



blinkit

Marketing and Customer Feedback Dynamic Dashboard

Marketing

Customer

Date of Campaign

17-03-2023



05-11-2024



Spend on Campaign

1,000.63

4,997.55

channel

App

Email

SMS

Social Media

Impressions

29M

Clicks

3M

Conversations

298K

Return on AD Spend

14.80K

Number of
Campaigns

9

campaign_name

App Push Notification

Category Promotion

Email Campaign

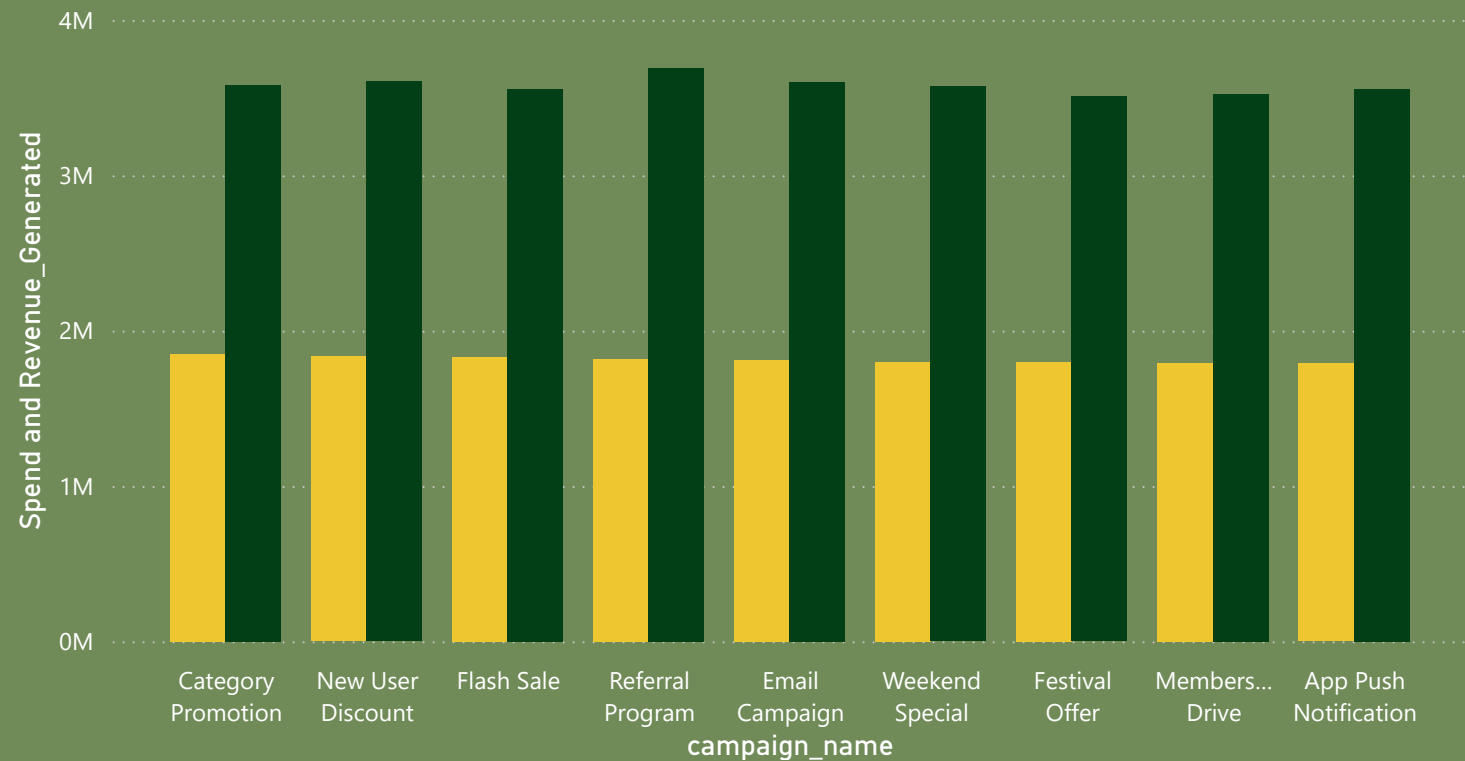
Festival Offer

Flash Sale

Membership Drive

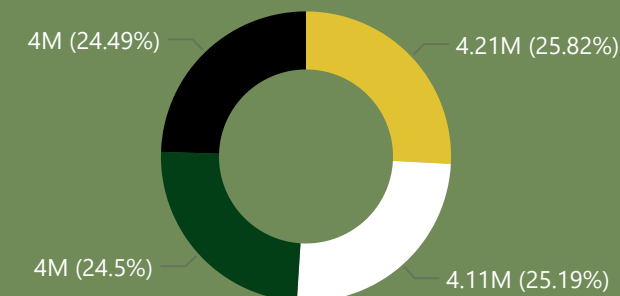
Spend and Sum of revenue_generated by campaign_name

