

Executive Summary

200K
total Campaign

12.5044K
Average of Acquisition_Cost

5.0024
Average of ROI

14.0405
Average of CTR (%)

Men 18-24

All Ages

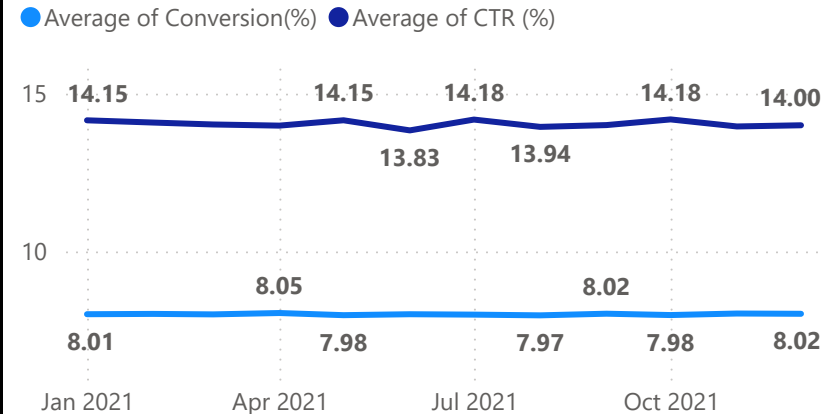
Women 25-34

Men 25-34

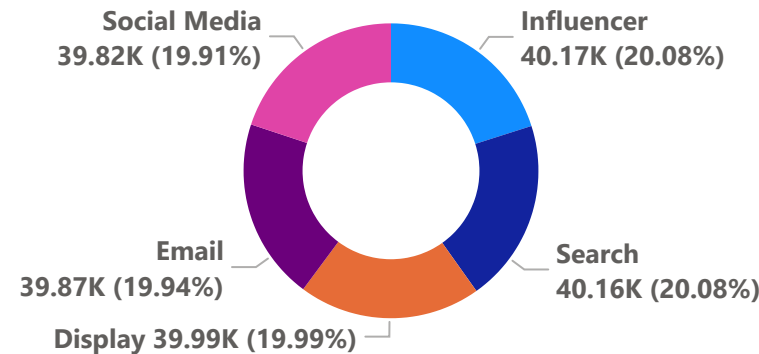
Women 35-44

Date
All

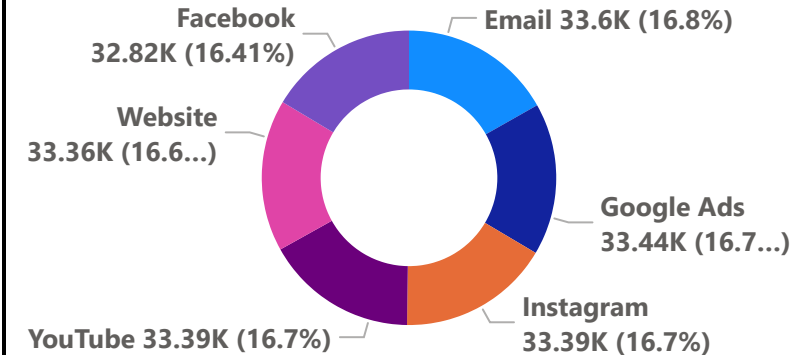
CTR & Conversion Trend (Monthly)



