



Executive Summary

28K

Total Outreach

12.40K

Total applicants

900

Conversion Response

1299

Positive Responses

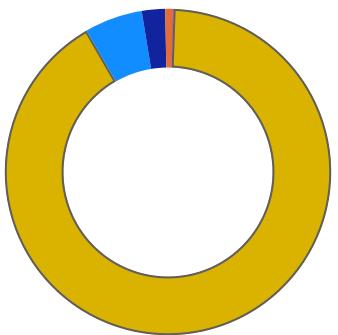
3.23%

Conversion Rate %

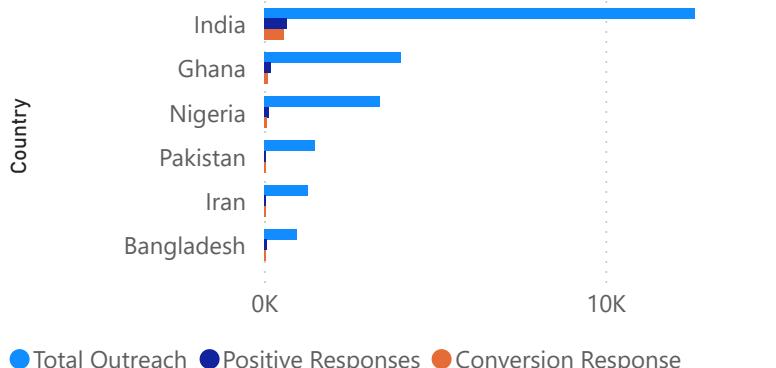
26.9%

Positive Response Rate %

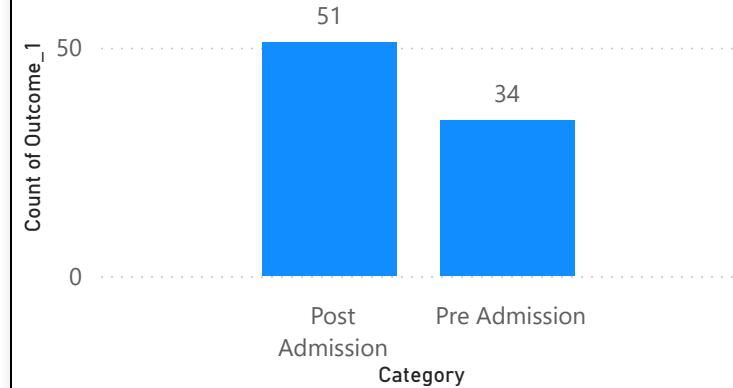
Outcome Effectiveness



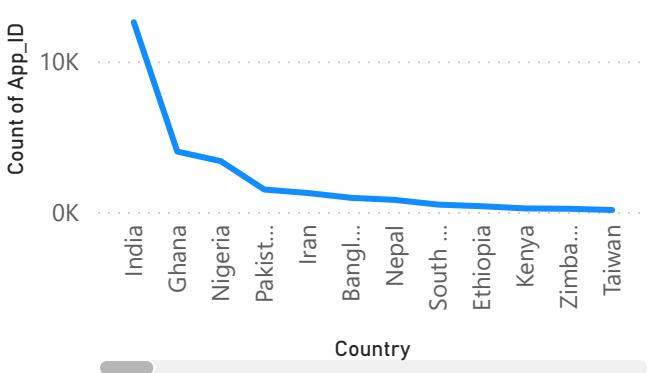
Country-wise Outreach & Positive Responses



