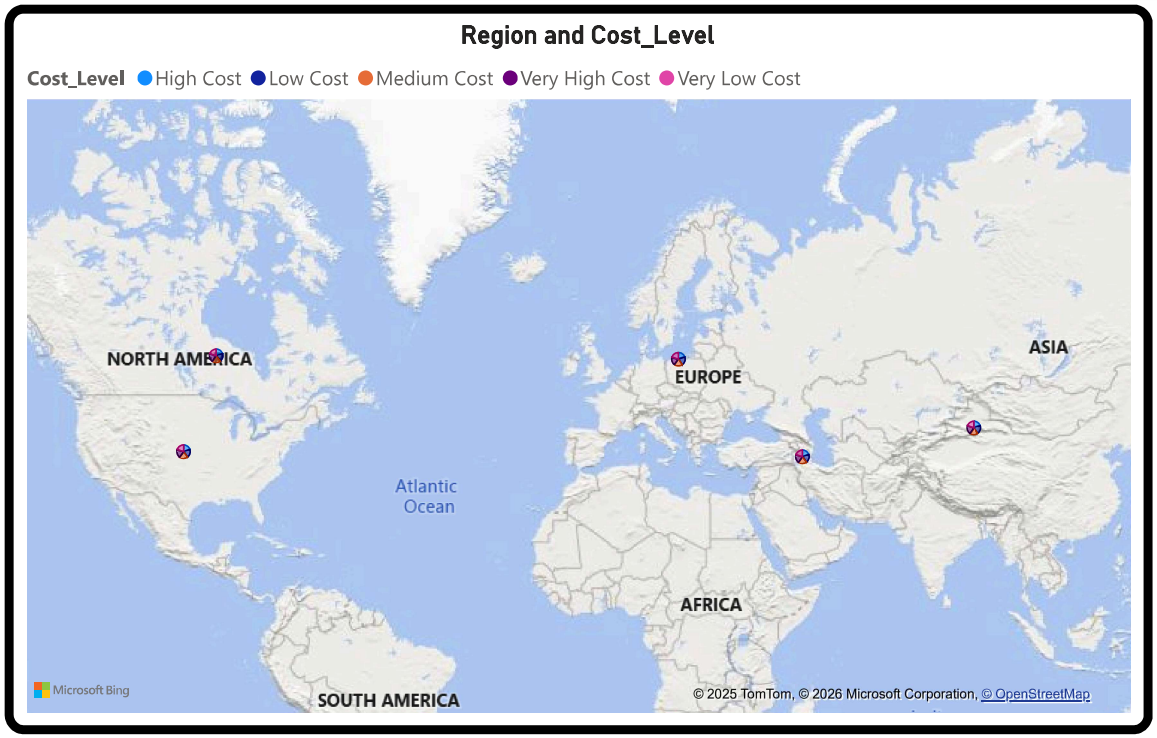
CAMPAIGN PERFORMANCE OVERVIEW DASHBOARD



IMPRESSIONS

985M

Filter by Cost

All

CLICKS

50M

REVENUE

$19.72M

CONVERSIONS

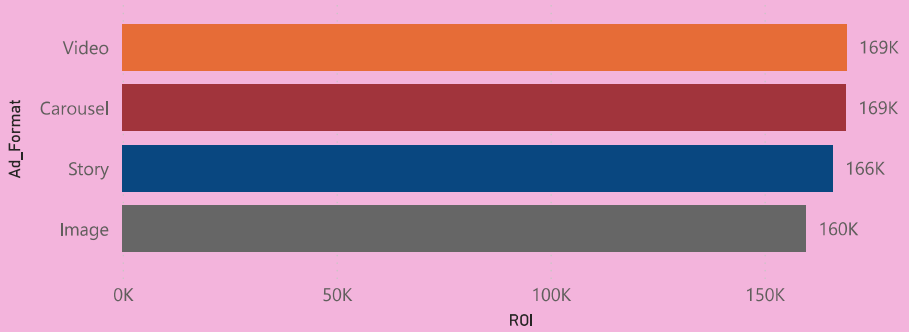
10M

BUDGET

15.73M

PLATFORM & AD PERFORMANCE DASHBOARD

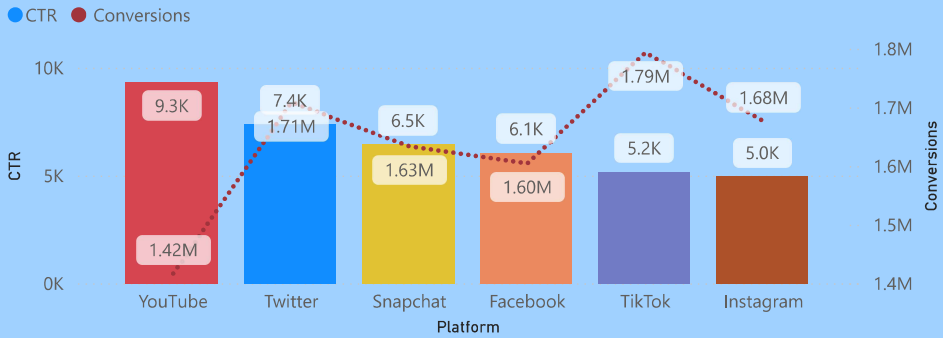
Return on Investment (ROI%) by Ad Format



ROI (%) by Platform and Ad Format

Platform	Carousel	Image	Story	Video	Total
Twitter	26,133.26	37,840.58	31,966.86	30,340.85	1,26,281.55
Facebook	29,229.70	35,774.20	32,249.54	26,942.48	1,24,195.92
Snapchat	21,946.12	26,884.75	38,048.31	36,074.56	1,22,953.74
TikTok	34,983.90	31,005.27	22,201.37	25,490.81	1,13,681.35
YouTube	35,685.74	13,686.94	21,569.05	21,177.20	92,118.93
Instagram	21,136.21	14,602.39	20,005.12	29,250.02	84,993.74
Total	1,69,114.93	1,59,794.13	1,66,040.25	1,69,275.92	6,64,225.23

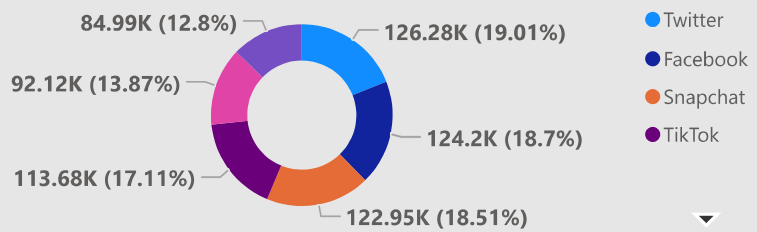
Click-Through Rate (%) and Conversions by Platform



