

Target_Audi...

B2BB2C

50M

Total Budget

518M

Total Revenue

0.54

Average ROI

999

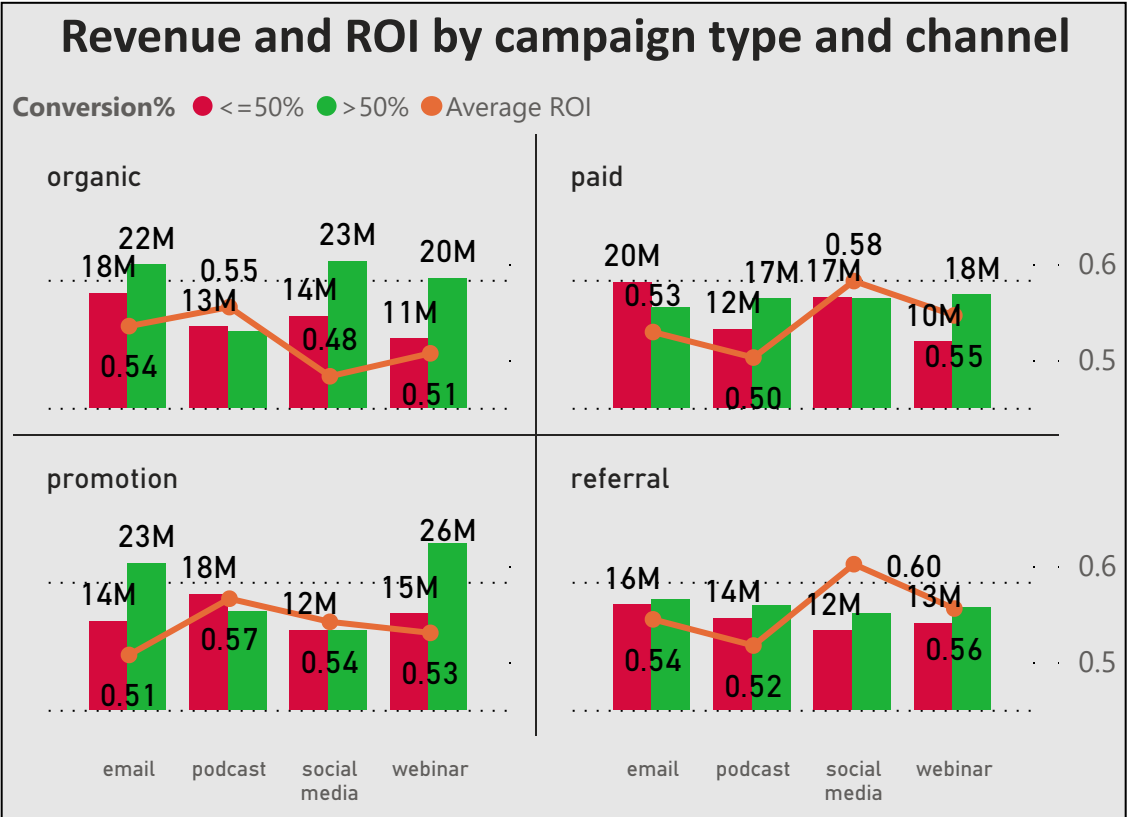
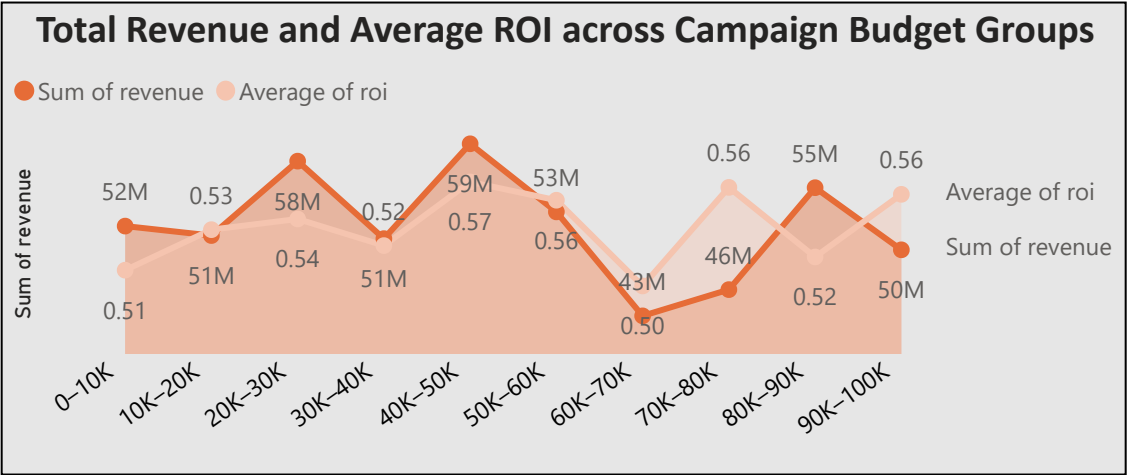
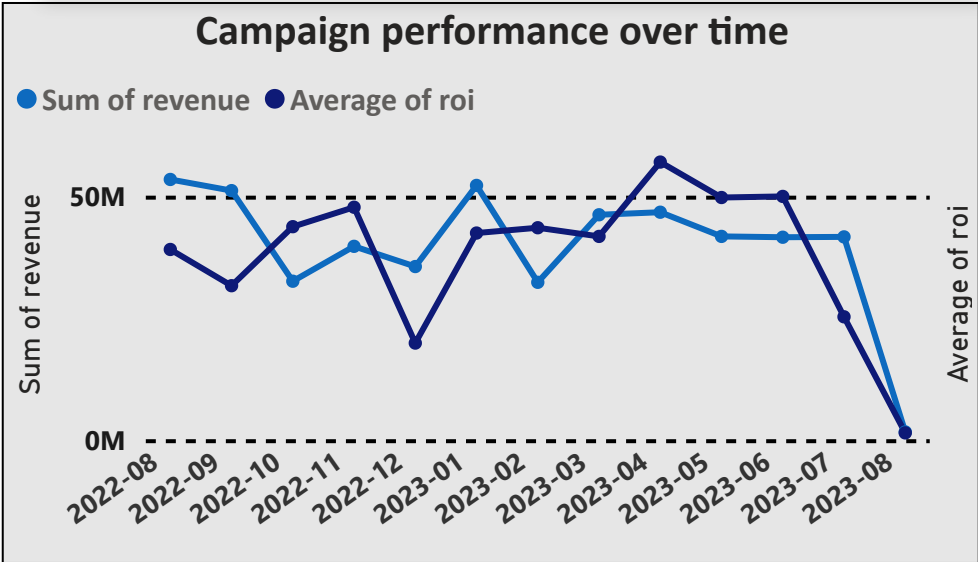
Total Campaign

