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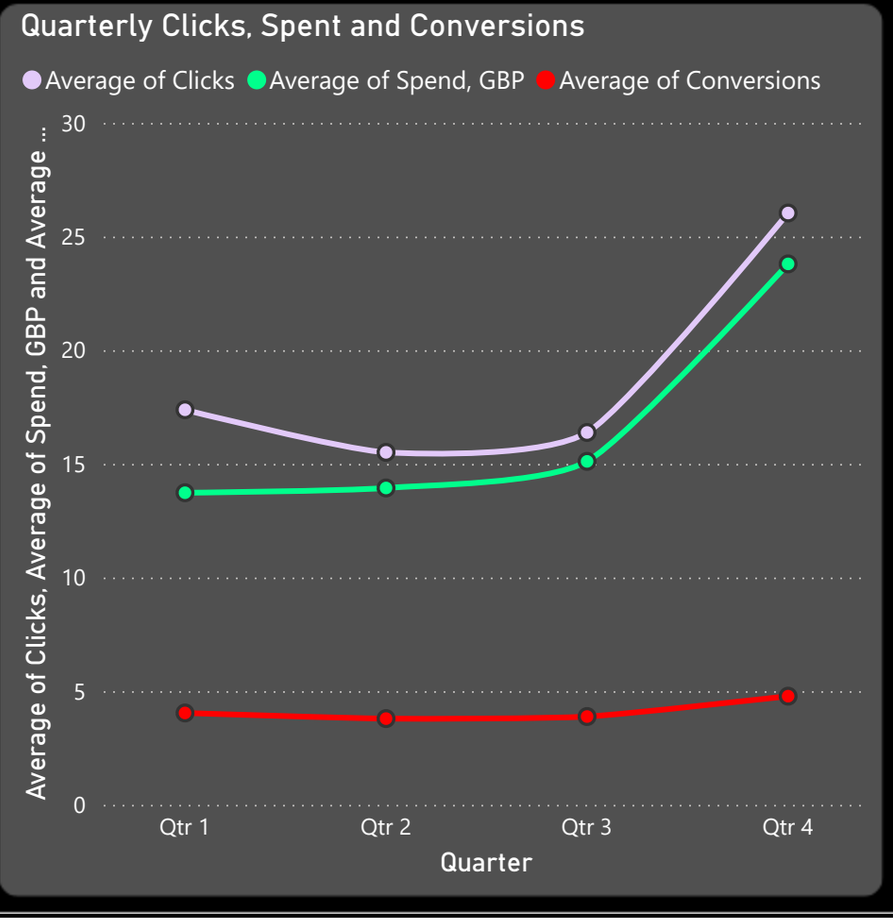
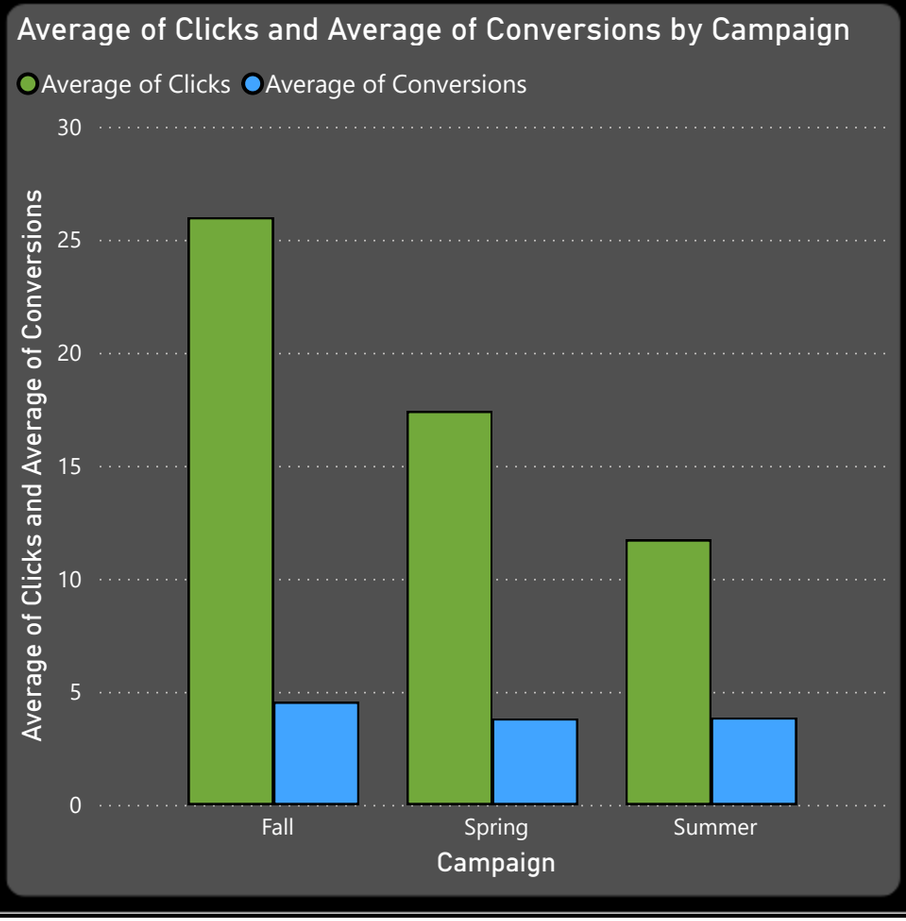
Clear all slicers

Marketing Campaign Analysis

Total Spend	Total Conversions	Total Clicks	Total Impressions	Total ROAS
163.25K	40K	181.59K	14.65M	10.61





