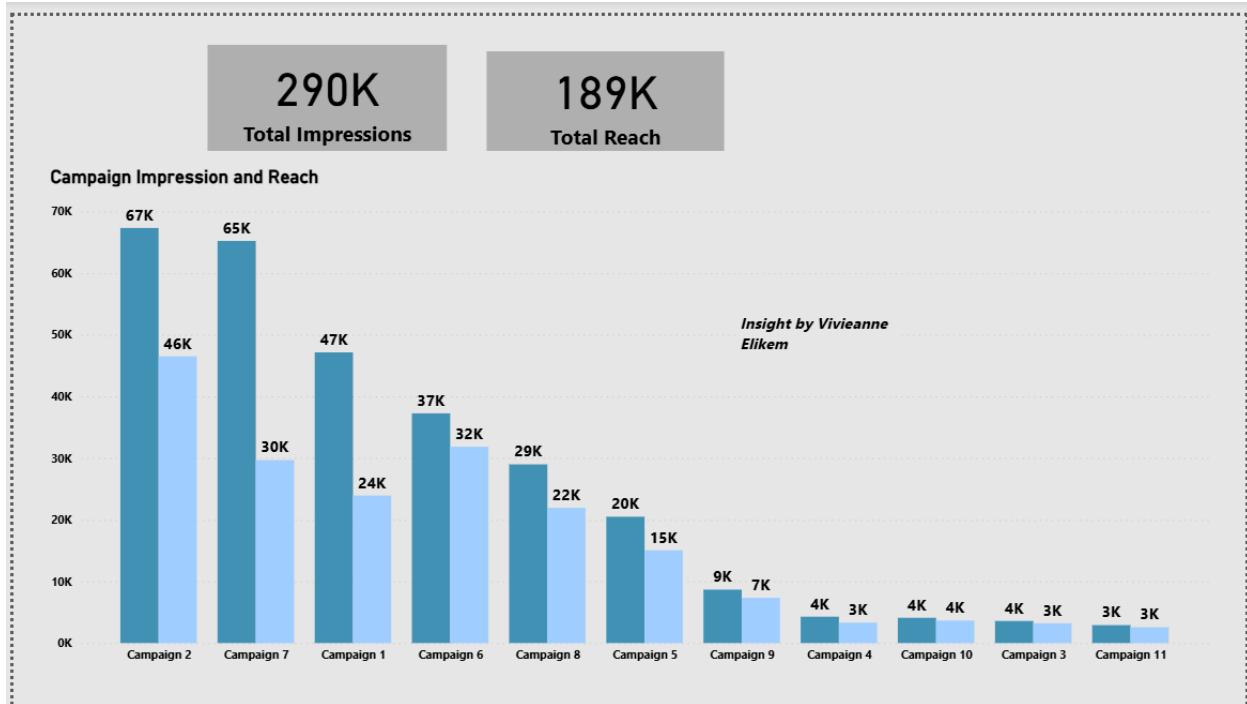


Campaign Impressions vs Reach



Marketing performance is concentrated in a few campaigns, with **Campaign 2** and **Campaign 7** contributing the highest share of total impressions and reach. While total impressions (290K) significantly exceed total reach (189K), this indicates strong visibility but suggests potential audience saturation rather than expansion into new segments.

Mid-tier campaigns such as **Campaign 1** and **Campaign 6** demonstrate better reach efficiency, whereas campaigns such as **3, 4, 10, and 11** contribute minimal impact.

Strategic Focus

Reallocate budget toward high-performing campaigns and optimize targeting for underperformers to improve reach efficiency and maximize ROI.