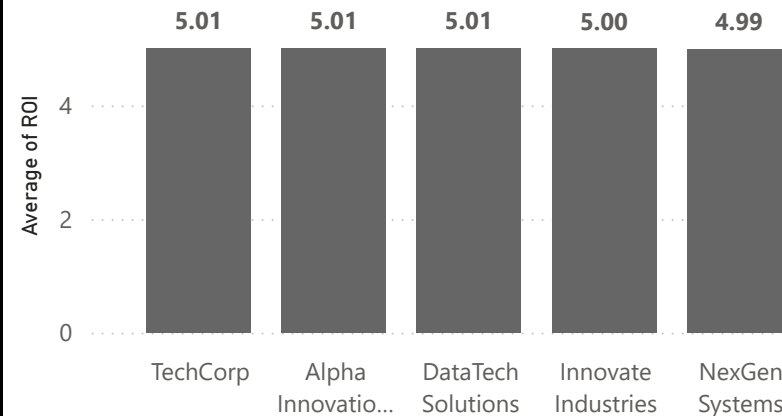
Count of Campaign by Campaign



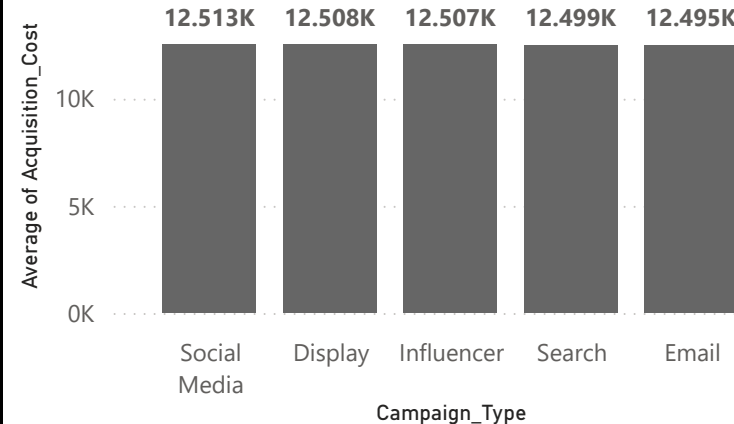
Count of Campaign by Campaign



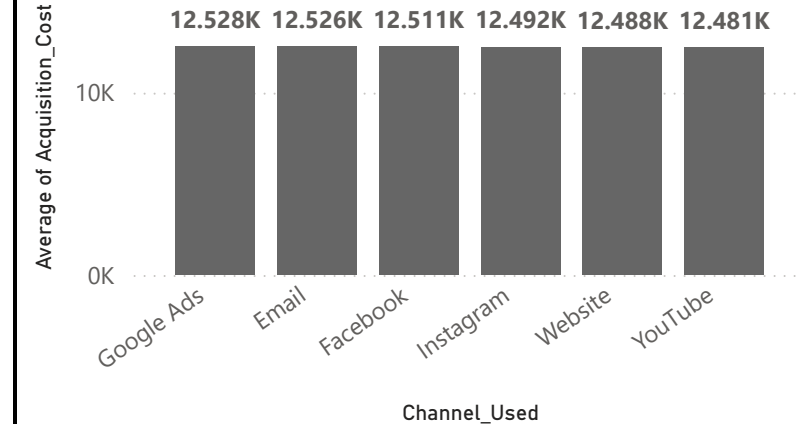
Average of ROI by Company



Average of Acquisition_Cost by Campaign_Type



Average of Acquisition_Cost by Channel_Used



Audience, Location & Language Insights

Top Language by ROI

	Average of ROI
French	5.01

Language

All

Year, Quarter, Month

All

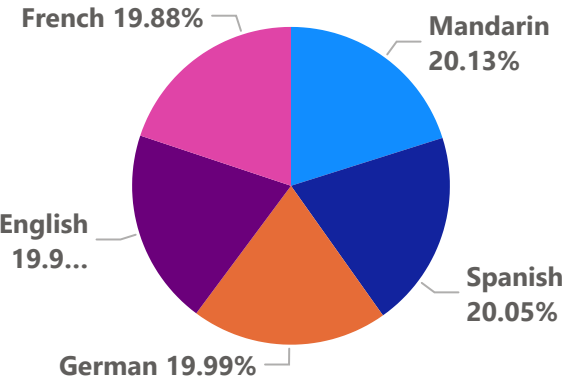
Date, Target_Audie...

