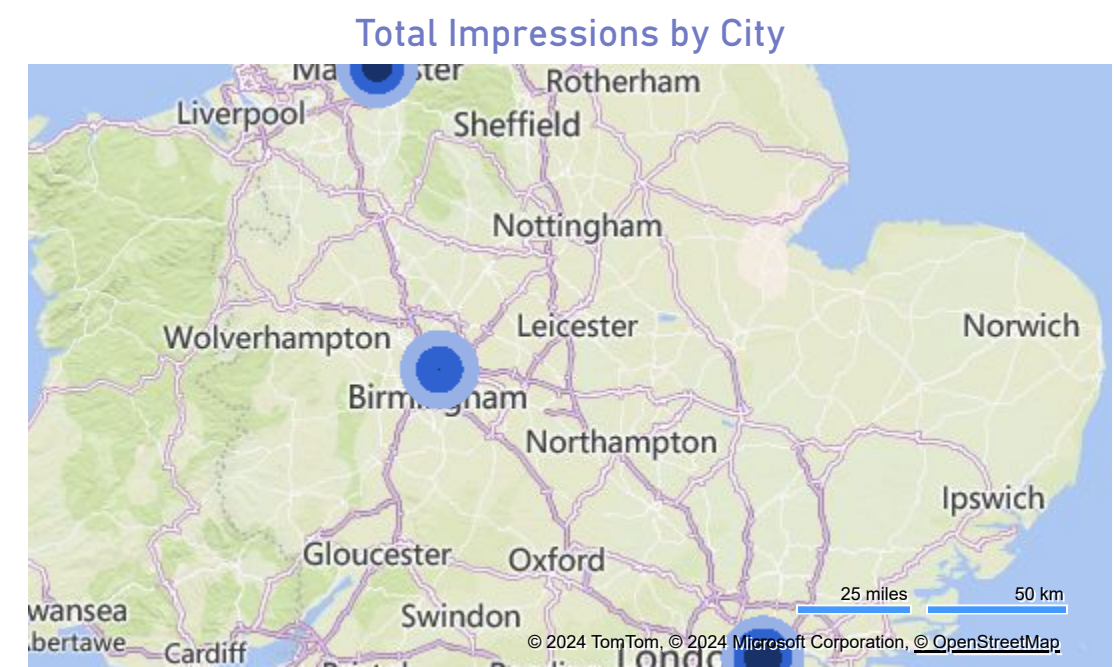
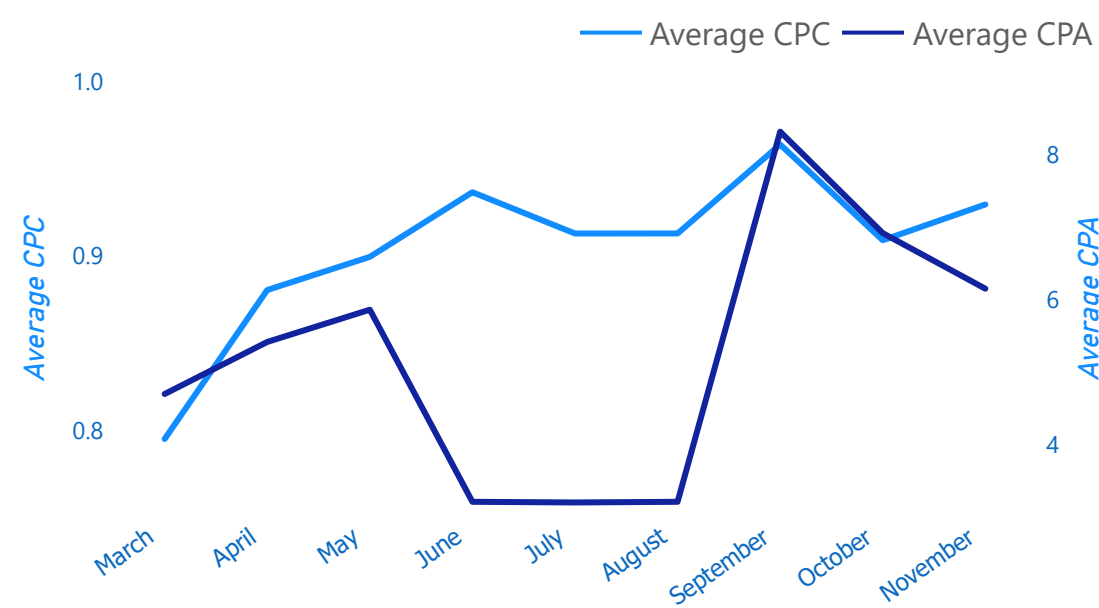