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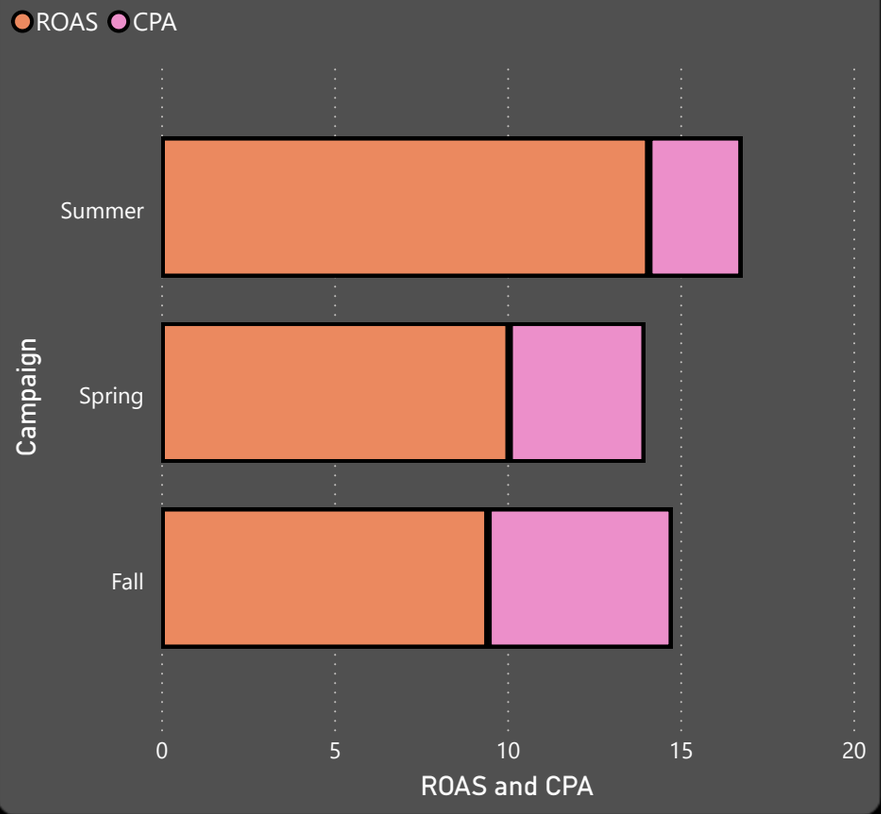
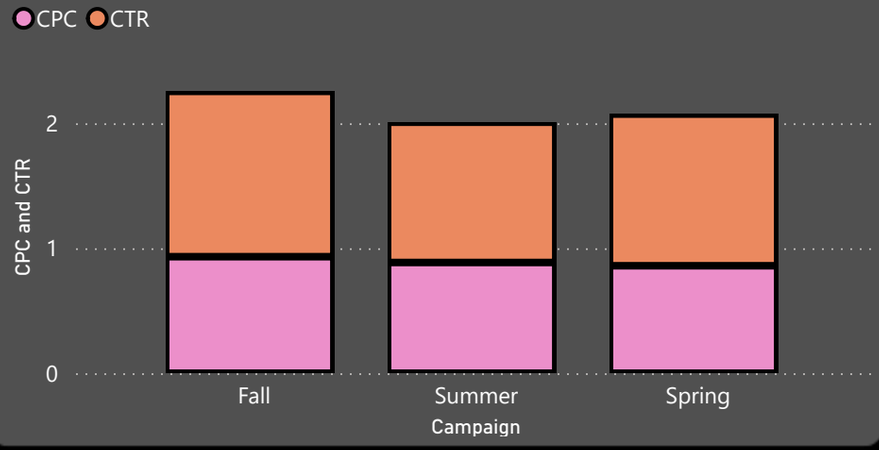
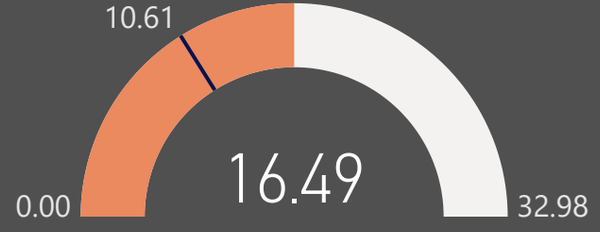
ROAS and CPA by Campaign



CPC and CTR by Campaign



Spend and ROAS



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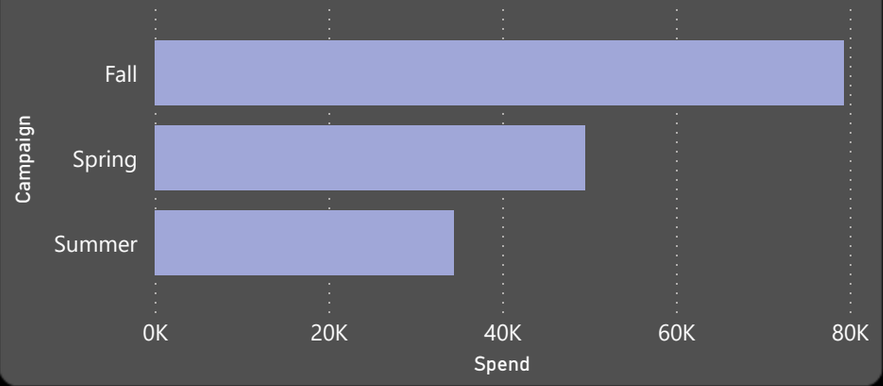
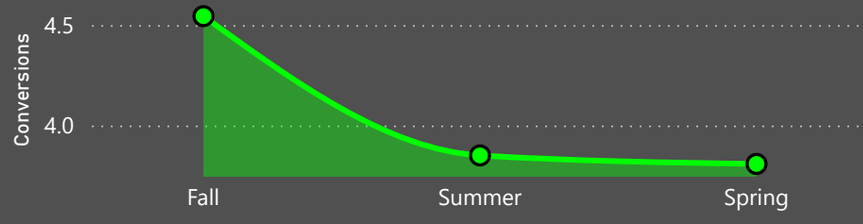
Spend by Campaign