All

Location

All

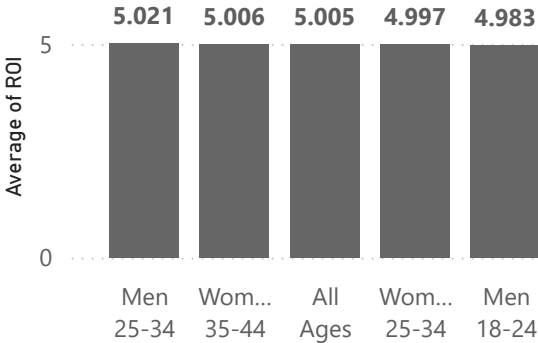
Count of Campaign_ID by Language



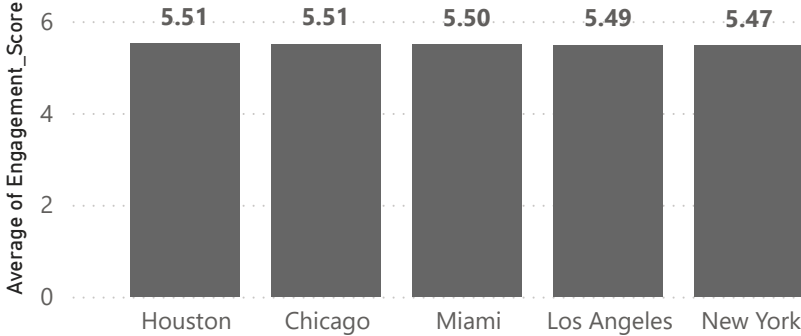
Avg_ROI by Location



Average of ROI by Target_Audience



Average of Engagement_Score by Location



Target_Audience	Avg_ Acquisition_Cost	Avg_ROI	Avg_CTR (%)	Avg_Conv
All Ages	12501.91	5.01	13.98	
Men 18-24	12523.30	4.98	14.05	
Men 25-34	12480.62	5.02	14.01	
Women 25-34	12500.49	5.00	14.10	
Women 35-44	12515.62	5.01	14.06	

Language	Avg_ Acquisition_Cost	Avg_ROI	Avg_CTR (%)	Avg_Conversion(
English	12498.59	4.99	14.01	8
French	12495.62	5.01	14.12	8
German	12493.84	5.00	14.02	8
Mandarin	12494.14	5.01	14.03	8
Spanish	12539.69	5.00	14.02	7

Location	Avg_ Acquisition_Cost	Avg_ROI	Avg_CTR (%)	avg_Conversi
Chicago	12515.16	5.00	14.05	
Houston	12454.39	5.01	14.06	
Los Angeles	12532.54	5.01	14.07	
Miami	12515.21	5.01	14.02	
New York	12504.32	4.98	14.01	