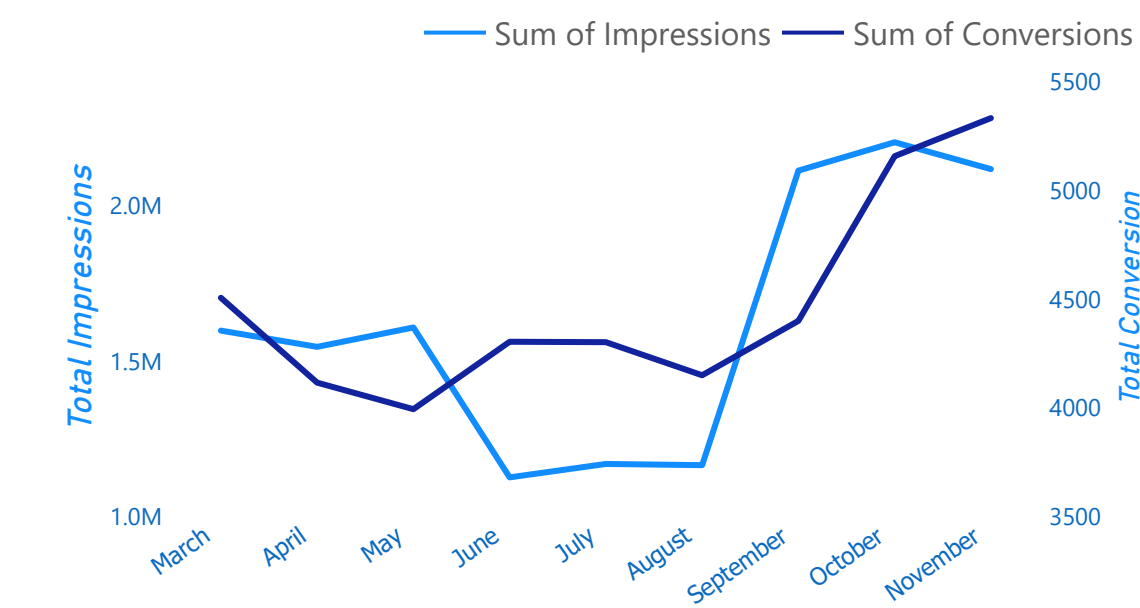