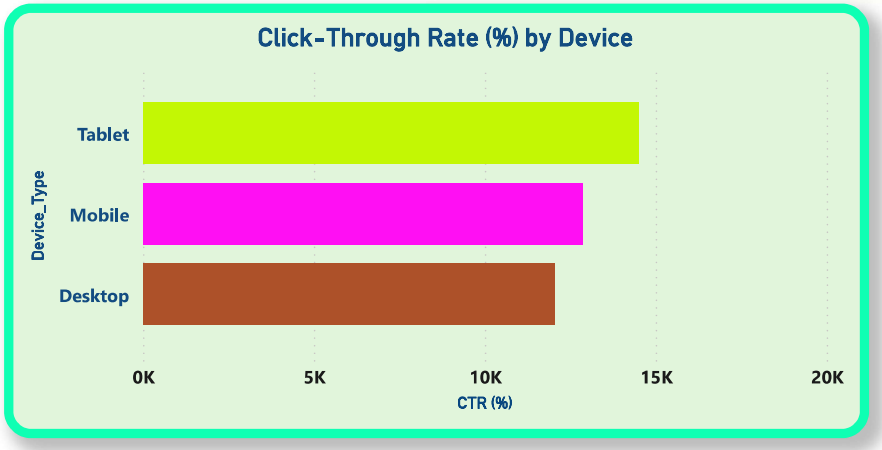
Filter by Platform

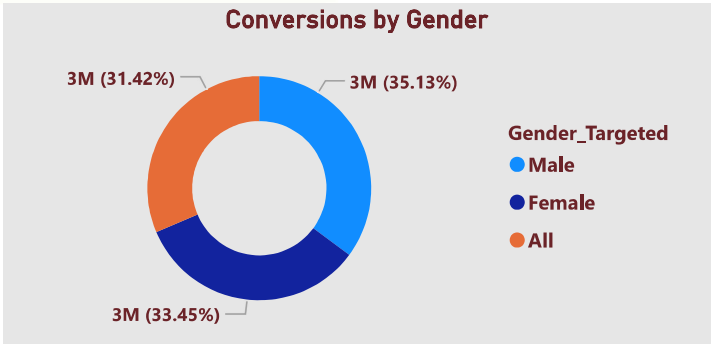
All

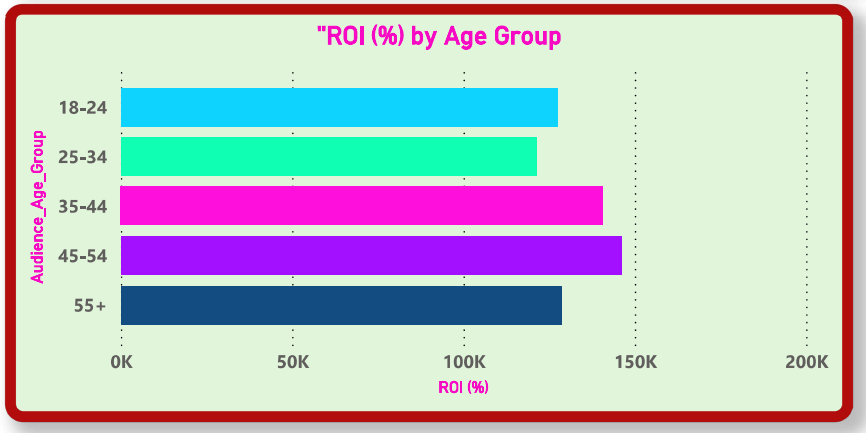
Platform-wise ROI (%) Distribution



AUDIENCE INSIGHTS & DEVICE USAGE ANALYSIS







Filter by Device

All

Filter by Platform

All

Filter by Region

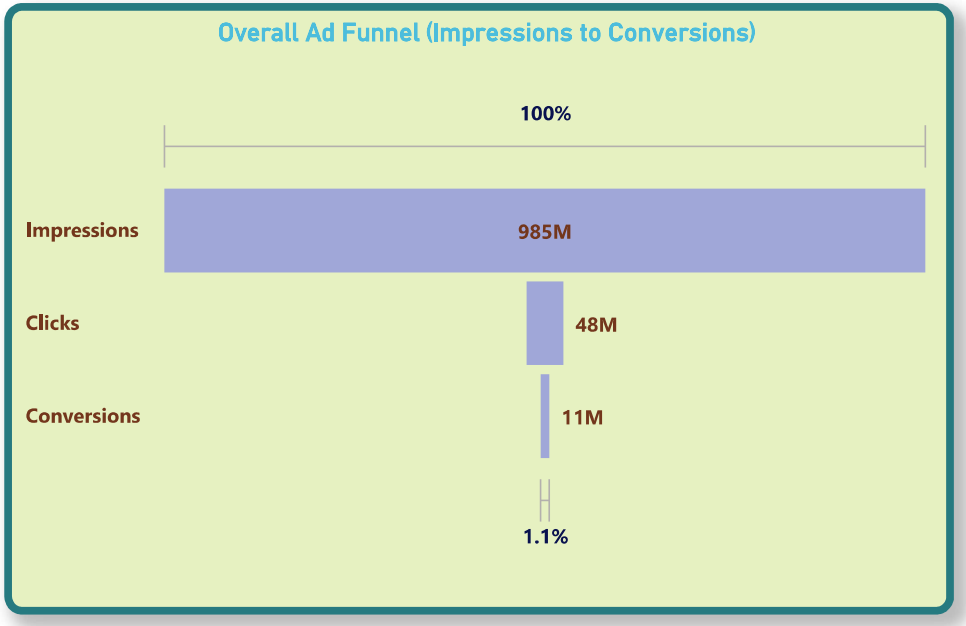
All

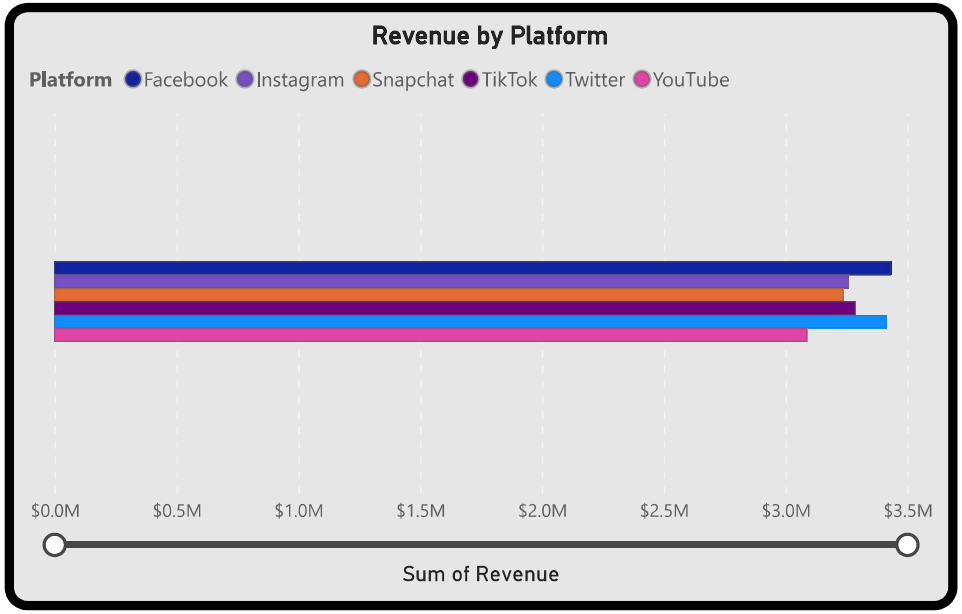
ROI (%) by Age Group and Gender

Audience_Age_Group	All	Female	Male	Total
18-24	42,205.48	37,294.98	47,931.76	1,27,432.22
25-34	31,211.20	46,512.11	43,579.58	1,21,302.89
35-44	37,878.57	42,958.32	59,934.96	1,40,771.85
45-54	56,383.13	36,629.13	53,072.33	1,46,084.59
55+	56,604.98	36,582.11	35,446.59	1,28,633.68
Total	2,24,283.36	1,99,976.65	2,39,965.22	6,64,225.23

CAMPAIGN TYPE & CONTENT CATEGORY INSIGHTS

Total_Campaigns	Top ROI Achieved	Lowest ROI in Campaigns	Average ROI Achieved	Conversion_Rate
2000	14.05K	-97.59	332.11	59.49



