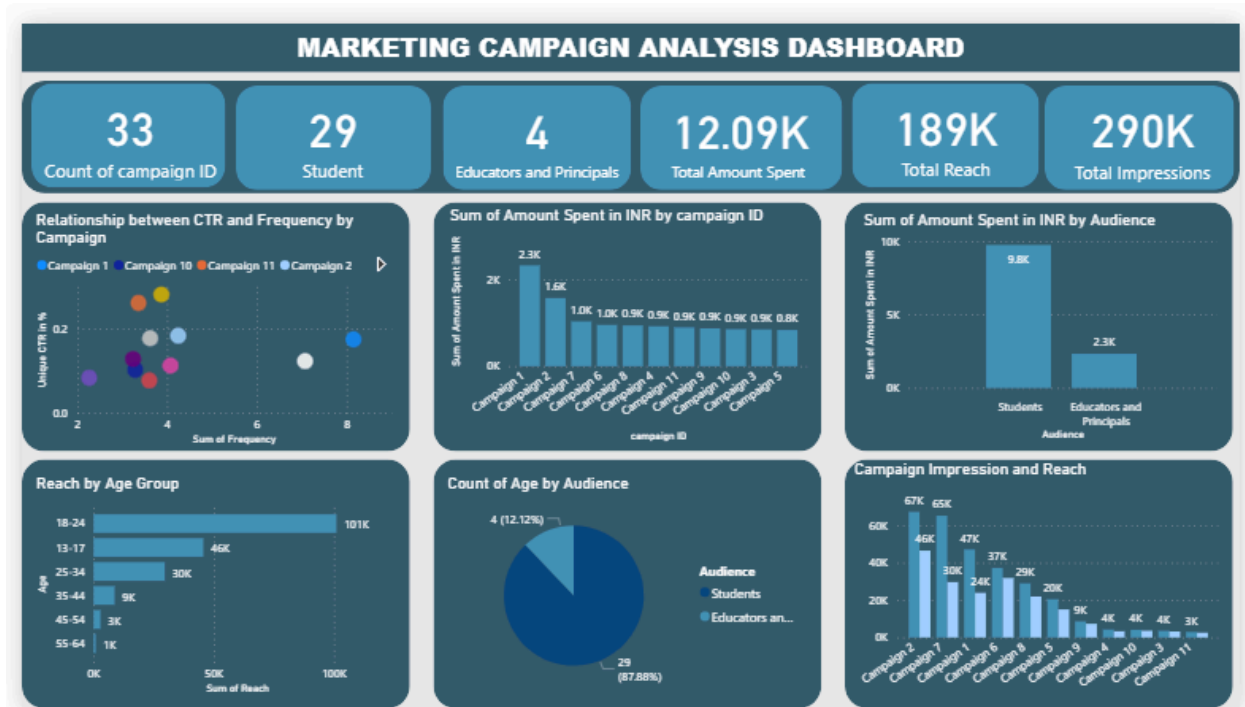# Campaign Analysis Report

This dashboard presents an overview of campaign performance across different audiences, age groups, and campaign IDs.

Overall Performance

A total of 33 campaigns were analyzed, targeting 29 students and 4 educators/principals. The campaigns generated a total spend of 12.09K INR, resulting in 189K total reach and 290K total impressions. This indicates strong visibility and exposure across all campaigns.

Audience Insights

Students were the primary audience, accounting for about 88% of the total audience, while educators and principals made up approximately 12%. Spending was also higher on students (9.8K INR) compared to educators and principals (2.3K INR), suggesting a strategic focus on student engagement.

Age Group Reach

The 18-24 age group recorded the highest reach at 101K, followed by 25-34 with 46K. Older age groups (45+) had significantly lower reach, indicating that the campaigns performed best among younger audiences.

Campaign Performance

Some campaigns stood out in terms of reach and impressions, with Campaigns 1, 7, and 4 showing higher values compared to others. This suggests that certain campaign strategies or creatives were more effective in engaging the audience.

CTR and Frequency Relationship

The scatter plot shows that campaigns with moderate frequency tended to achieve better unique CTR. Extremely high frequency did not necessarily lead to higher engagement, highlighting the importance of balanced ad exposure.

Key Takeaways

- Students are the most responsive and prioritized audience.
- Younger age groups (18-34) deliver the highest reach.
- Optimizing frequency can improve engagement without overspending.
- High-performing campaigns can be analyzed further and replicated.

Conclusion:

The dashboard indicates effective campaign reach and visibility, especially among students and younger audiences. Future campaigns should continue focusing on these segments while optimizing spend and frequency for improved engagement.