

Advertising Campaign Performance Analytics Dashboard

Performance & Distribution Insights

13M

Total Sales

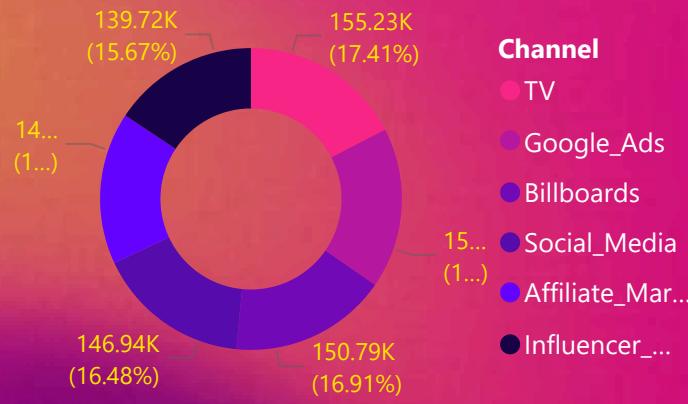
891.75K

Total Ad Spend

Advertising Spend by Channel



Advertising Spend Distribution by Channel



Filter by Advertising Channel

- Affiliate_Marketing
- Billboards
- Google_Ads
- Influencer_Marketing
- Social_Media