Start Date

02-08-2022

01-08-2023

Campaign	Campaign Duration	Type	Target_Audience
Adaptive 24/7 open architecture	364	email	B2B
Adaptive clear-thinking methodology	310	social media	B2C
Adaptive empowering contingency	343	webinar	B2B
Adaptive needs-based initiative	398	email	B2C
Adaptive well-modulated extranet	264	social media	B2C
Advanced clear-thinking Graphical User Interface	484	webinar	B2C
Advanced client-driven matrix	358	social media	B2B
Advanced multi-state portal	381	webinar	B2C
Advanced optimizing portal	199	email	B2B



Key influencers

Top segments

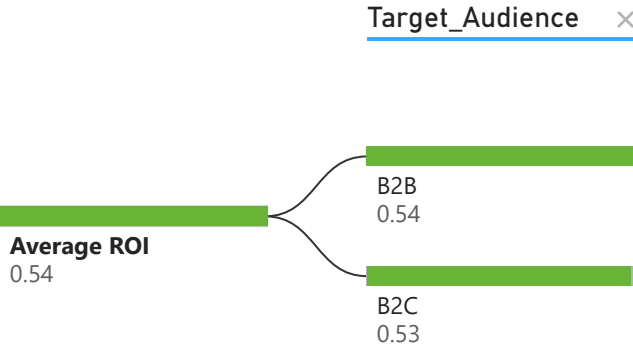
What influences conversion_rate to ?