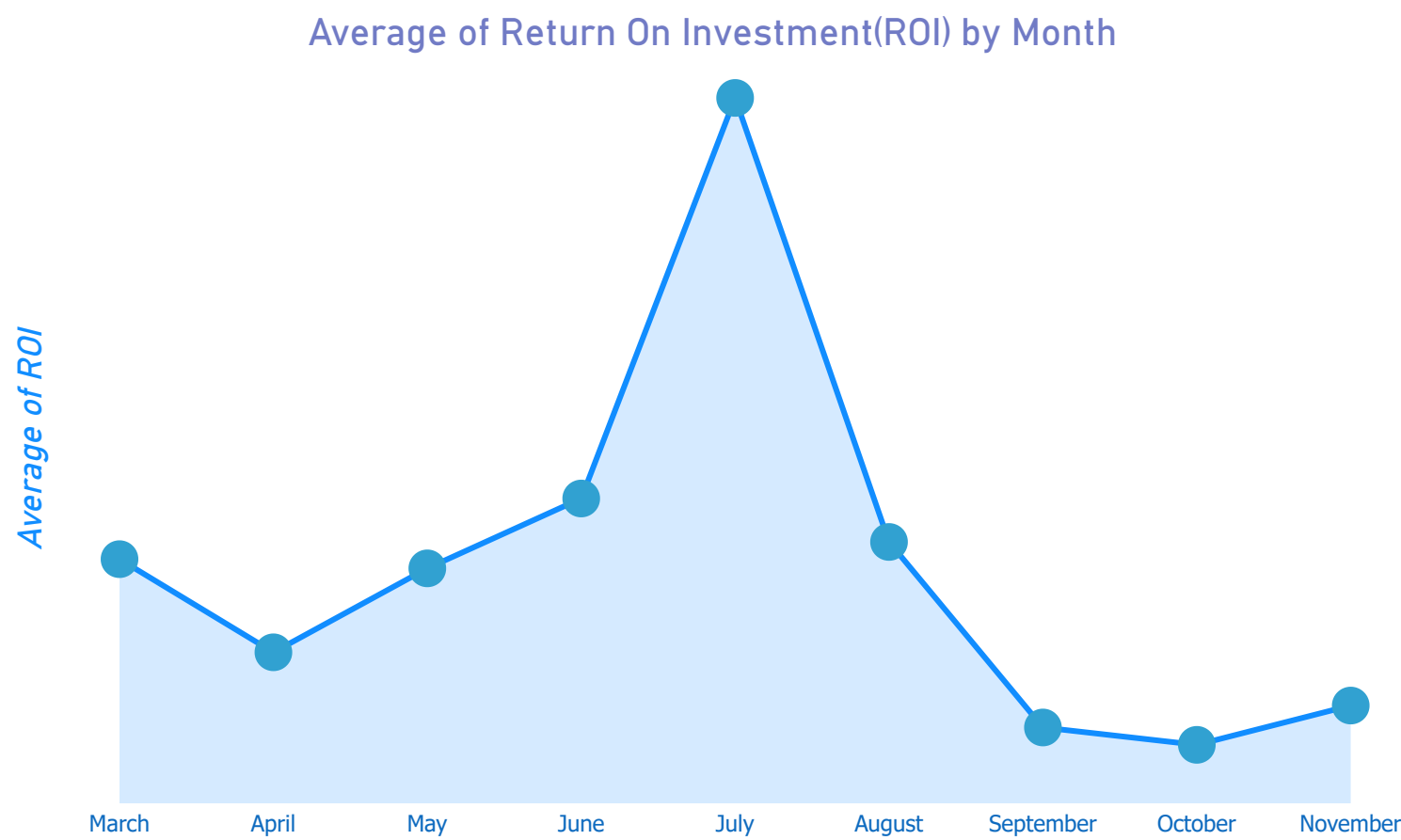
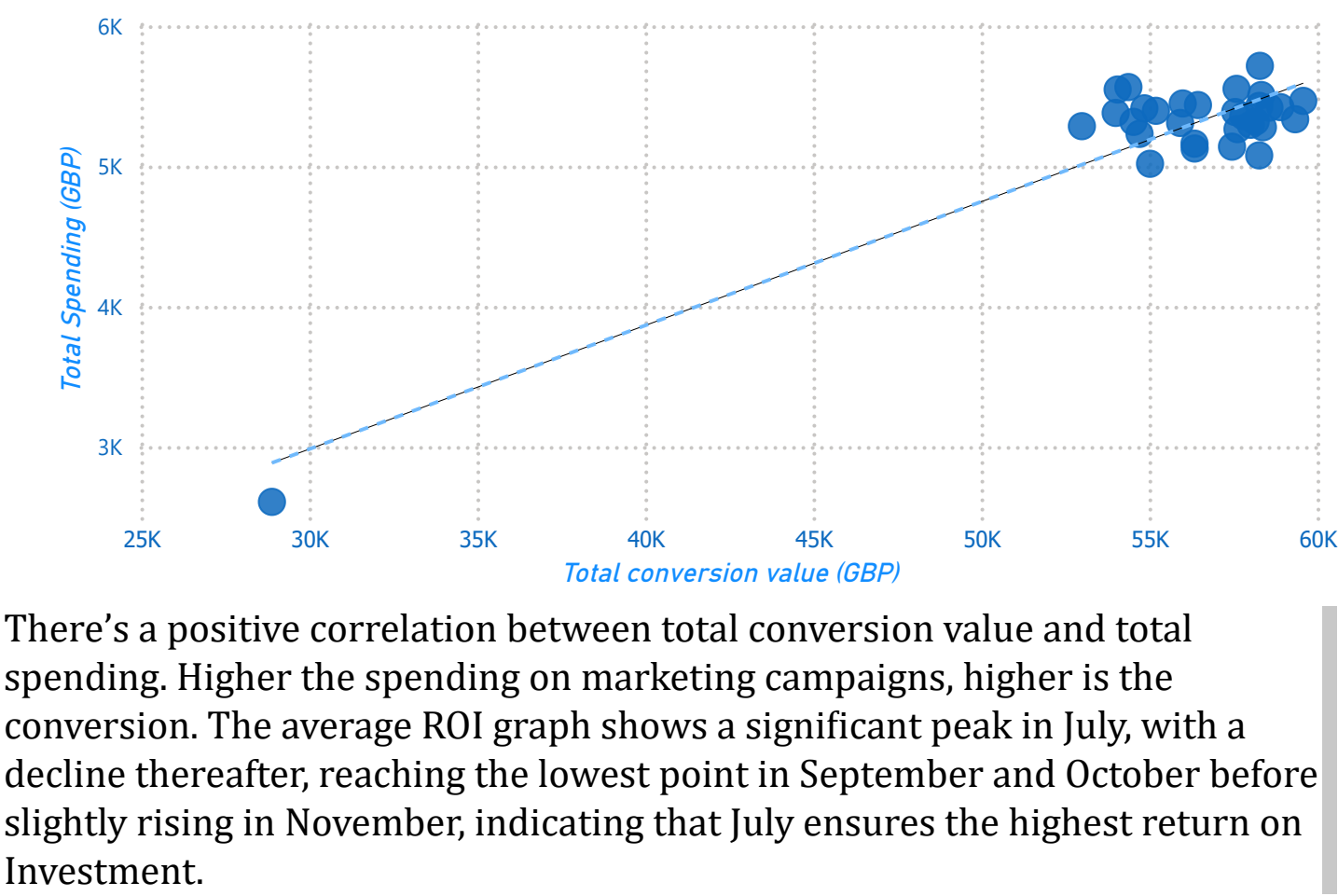