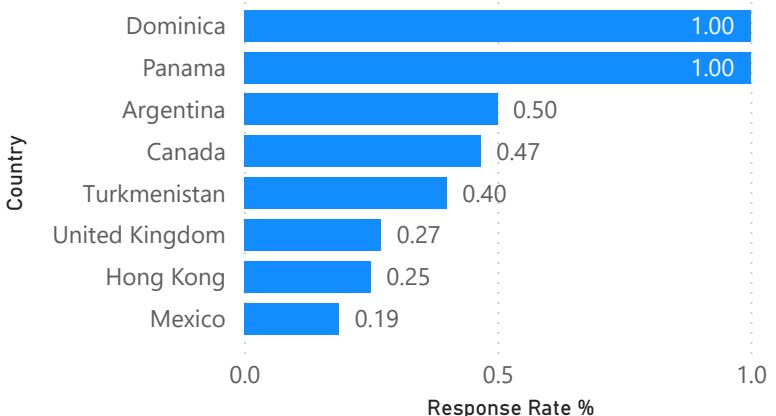
Total Enrolled by Category



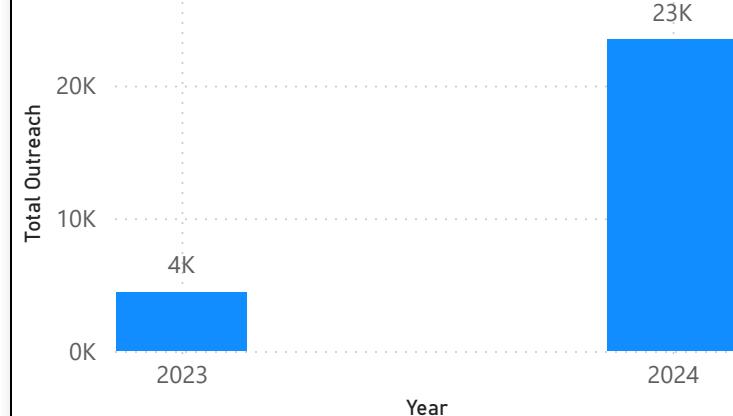
Top Country by Applicants



Response Rate % by Country

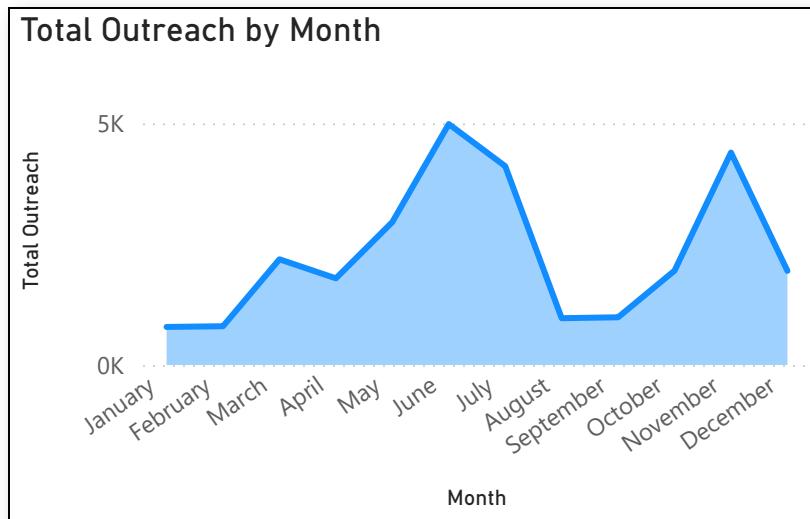


Total Outreach by Year

