

SOCIAL MEDIA CAMPAIGN PERFORMANCE DASHBOARD

KPI- Impression

Total Impressions: 78,513,588

KPI-Clicks

Total Clicks: 11,674

KPI- CTR

Average CTR: 0.0154%

KPI - Spent

Total Spent: 19,620

KPI- CPM

Average CPM: 0.2231

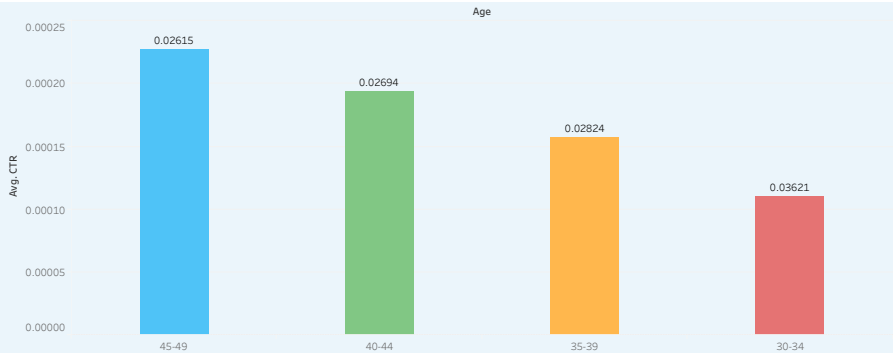
KPI - CPC

Average CPC: 1.103

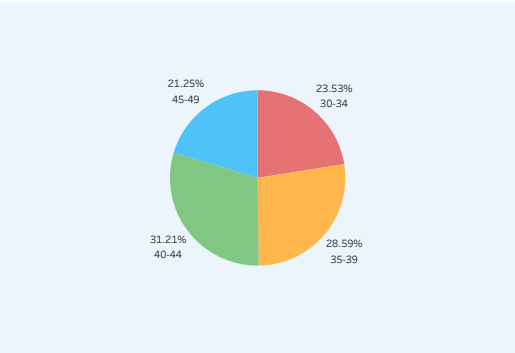
KPI - Conversion Rate

Average Conversion Rate: 0.3045

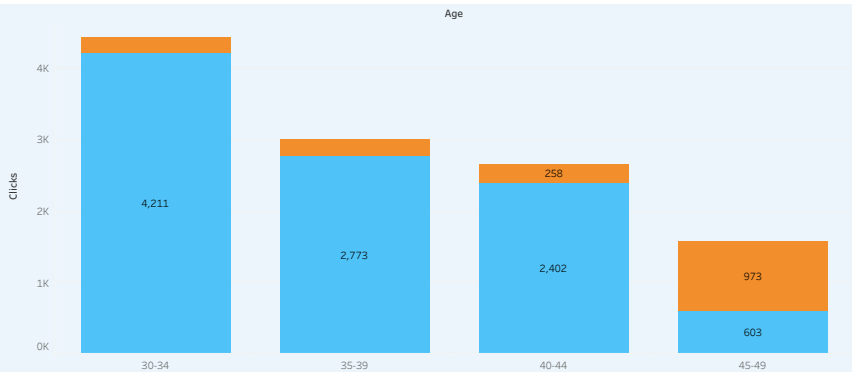
CTR by Age Group (Average)



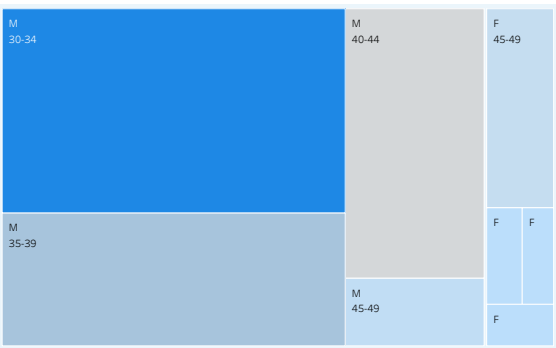
Spend Share by Age



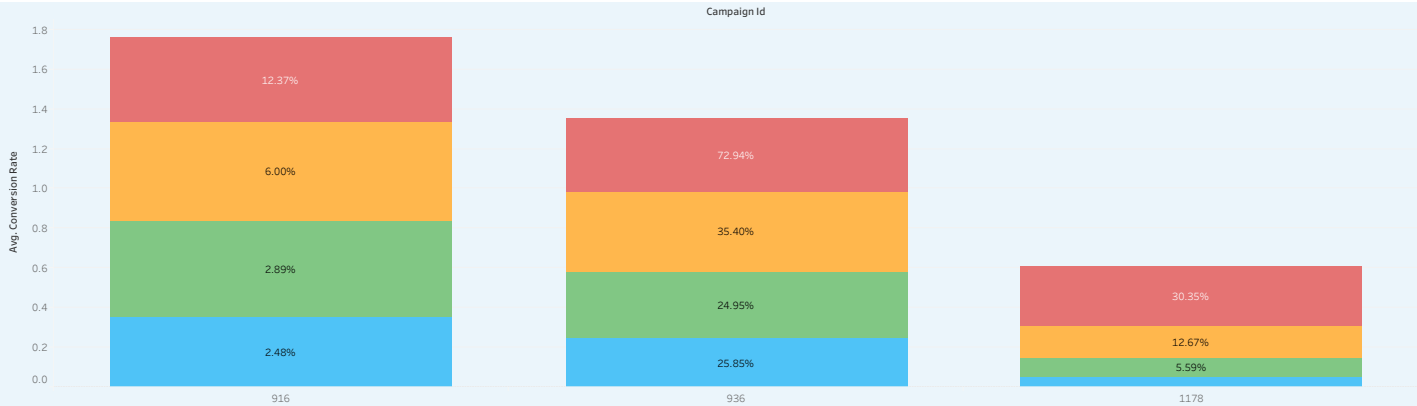
Clicks by Gender by Age



Spend Distribution by Age and Gender



CR by Campaign



Spend Over Time

