

“Social Media Campaign Performance Tracker”

Campaign	Sum of Clicks	Sum of Conversions	Sum of Cost (\$)	Sum of Likes	Platform	CPC	Sum of Shares	Conversion Rate (%)	Sum of Impressions
Back to School	400	50	1600	150	Facebook	4.00	35	12.50	16000
Diwali Sale	300	40	1500	120	Facebook	5.00	30	13.33	12000
Festive Frenzy	250	20	1000	90	Instagram	4.00	25	8.00	10000
New Year Blast	500	60	2000	200	Instagram	4.00	50	12.00	15000
Summer Offer	450	55	1800	180	Facebook	4.00	45	12.22	18000
Total	1900	225	7900	740		4.16	185	11.84	71000

10K

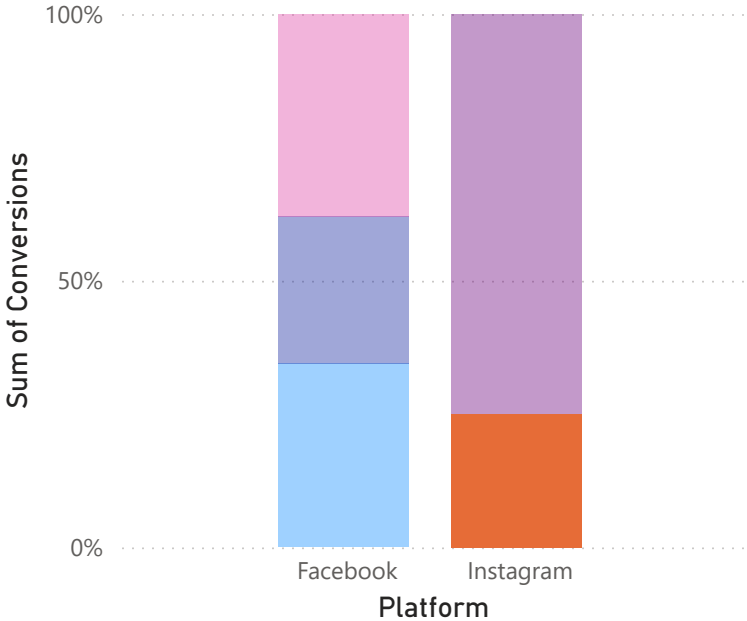
Sum of Impressions

250

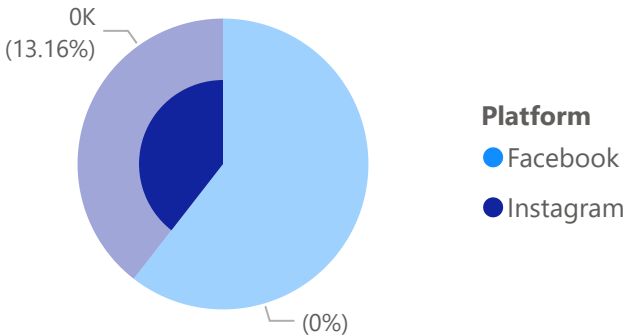
Sum of Clicks

Sum of Conversions by Platform and Campaign

Campaign Back to Sch... Diwali Sale Festive Fre... ▶



Sum of Clicks by Platform



Campaign

- ☐ Back to School
- ☐ Diwali Sale
- ☐ Festive Frenzy
- ☐ New Year Blast
- ☐ Summer Offer

1000

Sum of Cost (\$)

Platform

- ☐ Facebook
- ☐ Instagram