

SOCIAL MEDIA CAMPAIGN PERFORMANCE DASHBOARD

impressions
78,513,588

clicks
11,674

CTR
0

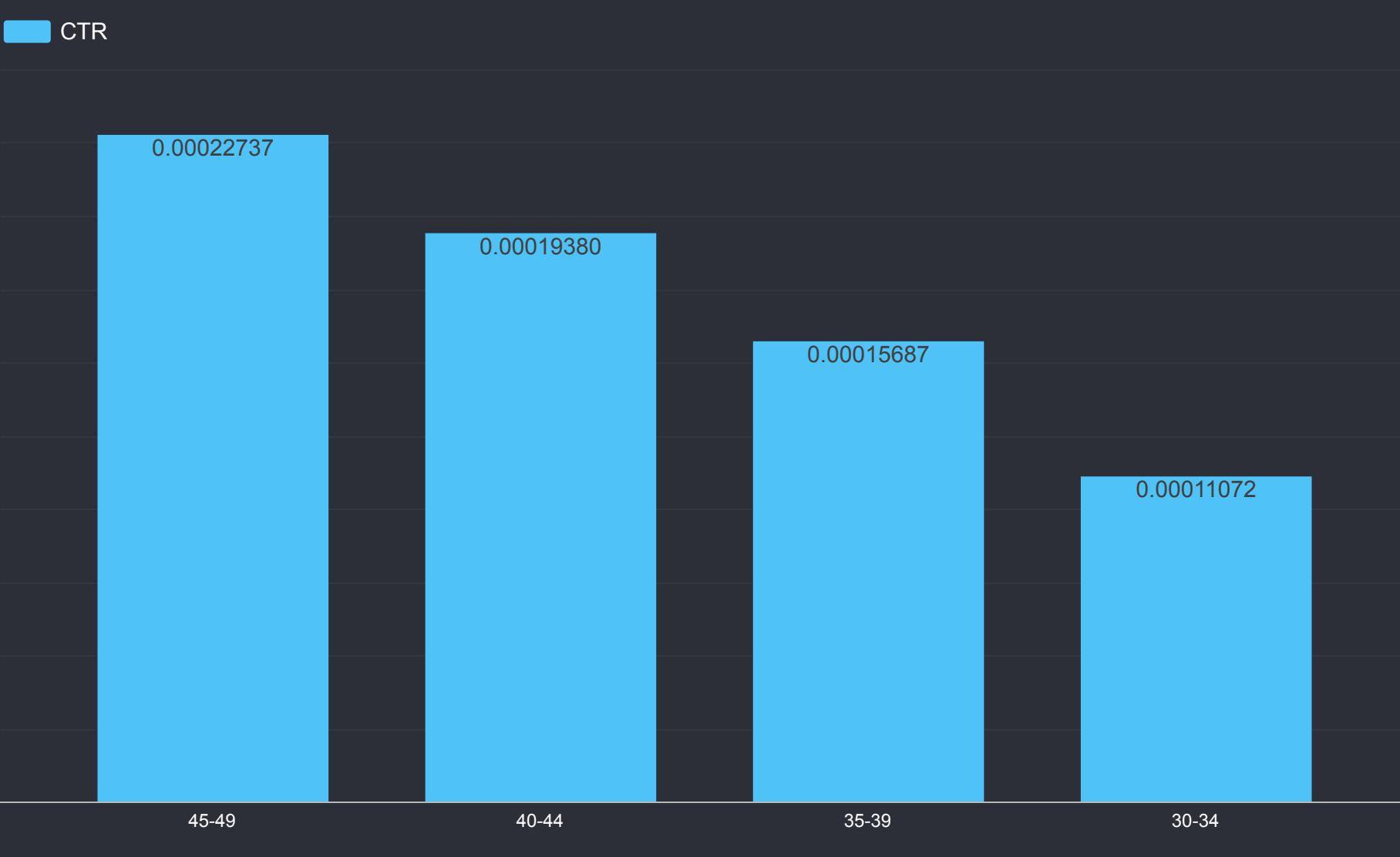
spent
19,620.24

CPC
1.1

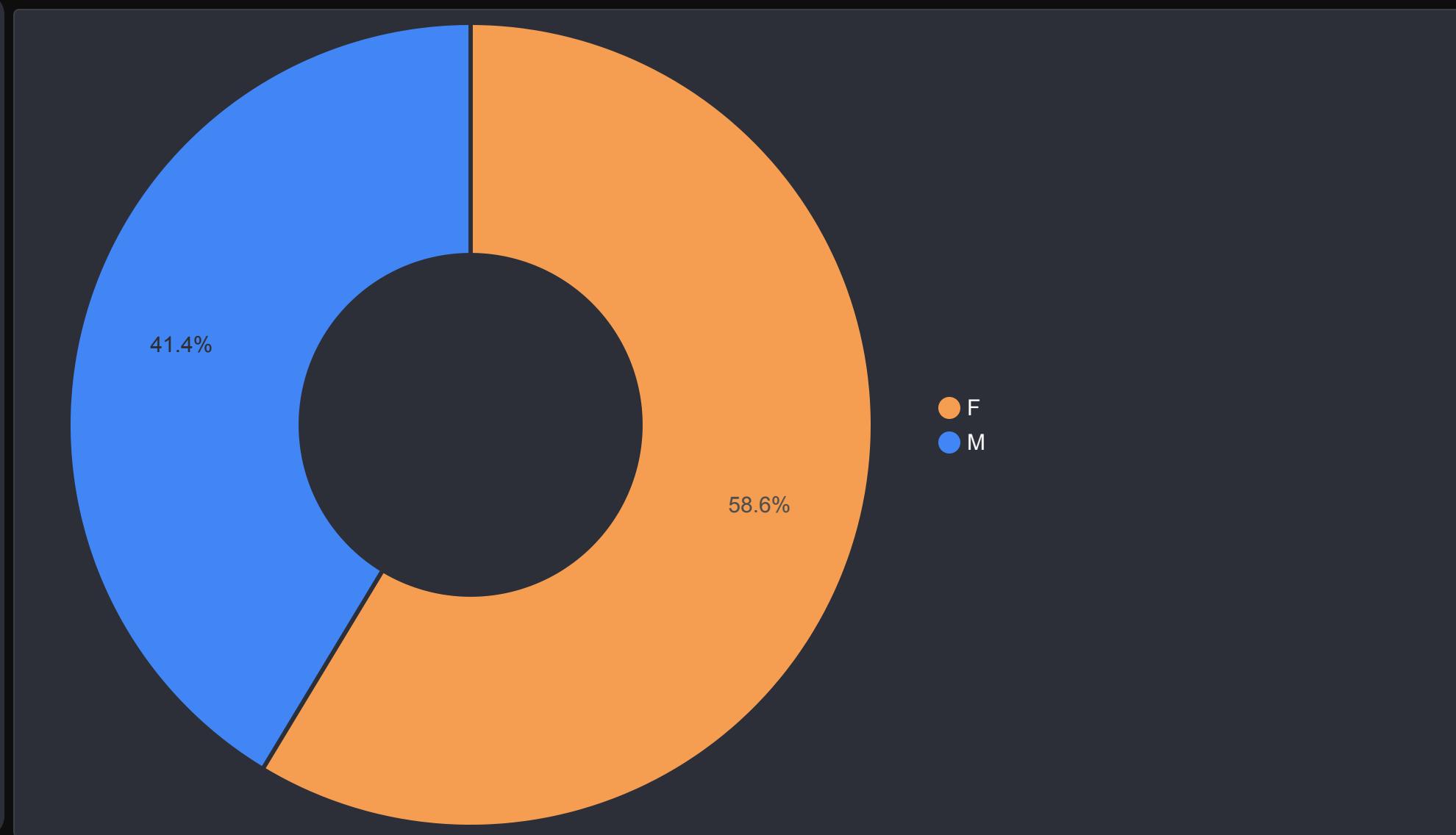
CPM
0.22

conversion_rate
0.3