Filter by Ad Spend Range

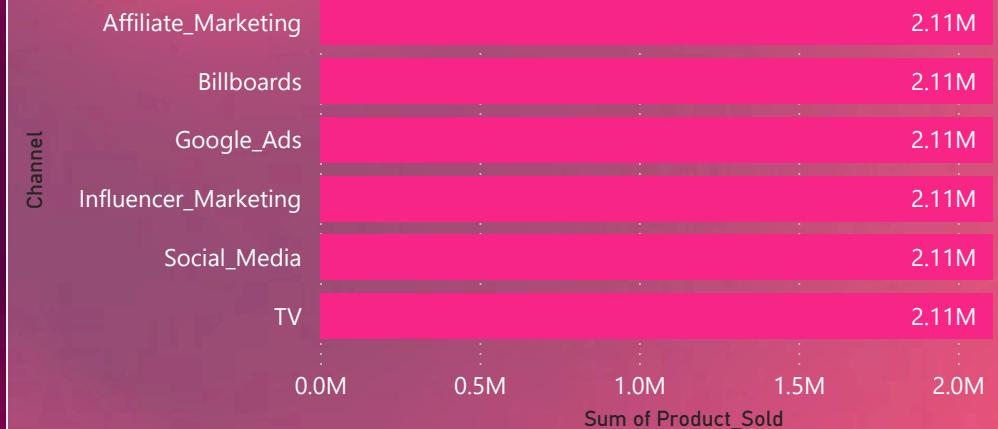
0.77 999.83



Channel-wise Performance Summary

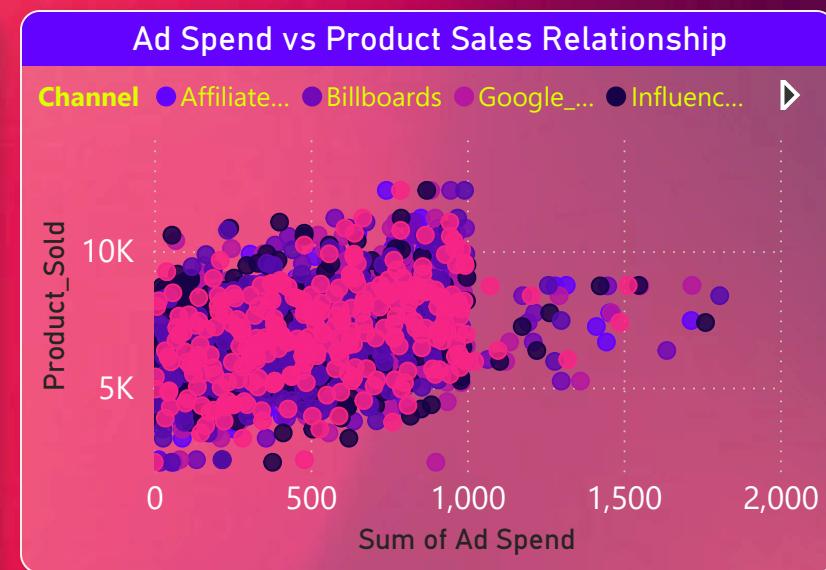
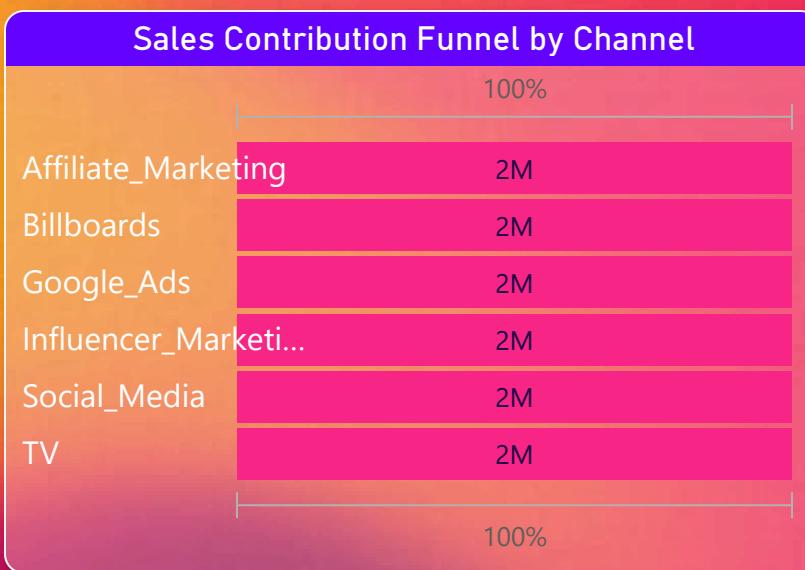
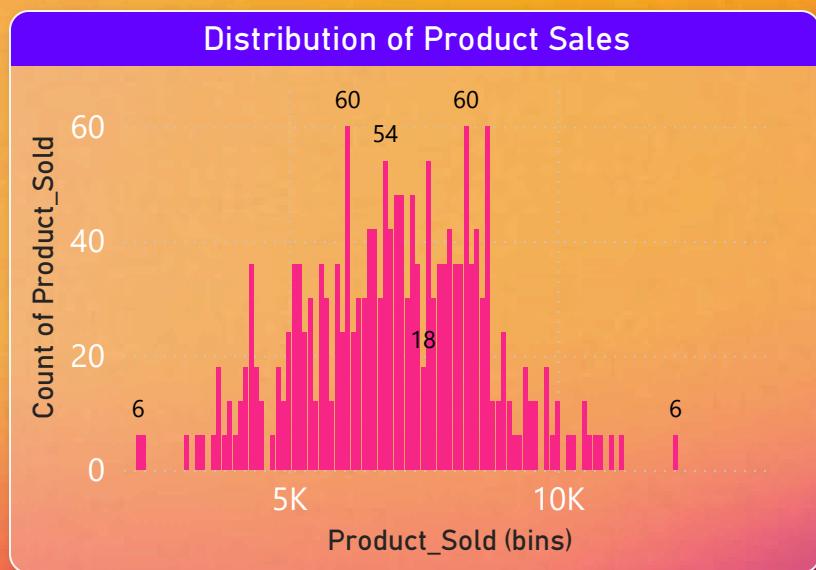
Channel	Sum of Ad Spend	Sum of Product_Sold
TV	155,229.30	2109457
Social_Media	146,940.03	2109457
Influencer_Marketing	139,719.77	2109457
Google_Ads	153,733.24	2109457
Billboards	150,793.48	2109457
Affiliate_Marketing	145,329.19	2109457
Total	891,745.01	12656742

Products Sold by Advertising Channel



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Performance & Distribution Insights

[Campaign Overview](#)

Channel Performance Heatmap

Channel	Sum of Ad Spend	Sum of Product_Sold	Sales Efficiency
Affiliate_Marketing	145,329.19	2109457	14.52
Billboards	150,793.48	2109457	13.99
Google_Ads	153,733.24	2109457	13.72
Influencer_Marketing	139,719.77	2109457	15.10
Social_Media	146,940.03	2109457	14.36
TV	155,229.30	2109457	13.59
Total	891,745.01	12656742	14.19