Spend in Campaign

Campaign	Clicks	Conversions	Spend, GBP	CTR, %	Impressions
Fall	2.77	3	0.86	0.00	1,154.00
Fall	3.36	7	2.20	0.00	800.00
Fall	3.49	2	2.90	0.00	1,518.00
Fall	3.87	2	2.01	0.00	1,334.00
Fall	3.95	4	5.26	0.00	877.00
Fall	4.27	5	3.42	0.00	1,378.00
Fall	4.28	3	3.56	0.00	1,339.00
Fall	4.56	6	4.06	0.00	1,304.00
Fall	4.96	4	2.68	0.00	1,103.00
Fall	5.08	5	3.33	0.01	716.00

Conversions by Campaign



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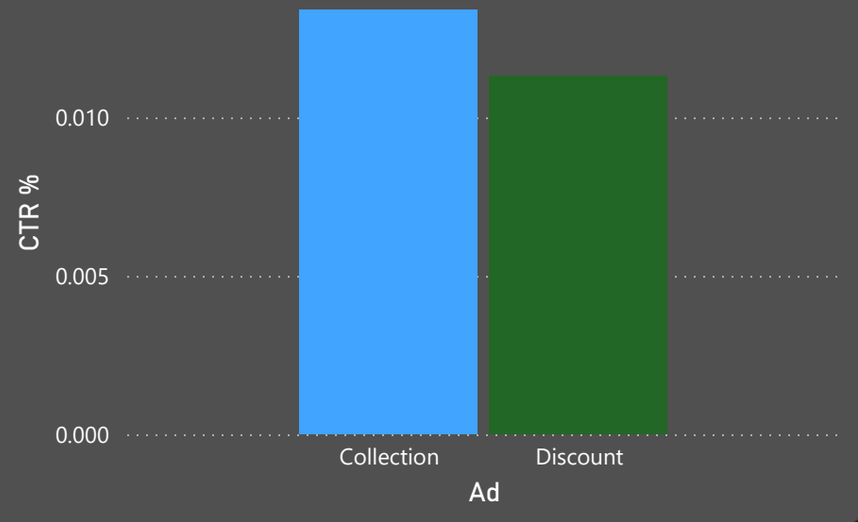
Ad	Average of Clicks	Average of Conversions	Average of Impressions	CTR (%)	CPC	ROAS
Collection	21.41	3.85	1,601.28	1.34	0.68	9.11
Discount	15.28	4.28	1,357.40	1.13	1.20	11.79
Total	**18.34**	**4.07**	**1,479.34**	**1.24**	**0.90**	**10.61**

CTR by Ad



Spend by Ad

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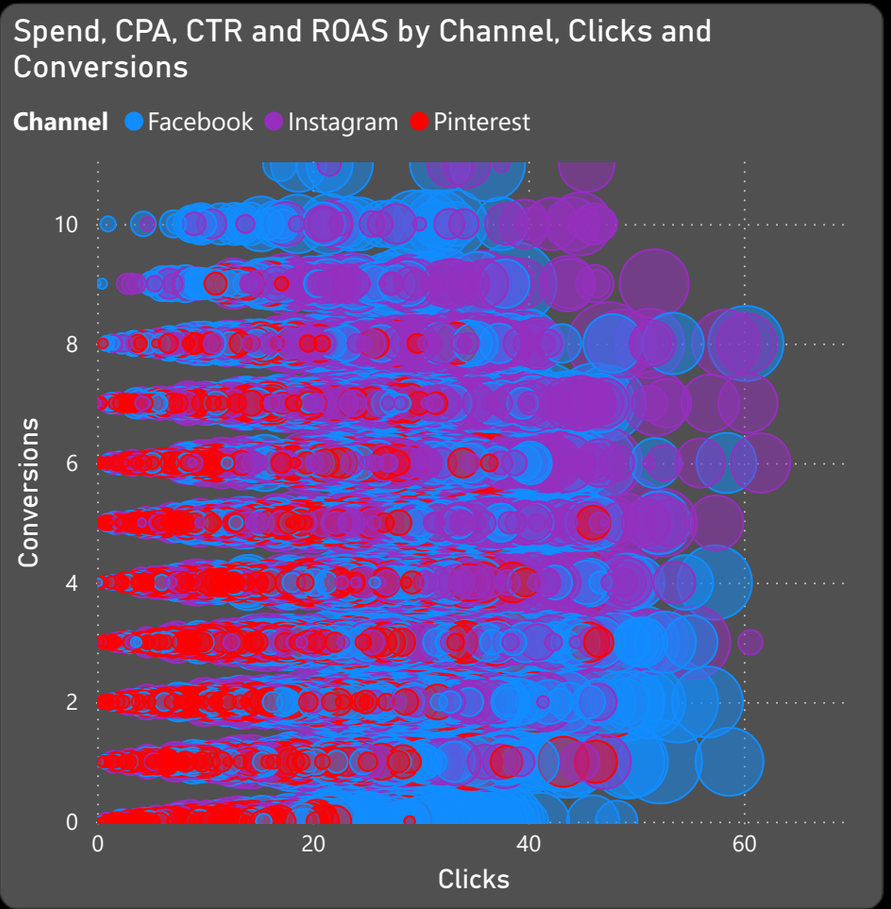