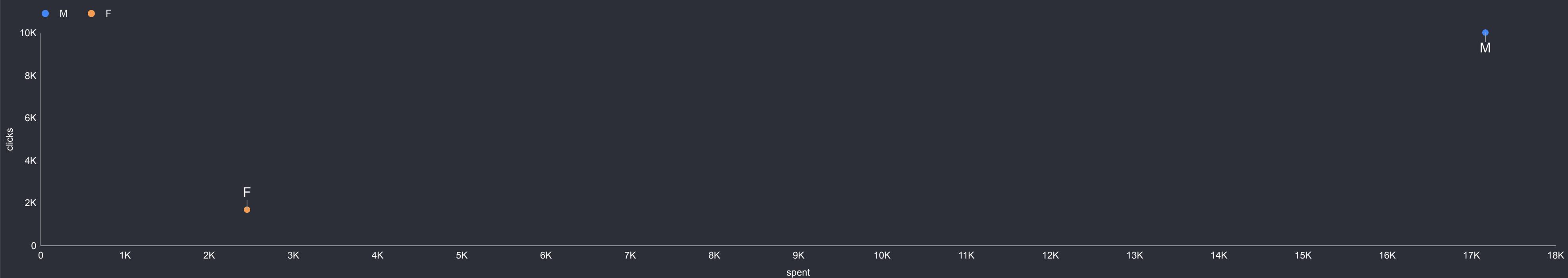
CTR by age



Gender by CTR



Distribution of spent by clicks



Conversions by Interest 1

	interest1	total_conversion
1.	16	268
2.	10	180
3.	29	165
4.	15	140
5.	28	99

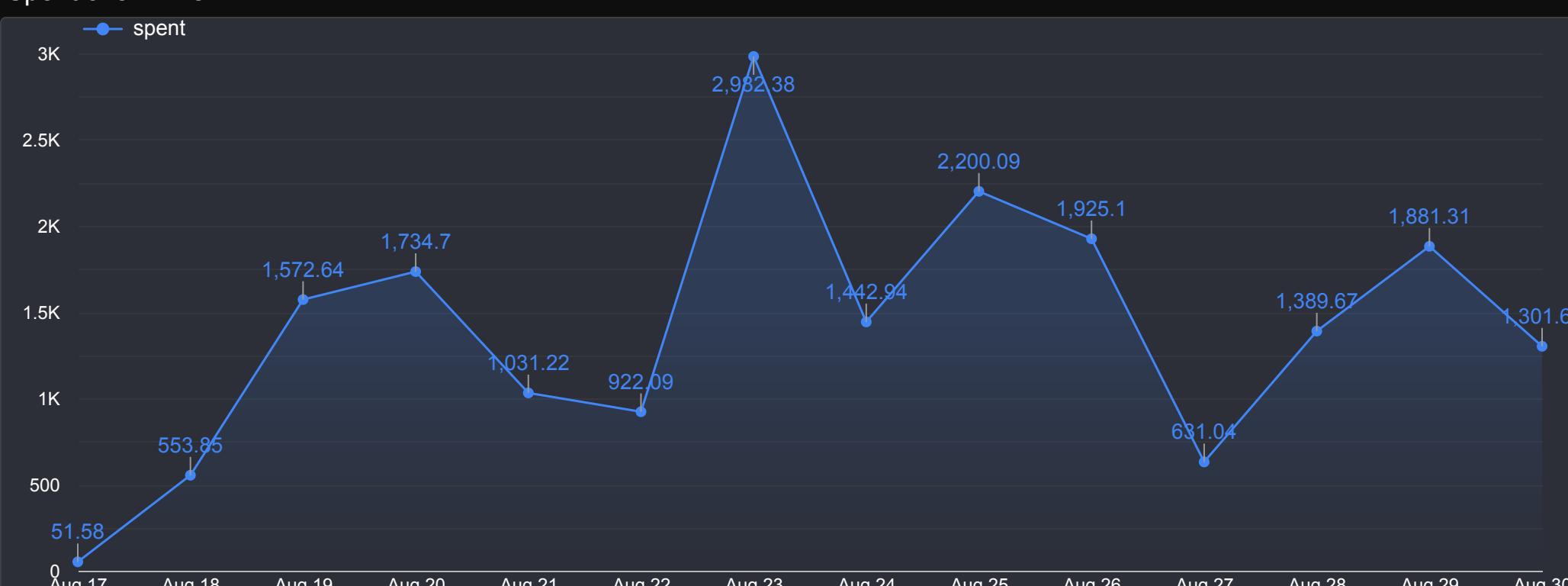
Conversions by Interest 2

	interest2	total_conversion
1.	20	178
2.	29	87
3.	32	81
4.	21	77
5.	18	68

Conversions by Interest 3

	interest3	total_conversion
1.	33	112
2.	17	106
3.	22	103
4.	20	97
5.	31	96

Spent over Time



conversion_rate by campaign_id