Channel & Campaign Type Analysis

5.00
Avg_ROI

Channel with Best ROI
Facebook
5.02

Channel with Best ROI
Instagram
4.99

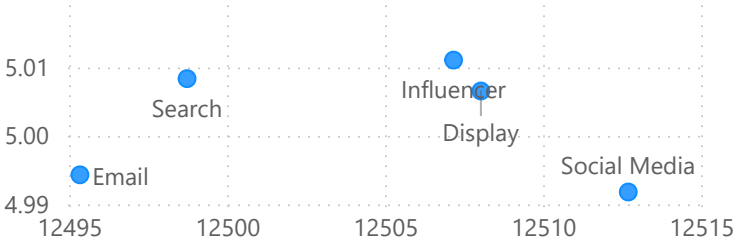
Campaign with Best ROI
Influencer
5.01

Campaign with Best ROI
Social Media
4.99

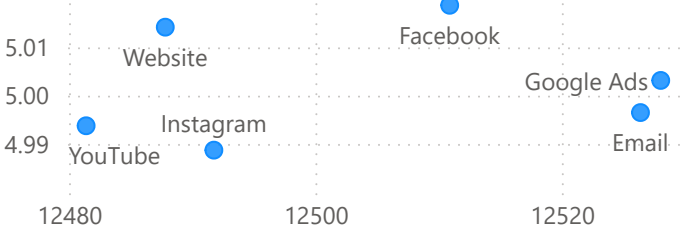
Ye...
All

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All

Average of Acquisition_Cost and Average of ROI by Campaign_Type

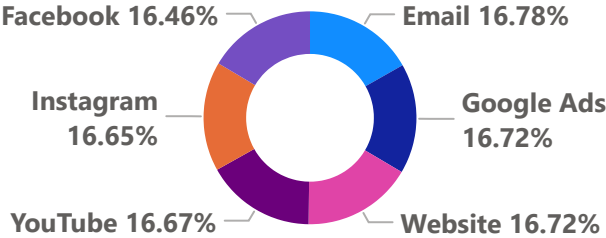


Average of Acquisition_Cost and Average of ROI by Channel_Used

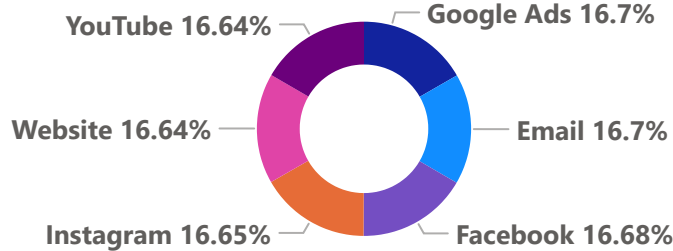


Company	Avg_ Acquisition_Cost	Avg_ROI	Avg_CTR (%)	Avg_Conv
Alpha Innovations	12513.60	5.01	14.03	
DataTech Solutions	12503.28	5.01	14.08	
Innovate Industries	12500.54	5.00	14.03	
NexGen Systems	12495.22	4.99	13.98	
TechCorp	12509.26	5.01	14.09	

avg ROI by channel

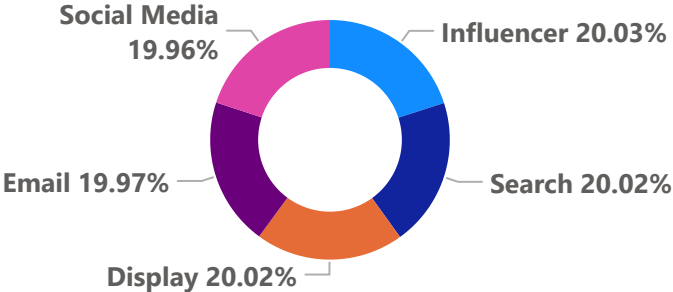


avg acquisition cost by channel

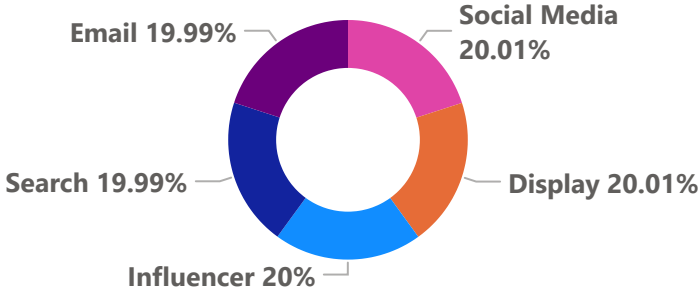


Campaign_Type	Avg_ Acquisition_Cost	Avg_ROI	Avg_CTR (%)	Avg_Conv
Display	12508.03	5.01	14.13	
Email	12495.35	4.99	13.95	
Influencer	12507.17	5.01	14.03	
Search	12498.74	5.01	13.99	
Social Media	12512.70	4.99	14.10	

avg ROI by campaign



avg acquisition cost by campaign



Channel_Used	Avg_ Acquisition_Cost	Avg_ROI	Avg_CTR (%)	avg_Conv
Email	12526.39	5.00	14.05	
Facebook	12510.90	5.02	14.05	
Google Ads	12528.03	5.00	13.92	
Instagram	12491.76	4.99	14.00	
Website	12487.81	5.01	14.10	
YouTube	12481.39	4.99	14.12	