● Sum of spend ● Sum of revenue_generated



spend by channel

● App ● Social Media ● SMS ● Email



16-03-2023

04-11-2024

13.25

6,721.46

All

Total Number of Orders

5000

Select all

Card

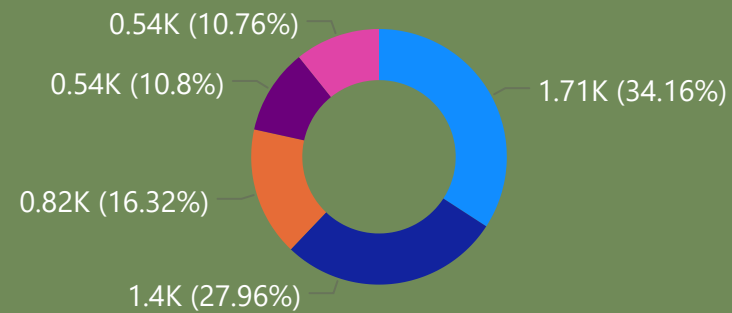
Cash

UPI

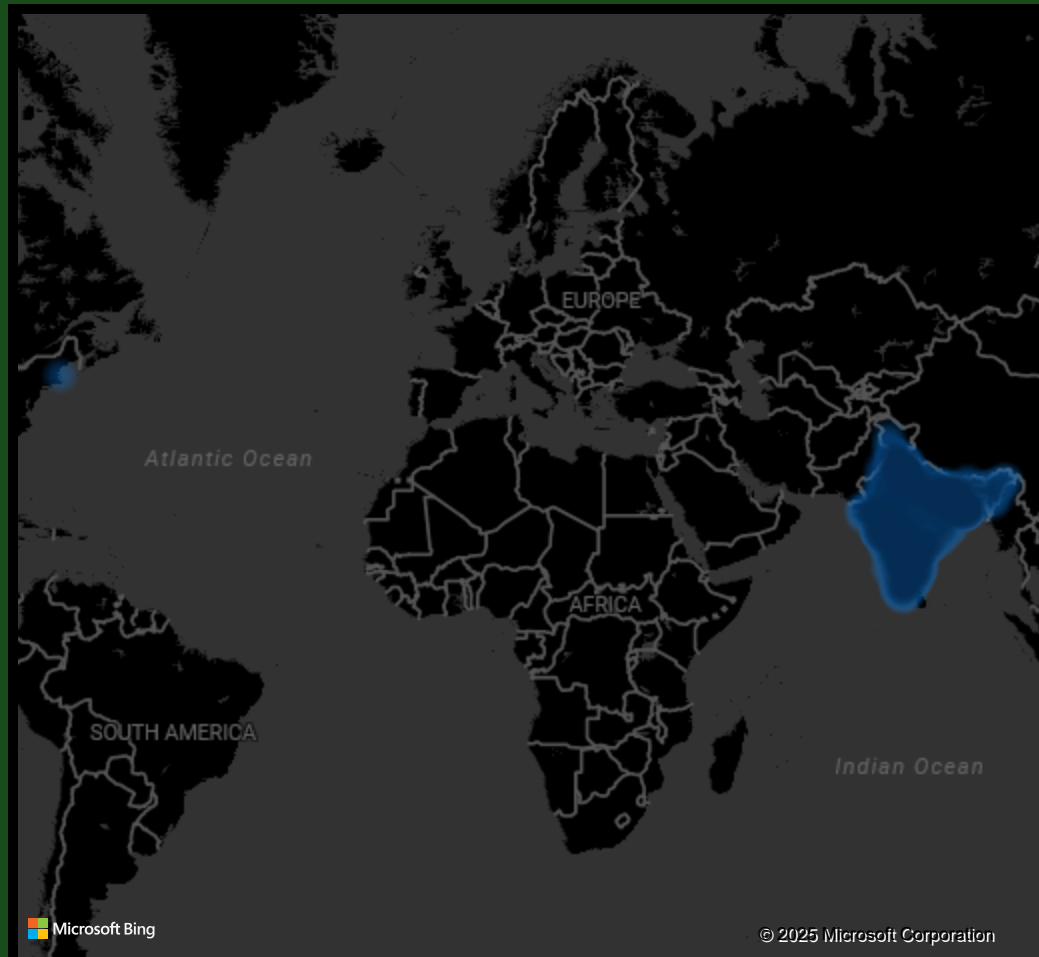
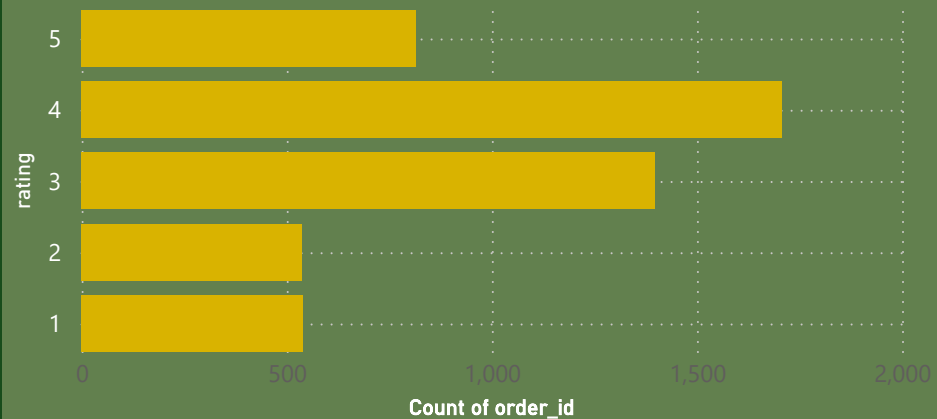
Wallet

Customer Engagement

rating 4 3 5 1 2



Customer Responses



Categories

- ☐ Baby Care
- ☐ Cold Drinks & Juices
- ☐ Dairy & Breakfast
- ☐ Fruits & Vegetables
- ☐ Grocery & Staples
- ☐ Household Care
- ☐ Instant & Frozen Fo..
- ☐ Personal Care
- ☐ Pet Care