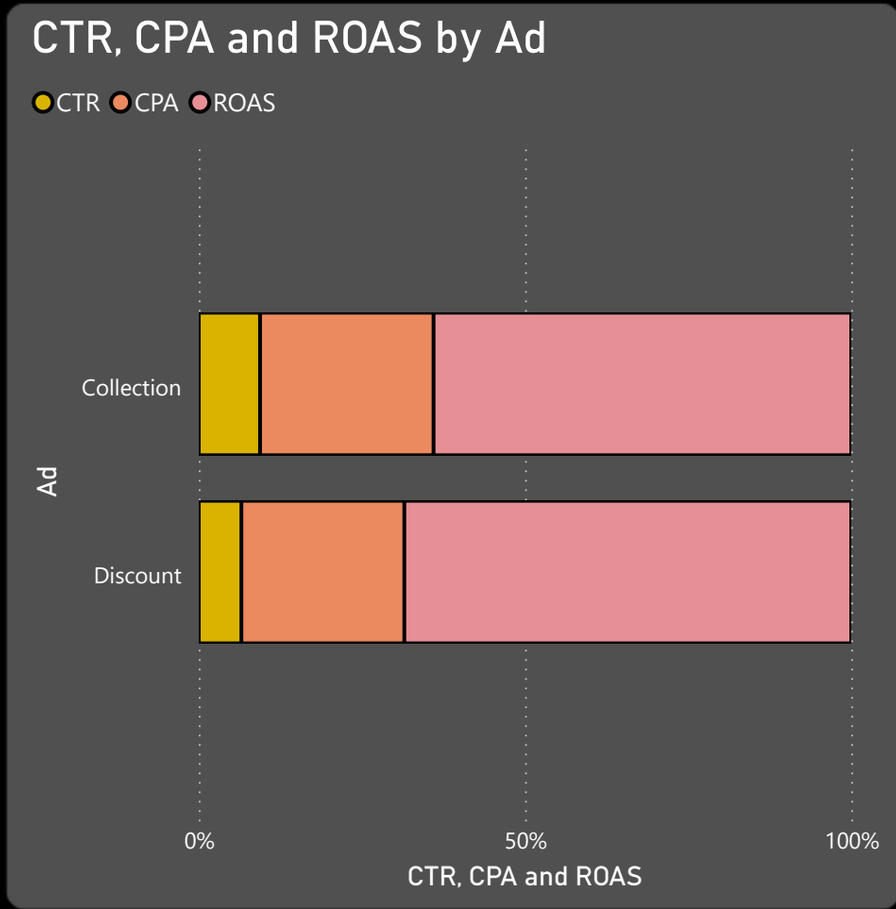

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Total Spend	Total Conversions	Total Clicks	Total Impressions	Total ROAS
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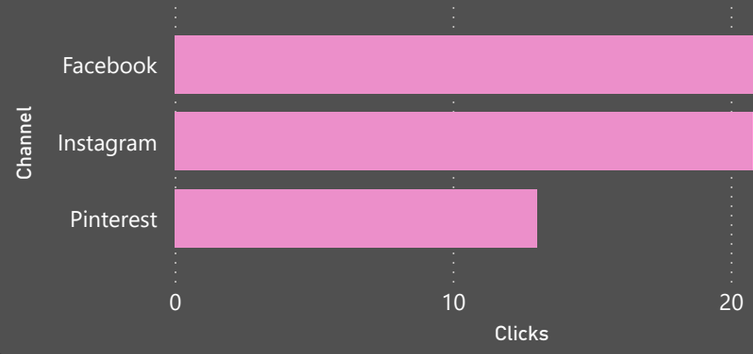
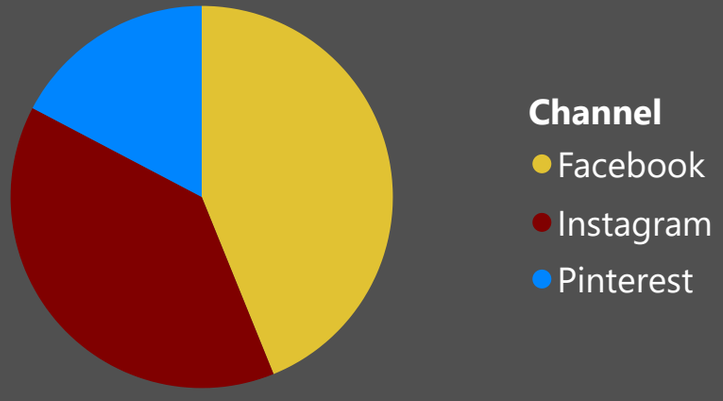
Channel	Average of Clicks	Average of CTR, %	CPC	ROAS
Facebook	21.20	0.01	1.02	5.76
Instagram	20.79	0.01	0.92	10.80
Pinterest	13.03	0.01	0.66	22.47
Total	**18.34**	**0.01**	**0.90**	**10.61**