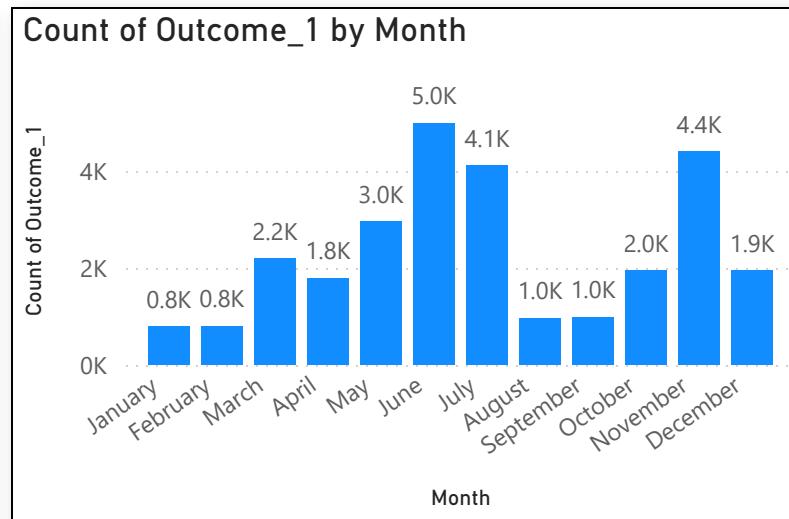


Outreach Trends

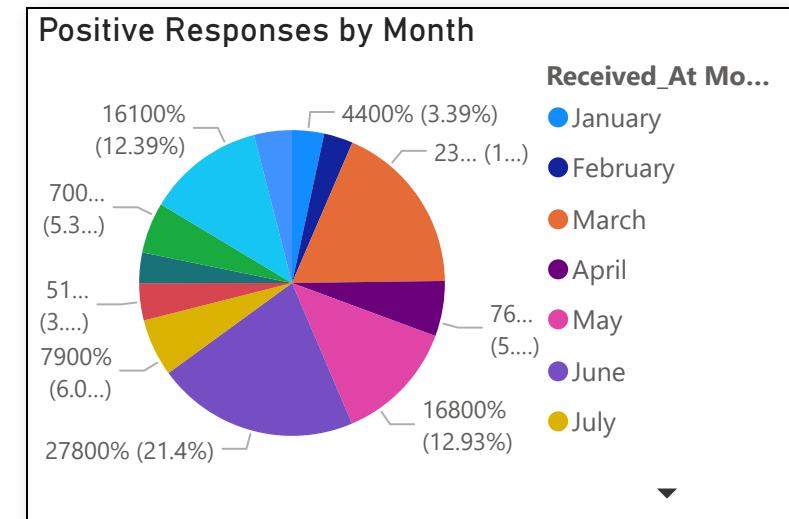
Total Outreach Over Time



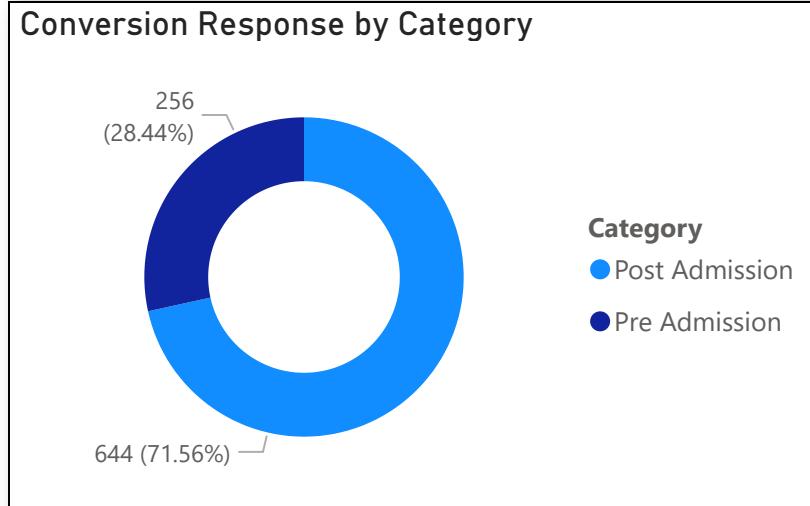
Outcome Distribution by Month



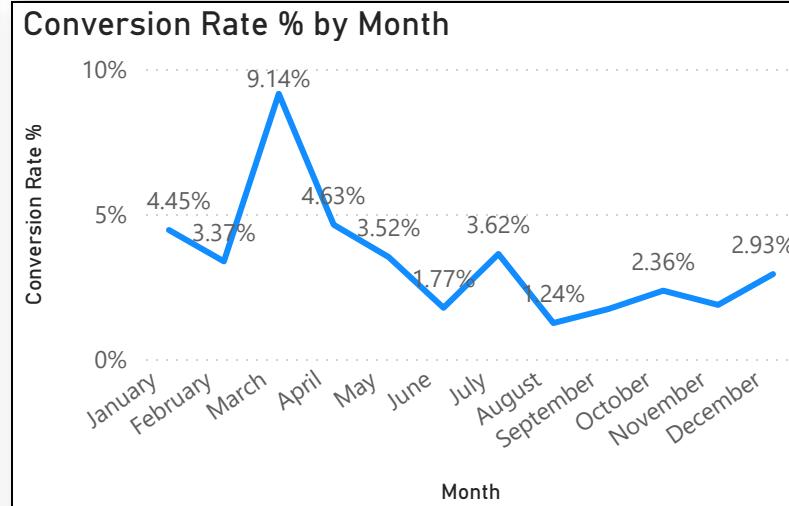
Positive Responses by Month



