

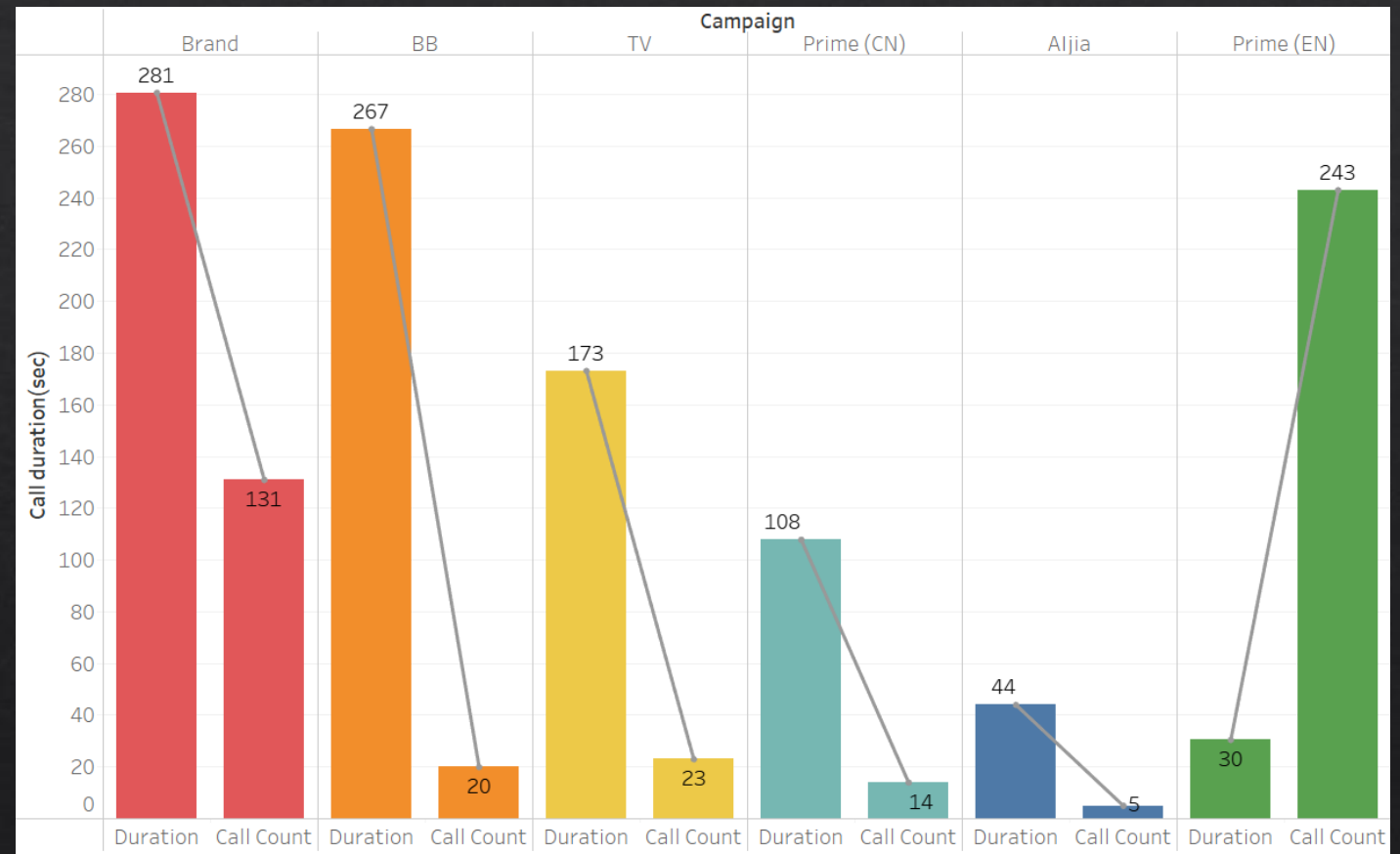
Ads Call Analysis

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Incoming Calls Overview

- Total of 446 calls
- 289 calls last more than 10 seconds
- Prime (EN) has the highest of 243 calls
- Aijia has lowest of only 5 calls
- Prime (EN) has highest calls but shortest call duration



Incoming Calls Overview

Campaign	Duration(min)	Count
Wishare - Search - Brand	5.95	103
Wishare - Search - BB	5.55	16
Wishare - Search - TV	3.69	18
Wishare - Search - Prime (CN)	2.52	10
Wishare - Search - AIjia	0.73	5
Wishare - Search - Prime (EN)	0.64	194

Among the received calls:

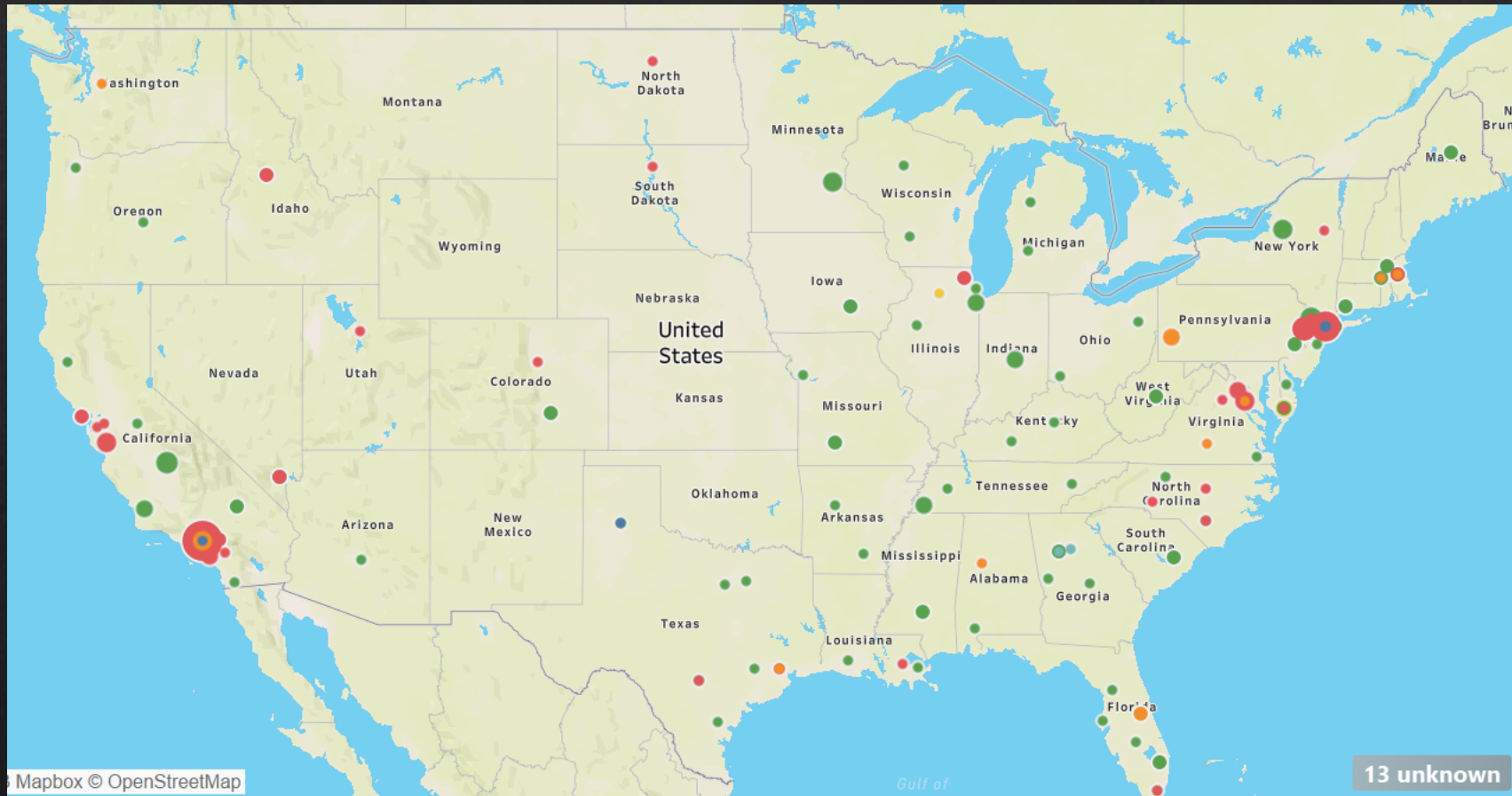
- Brand campaign has the best effectiveness
- As it has the highest average call duration. Also has the second highest 103 calls.
- BB doesn't receive much calls, but has second highest average call duration.

Caller phone number	Campaign	Average Duration(min)	Repetitive Call Count
+1 908-333-7758	Wishare - Search - Brand	5.4	6
+1 646-937-1036	Wishare - Search - TV	4.61	5
+1 410-977-7412	Wishare - Search - TV	4.87	4
+1 315-880-6243	Wishare - Search - Prime (EN)	0.78	4
+1 412-929-1913	Wishare - Search - BB	6.79	3
+1 559-975-7147	Wishare - Search - Prime (EN)	1.27	3
+1 571-340-8260	Wishare - Search - Brand	6.27	3
+1 973-573-6921	Wishare - Search - Prime (EN)	1.07	3
+1 901-513-0566	Wishare - Search - Prime (EN)	1.28	3
+1 617-383-1140	Wishare - Search - Brand	0.86	2

Among all incoming calls:

- Total of 32 people made more than one call.
- One of them has 6 calls
- Suggest follow-up with this potential customer.

Caller Distribution



Caller Distribution

Caller area code	Caller area	count
626	LA	25
917	NYC	14
646	NYC	11
718	NYC	7
347	NYC	7
408	San Jose	6
908	NJ	6
410	Eastern Maryland	6
571	Northern Virginia	6
617	Boston	5

Among all incoming calls:

- Los Angeles has the highest call counts
- Following by NYC and NJ, with total of 45 calls
- Potential users from Los Angeles seems have most interest in Brand
- Prime (EN) received most calls from Bay Area
- TV and BB have most calls from NYC and Los Angeles
- Not enough information for Aijia and Prime (CN)

Campaign	Caller area code	Caller area	callcount
Wishare - Search - Brand	626	LA	18
Wishare - Search - Prime (EN)	559	Fresno (一个近湾区的county)	5
Wishare - Search - TV	646	NYC	5
Wishare - Search - BB	626	LA	4
Wishare - Search - Aijia	806	Northern Texas	1
Wishare - Search - Prime (CN)	646	NYC	1