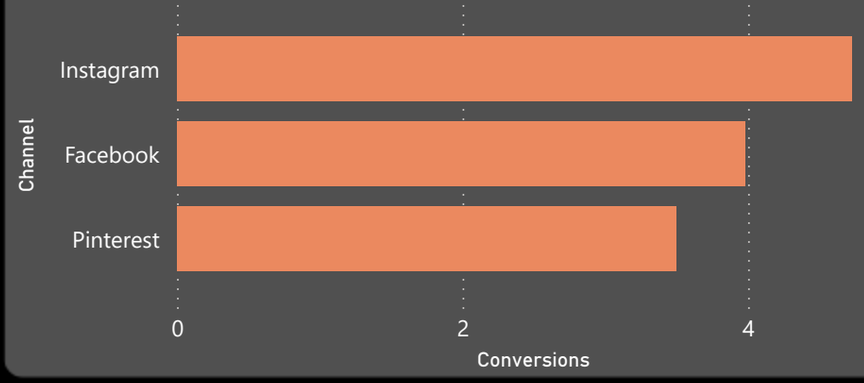
Clicks by Channel



Spend by Channel



Conversions by Channel



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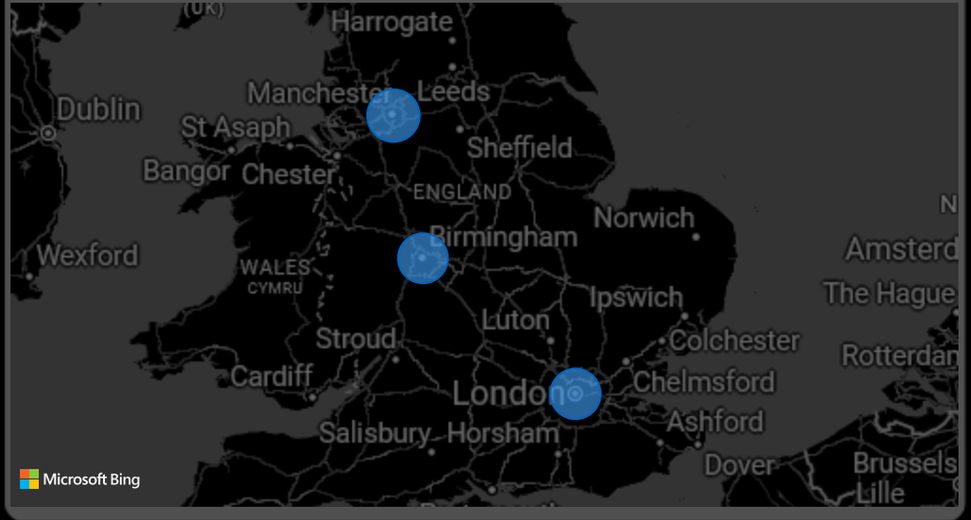
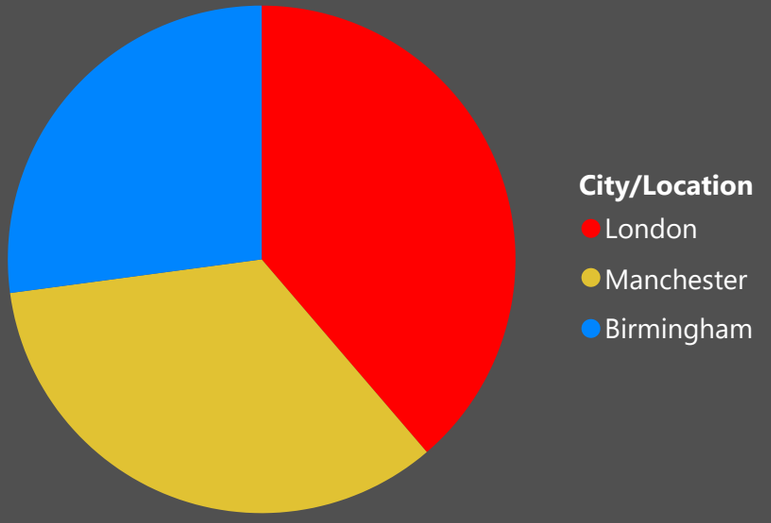
Total Spend	Total Conversions	Total Clicks	Total Impressions	Total ROAS
163.25K	40K	181.59K	14.65M	10.61

City/Location	Average of Spend, GBP	Average of Clicks	Average of Conversions
Birmingham	11.96	13.47	3.88
London	20.21	22.51	3.96
Manchester	17.29	19.05	4.36
Total	**16.49**	**18.34**	**4.07**

Conversions by City/Location



Impressions by City/Location



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Total Spend	Total Conversions	Total Clicks	Total Impressions	Total ROAS
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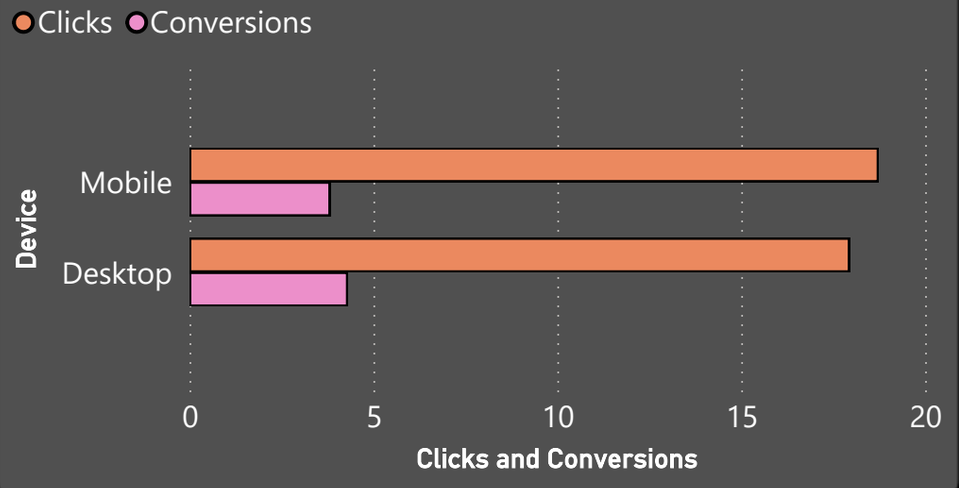
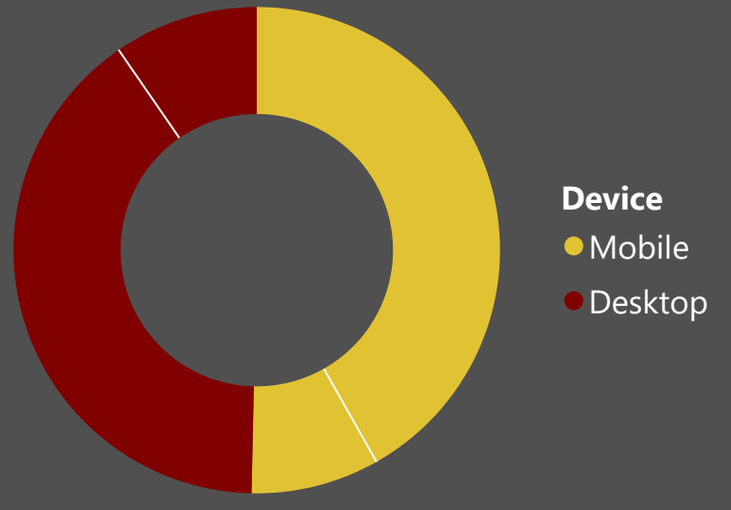
Device	Spend	CPC	ROAS
Desktop	17.42	0.97	11.01
Mobile	15.56	0.83	10.15
Total	**16.49**	**0.90**	**10.61**