Cost, ROI & Conversion

12.50K

Avg_Acquisition_Cost

32.01

Avg_Cost per Click

3.19

Avg_Cost per Impressions

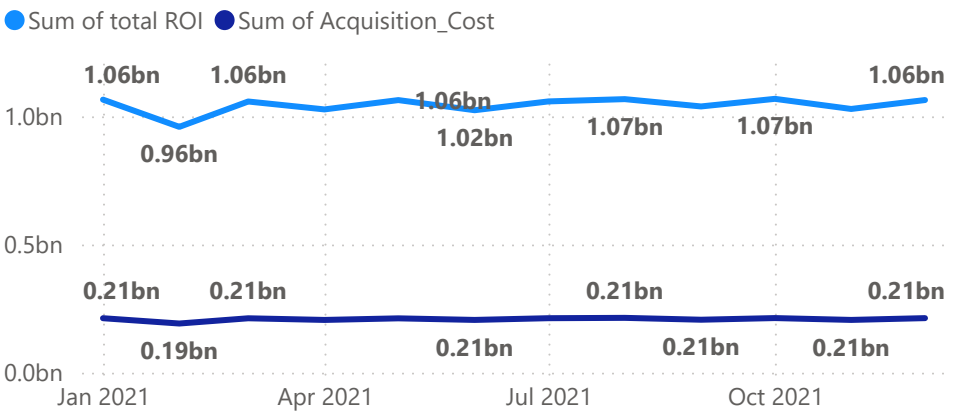
62.59K

Average of total ROI

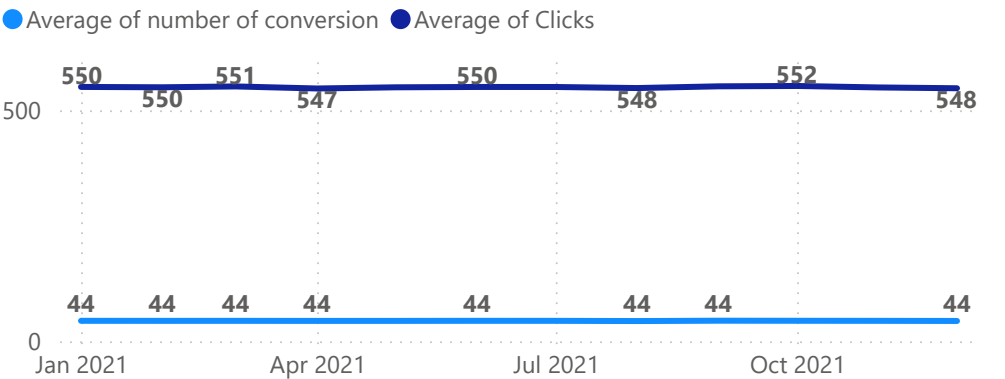
639.46

Avg_Cost per Conver...

Sum of total ROI and Sum of Acquisition_Cost by Year and Month



Average of number of conversion and Average of Clicks by Year and Month



Year, Quarter,...

All

Location

All

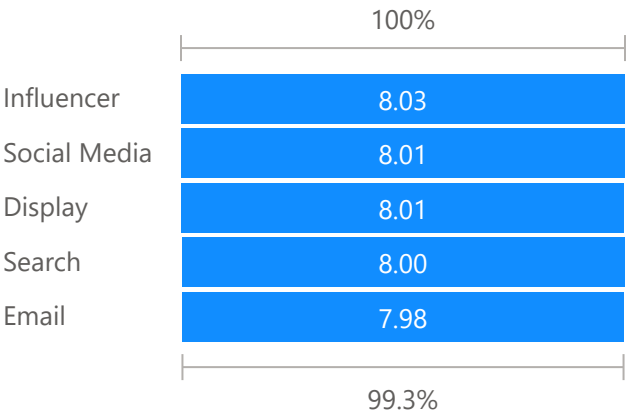
Date, Target...

All

Language

All

Average of Conversion(%) by Campaign_Type



Company	Campaign_Type	Channel_Used	Target_Audience	Avg_Acquisition_Cost	Avg_ROI	Avg_Conversion_Rate	Avg_Cost per Conversion
Alpha Innovations	Display	Email	All Ages	12275.30	4.90	0.08	636.50
Alpha Innovations	Display	Email	Men 18-24	12202.50	4.93	0.09	543.30
Alpha Innovations	Display	Email	Men 25-34	12287.62	4.86	0.08	631.80
Alpha Innovations	Display	Email	Women 25-34	12392.53	5.00	0.08	582.20
Alpha Innovations	Display	Email	Women 35-44	12656.22	5.21	0.08	653.10
Alpha Innovations	Display	Facebook	All Ages	12382.95	4.91	0.08	565.40
Alpha Innovations	Display	Facebook	Men 18-24	12773.56	4.94	0.08	630.60
Alpha Innovations	Display	Facebook	Men 25-34	12246.67	4.98	0.08	653.90
Alpha Innovations	Display	Facebook	Women 25-34	12445.19	4.85	0.08	674.60
Alpha Innovations	Display	Facebook	Women 35-44	12157.60	5.07	0.08	565.20