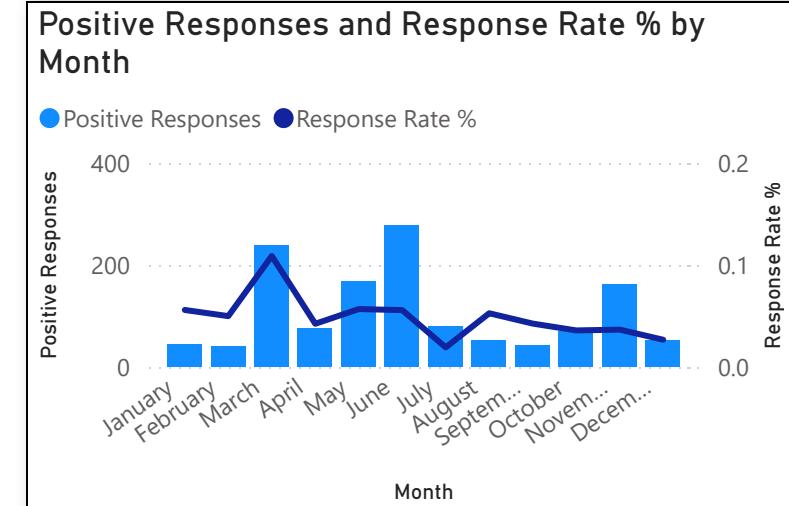
Conversion Response by Category



Conversion Rate % by Month



Positive Responses and Response Rate % by Month



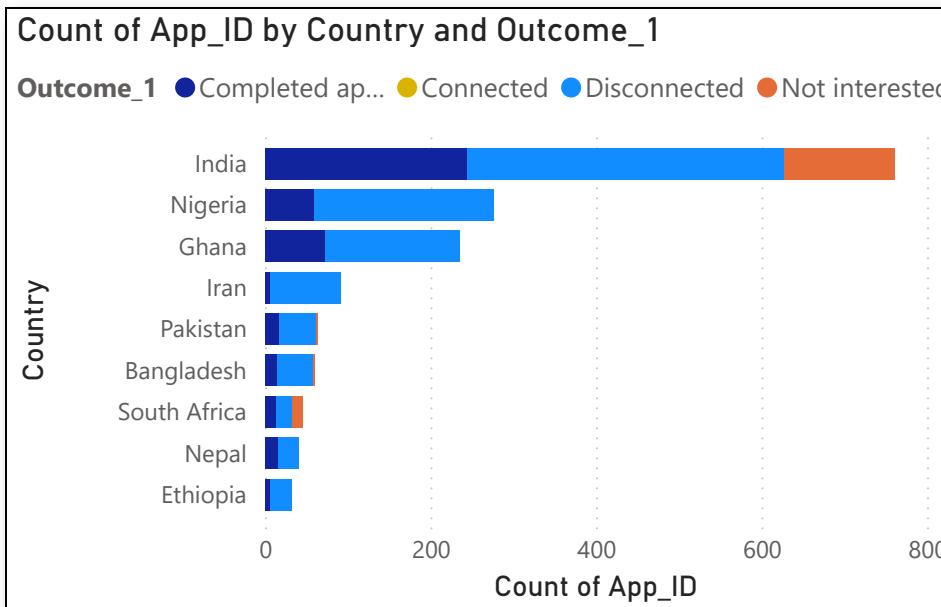
GEOGRAPHICAL & SEGMENT INSIGHTS