Clicks and Conversions by Device



Clicks and Conversions by Device



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Total Spend	Total Conversions	Total Clicks	Total Impressions	Total ROAS
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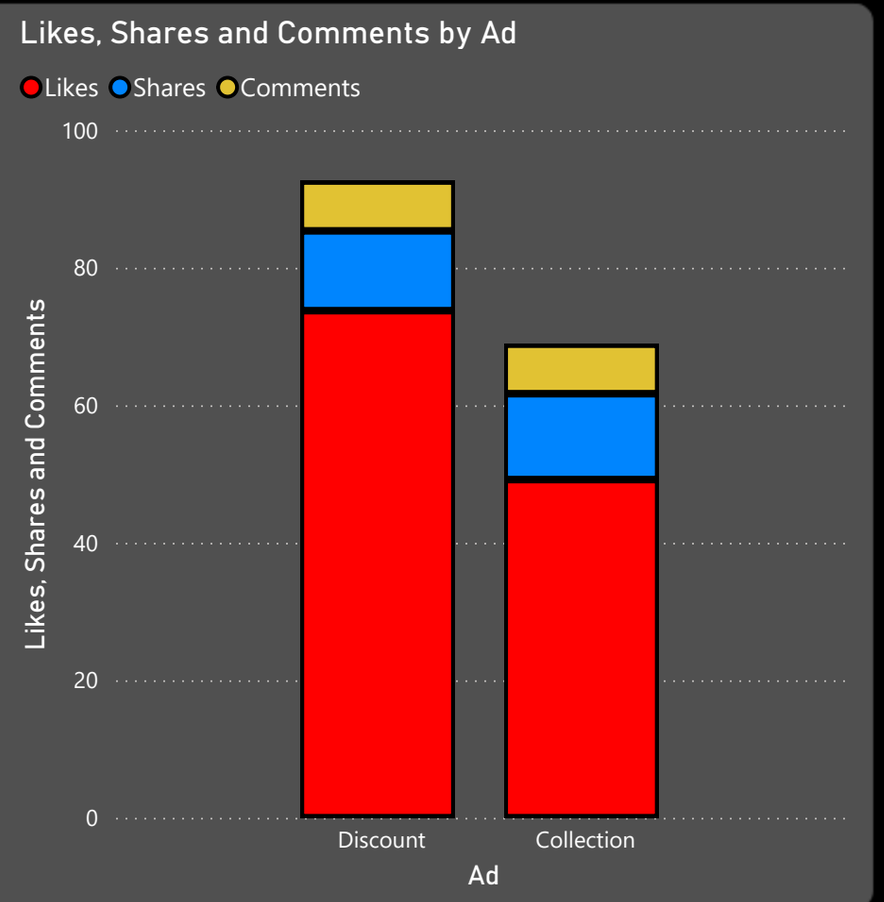
Ad	Likes (Reactions)	Shares	Comments	Impressions
Collection	0	0	9.00	1,441.20
Collection	0	0	12.00	800.40
Collection	0	0	12.00	1,429.00
Collection	0	1	15.00	922.80
Collection	0	3	0.00	680.40
Collection	0	3	13.50	1,284.60
Collection	0	6	9.00	1,174.60
Collection	0	8	1.50	583.80
Collection	0	8	5.00	2,032.00
Collection	0	14	6.00	1,981.50
Collection	1	0	7.00	2,074.60
Collection	1	1	18.00	827.50
Collection	1	2	6.00	1,210.30
Collection	1	2	12.00	170.10
Collection	1	2	12.00	1,581.50
Collection	1	4	1.00	1,340.30
Collection	1	4	1.50	434.60



