

MARKETING ANALYTICS DASHBOARD

AVERAGE ROI

5.00

AVERAGE CONVERSION RATE

0.08

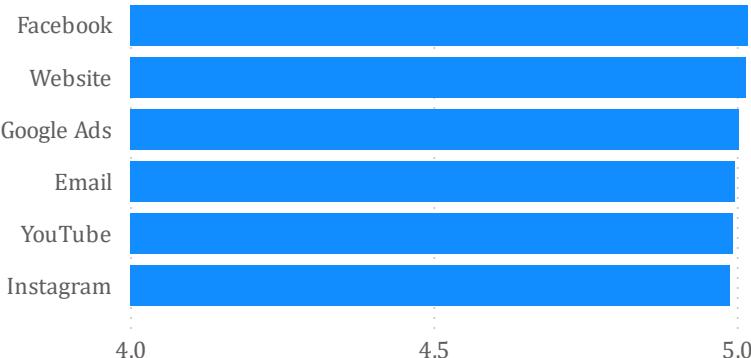
AVERAGE CPC

32.01

TOTAL ACQUISITION COST

3bn

Average ROI by Channel



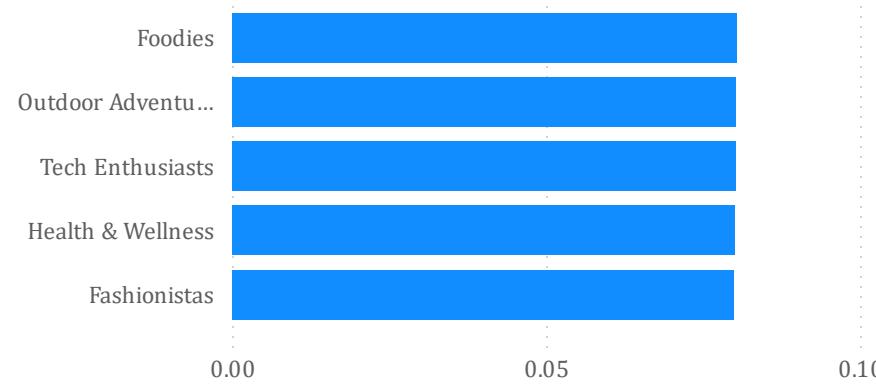
Location based ROI, CPC, Conversion Rate

Location	Average of ROI	Average of CPC	Average of Conversion_Rate
Chicago	5.00	32.06	0.08
Houston	5.01	31.83	0.08
Los Angeles	5.01	32.08	0.08
Miami	5.01	32.15	0.08
New York	4.98	31.92	0.08
Total	5.00	32.01	0.08

Average ROI by Campaign Type



Average Conversion Rate by Customer Segment



Cost Efficiency: CPC vs ROI