Total Outreach by Country

Total Outreach, Conversion Response and Positive Responses by Country



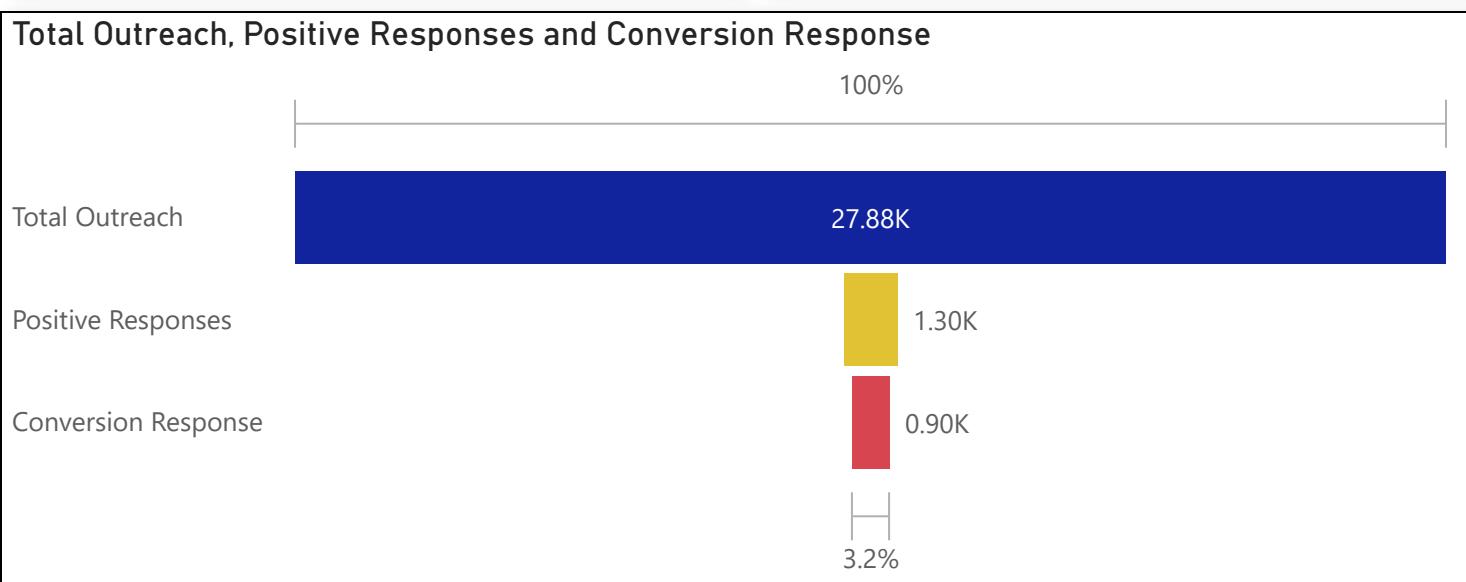
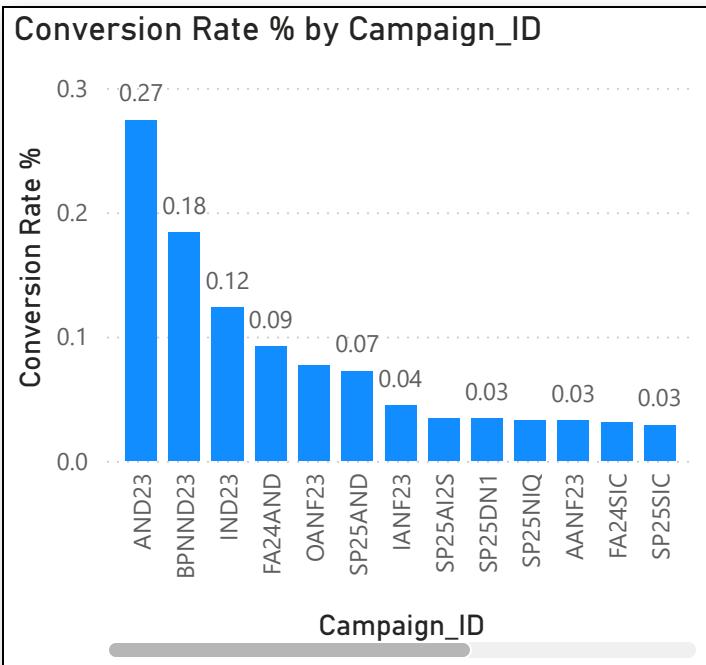
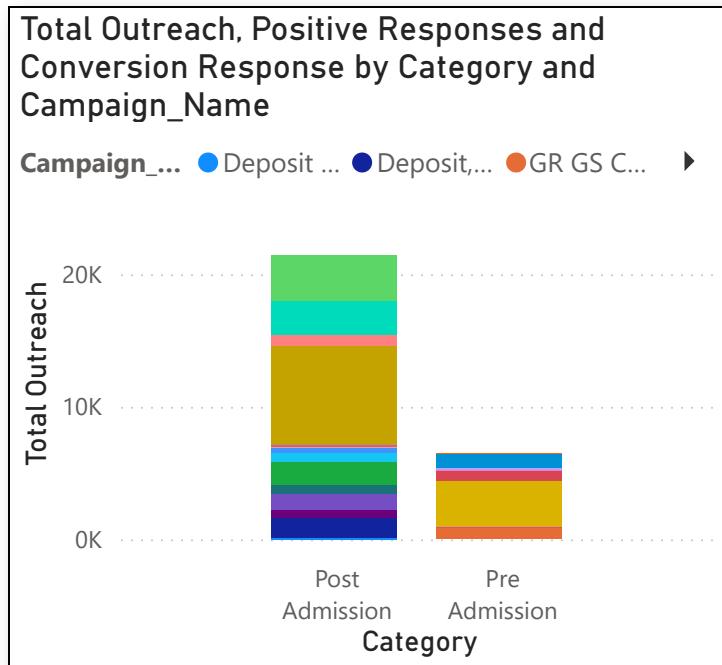
Top Applicants and Outcomes by country