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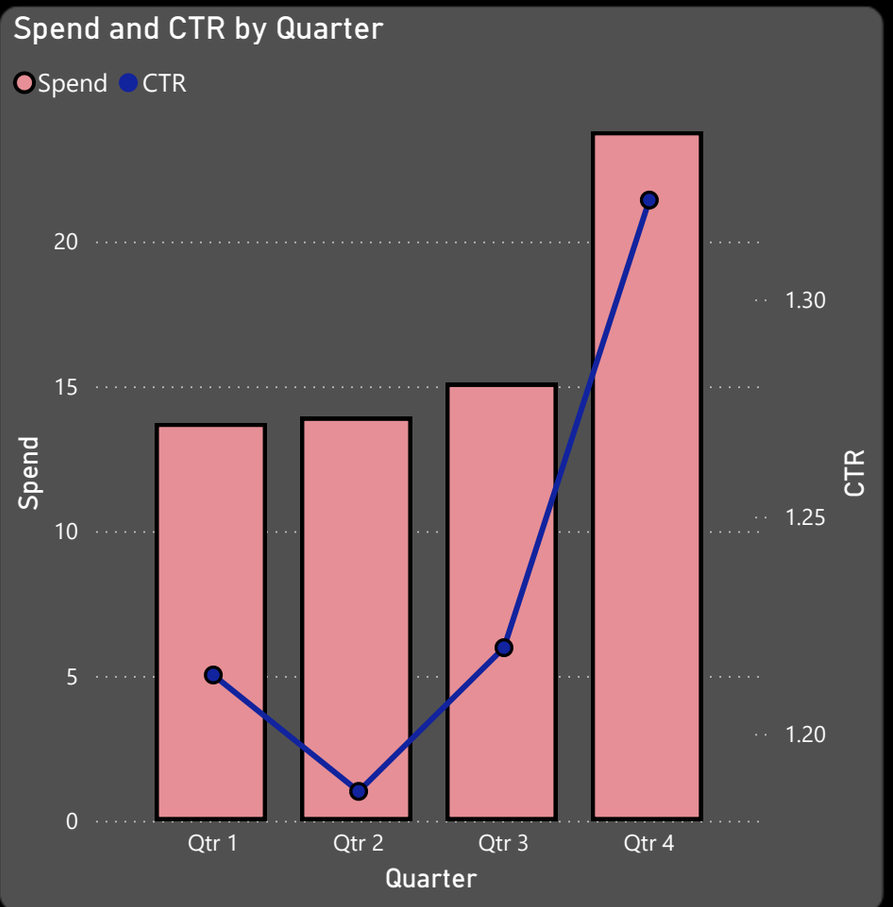

Channel	Facebook		Instagram		Pinterest		Total	
Campaign	ROAS	CPC	ROAS	CPC	ROAS	CPC	ROAS	CPC
Fall		1.08		0.95		0.67	9.44	0.93
Spring		1.01		0.88		0.57	10.06	0.86
Summer		0.92		0.92		0.76	14.09	0.89
Total	5.76	1.02	10.80	0.92	22.47	0.66	10.61	0.90

Channel	Facebook		Instagram		Pinterest		Total	
Campaign	Spend	CTR	Spend	CTR	Spend	CTR	Spend	CTR
Fall		1.37		1.51		1.07	24.21	1.32
Spring		1.26		1.39		0.96	14.96	1.21
Summer		1.17		1.29		0.87	10.38	1.12
Total	21.70	1.29	19.21	1.42	8.56	0.99	16.49	1.24

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- March
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- June
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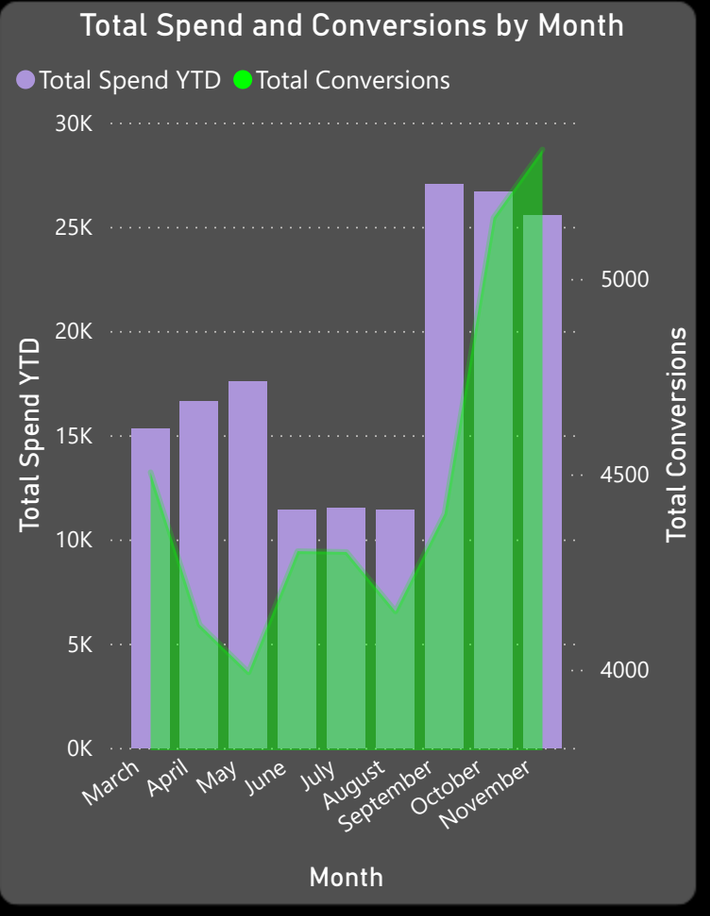
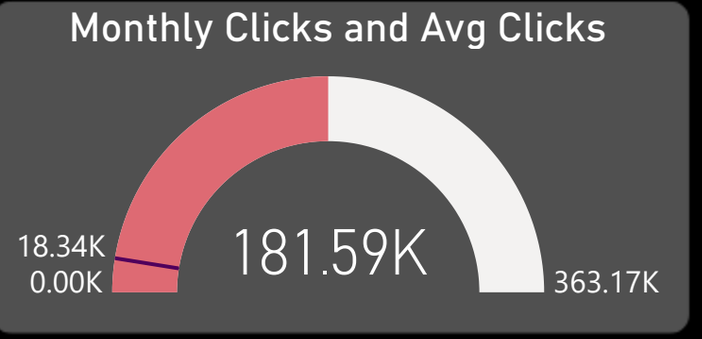
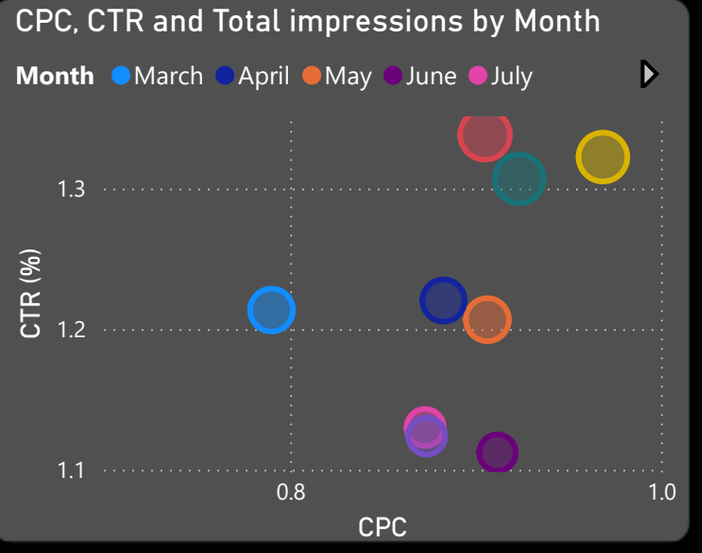
- November