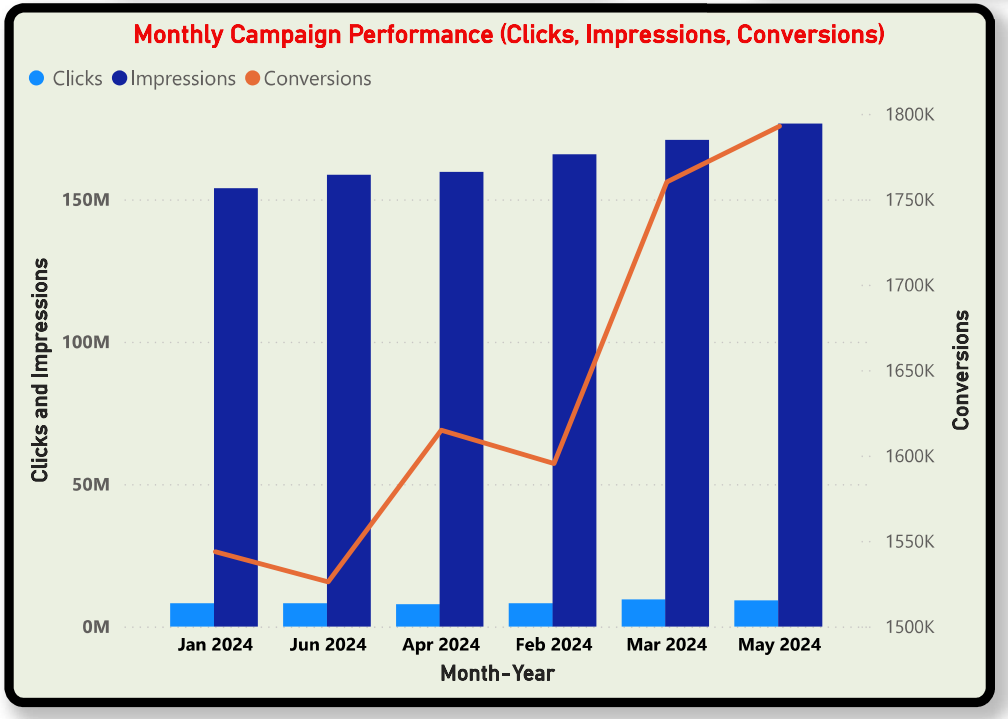


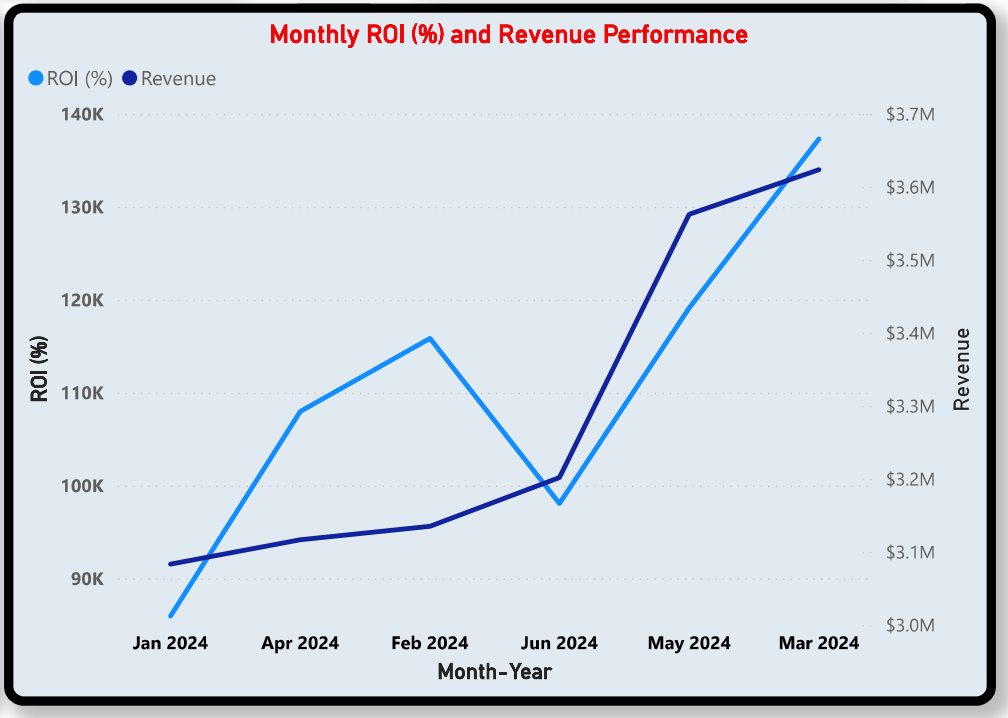
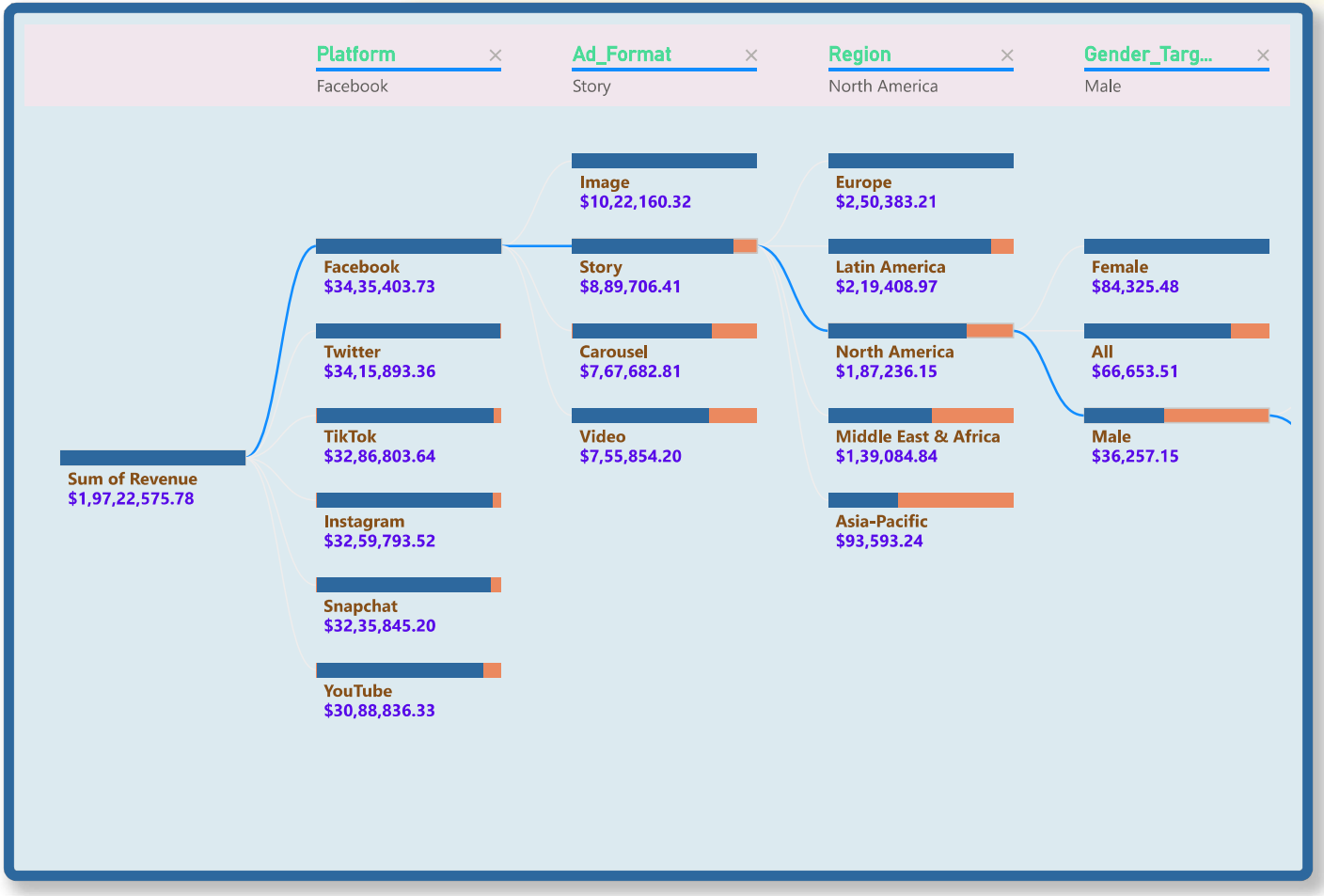
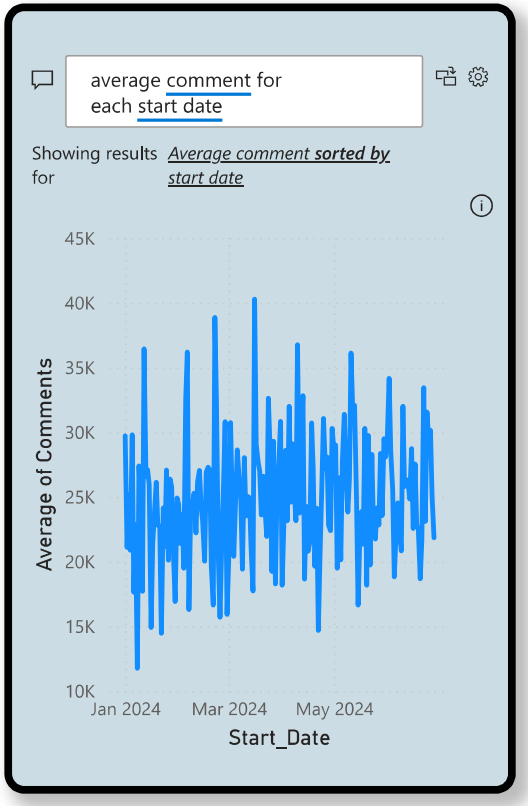
TIME-BASED CAMPAIGN PERFORMANCE ANALYSIS

Date
01-01-2024 28-06-2024

Platform
All

Campaign_Type
All





DECOMPOSITION TREE AND QA ANALYSIS