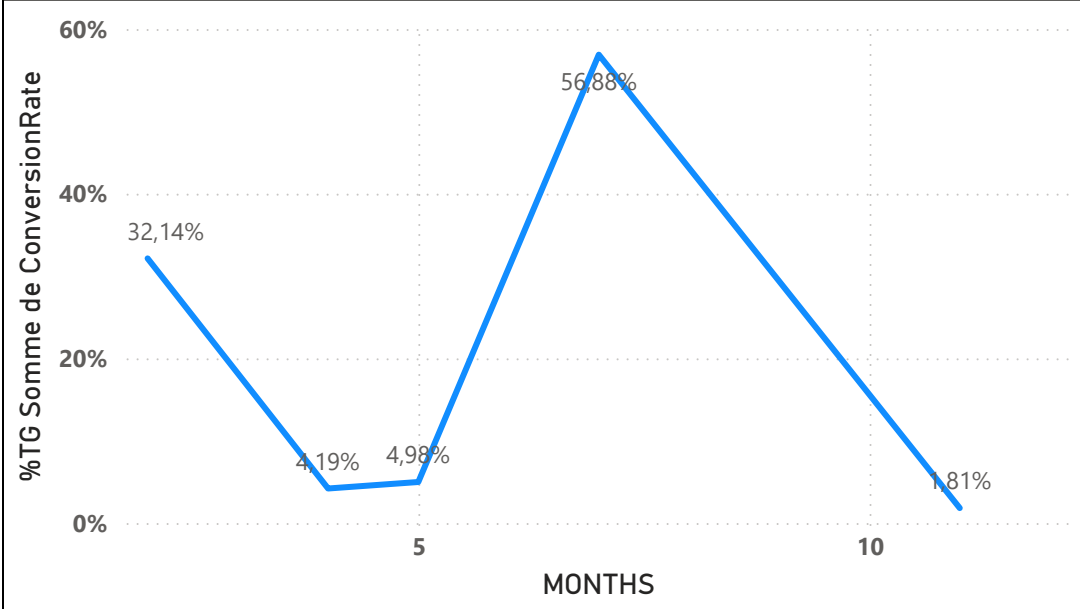
Channels		
Facebook	Google	Instagram
LinkedIn	Twitter	



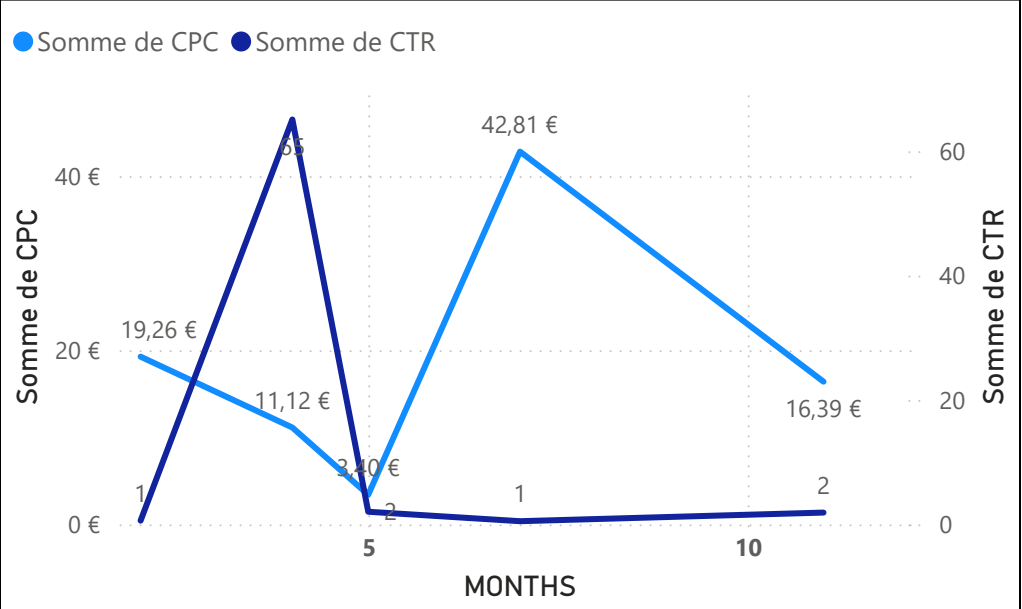
Campaigns		
Campaign_1	Campaign_2	Campaign_3
Campaign_4	Campaign_5	



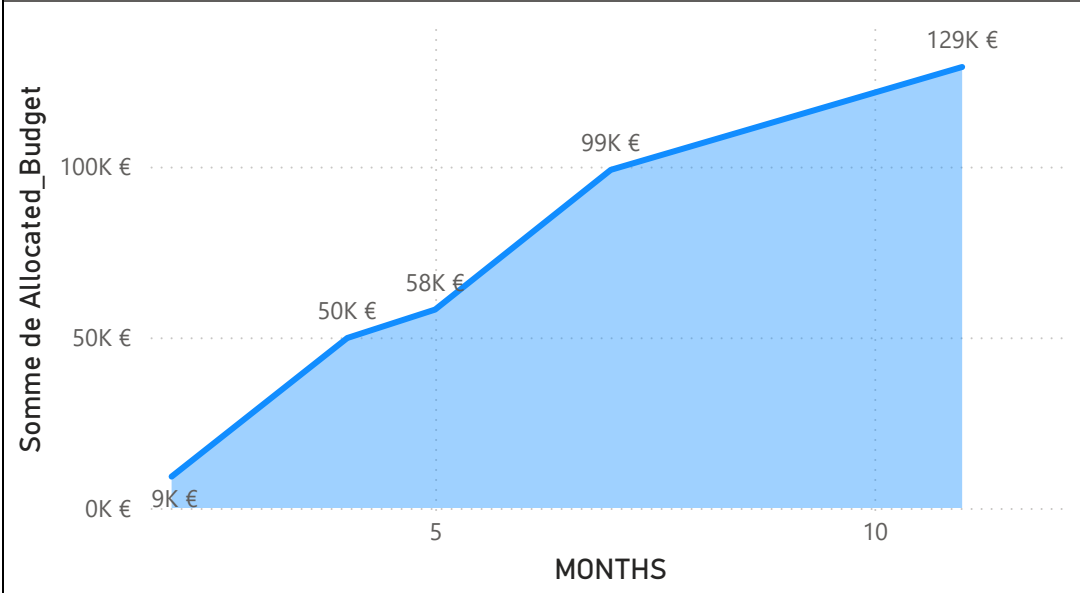
ConversionRate per MONTHS



CPC & CTR per MONTHS



Allocated_Budget per MONTHS



Campaigns

Campaign_1	Campaign_2	Campaign_3
Campaign_4	Campaign_5	