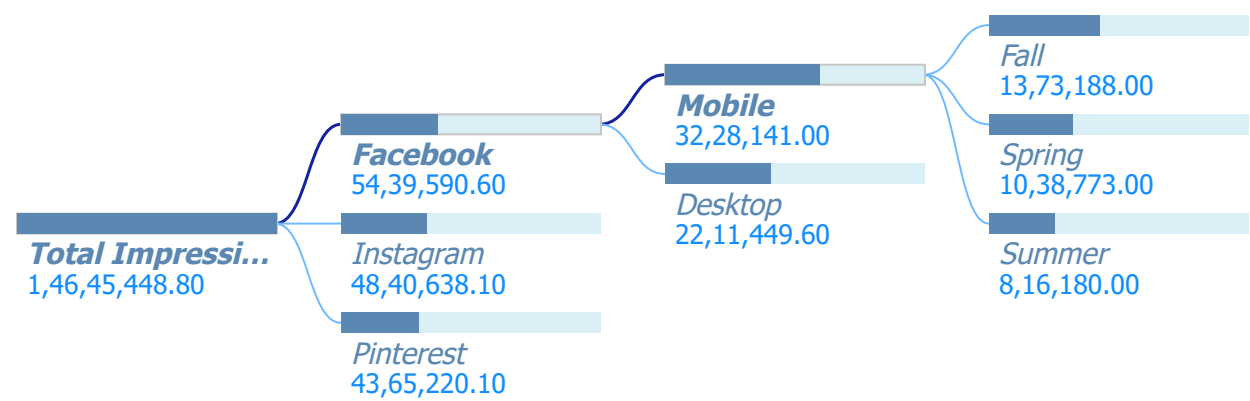
# MARKETING PERFORMANCE & EFFICIENCY DASHBOARD

Select Date

All



Channel × Device × Campaign ×



## Social Network Influence

Facebook accounts for 37% of total impressions, with 59% of those impressions coming from mobile devices. Approximately 42% of Facebook impressions are from the fall campaign. Instagram generates the next highest number of impressions at 33%, followed by Pinterest with 30%.

While most likes and shares are from Facebook, Instagram leads in comments. Despite having the fewest impressions, likes, shares, and comments, Pinterest boasts the highest ROI among the three platforms.

## Content Consumption

Increased spending results in more impressions, leading to a higher conversion rate. CPC fluctuates moderately, peaking in May and October, while CPA remains stable until October, when it spikes before declining in November.

London generates the highest impressions, but most conversions are from Manchester. The fall campaign accounts for 44% of total impressions and conversions, while the spring campaign contributes 32% of impressions.

## Marketing Strategies

Given that Pinterest provides the highest return and has the lowest CPA, investment in Pinterest should be increased. Although most impressions do not convert, the conversion value is higher on Pinterest.

The summer campaign, Birmingham city, and desktop devices yield the highest ROI. Marketing strategies should prioritize these underutilized areas, which currently receive the least spending.