When... ..the average of conversion_rate increases by

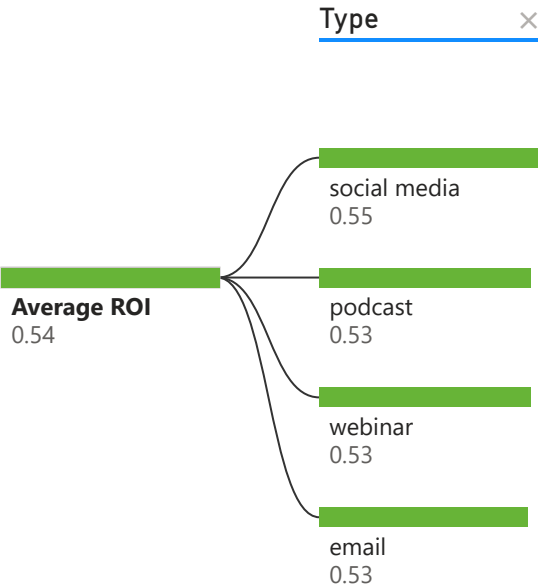
Total Revenue goes up 286234.72

0.97%

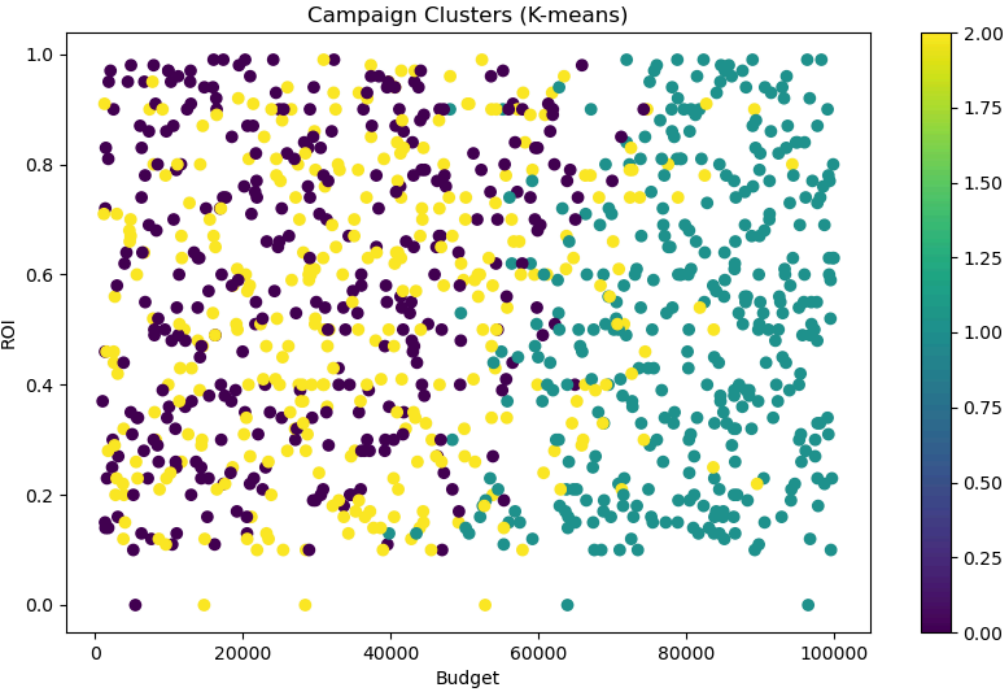
"Which Campaign Elements Influence ROI per Audience?"



"ROI Decomposition by Marketing Campaign Type"



Campaign Performance Clusters Using K-means



"Analyzing ROI Variance Across Campaign Channel"