Country-wise Detailed Metrics

Country	Total Outreach	Response Rate %
Afghanistan	57	0.09
Albania	4	
Algeria	7	
Angola	2	
Argentina	2	0.50
Armenia	8	
Australia	7	
Azerbaijan	33	0.03
Bahrain	12	
Bangladesh	939	0.08
Belarus	2	
Bolivia	3	
Botswana	41	
Brazil	44	
Burundi	1	
Cameroon	40	0.10
Canada	15	0.47
Chile	6	
China	84	0.02
Colombia	19	0.11
Total	27875	0.05

CAMPAIGN PERFORMANCE



Campaign_ID	Total Outreach	Response Rate %
FA24IP	7520	0.05
SP25IP	3474	0.02
FA24SIC	3399	0.06
IANF23	2499	0.05
FA24AND	1803	0.11
SP25SIC	1500	0.03
SP25DSP	1212	0.12
IND23	1120	0.01
SP25AI2S	898	0.07
FA24DNI	870	0.01
DANE24	709	0.02
DNA24	638	0.02
FA24DNA	632	0.00
SP25AND	610	0.02
AANF23	401	0.03
SP25NIQ	123	0.03
BPNND23	109	0.01
CTKANF23	107	0.09
BPNANF23	105	0.04
AND23	73	0.03
Total	27875	0.05