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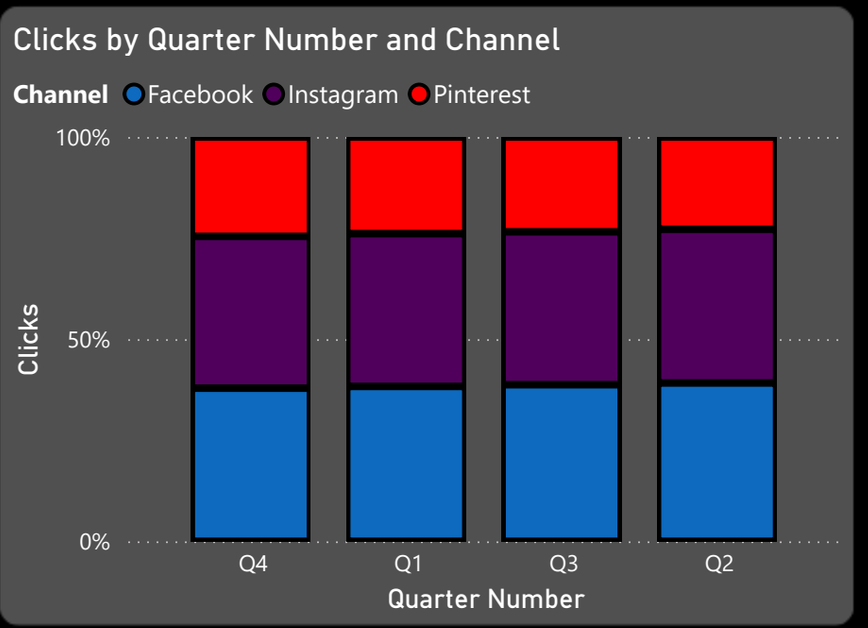

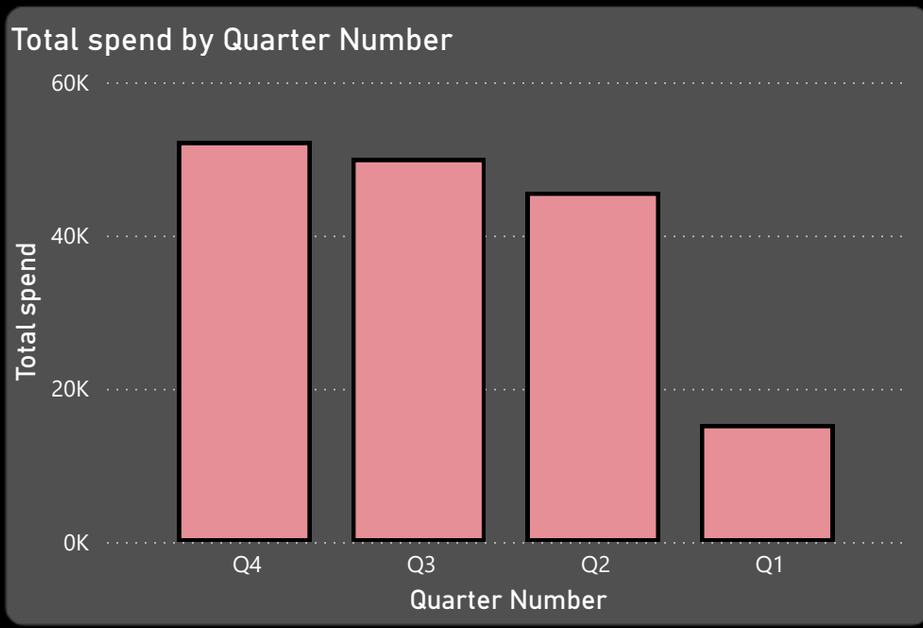

Q1	Q3
Q2	Q4

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Marketing Campaign Analysis

Most Used Device: Mobile

Best Campaign: Summer

Worst Campaign: Fall

Top Performing Channel: Instagram

Lowest Performing Channel: Facebook

Highlights & Insights

- The best-performing ad this period was Discount
- Lowest Performing Channel: Facebook
- Instagram drove the most engagement, with a CTR of 2.64%.
- The most expensive campaign was [Most Expensive Campaign], with a CPC of 2.69 GBP.
- The lowest cost-per-conversion channel was Facebook , with a CPA of 95.64 GBP.

Recommendations

- Increase budget allocation to Facebook to maximize returns.
- Optimize or reconsider Lowest Performing Channel: Facebook due to poor ROAS.
- Experiment with new ad creatives for Discount to boost engagement.
- Test alternative audience segments to improve conversion rates.
- Focus on mobile optimization as Most Used Device: Mobile performed 10.15% better than Desktop.