

Conversion Rate

0.01

Acquisition Cost

5000

ROI

2.00

Campaign Type

Display

Campaign ID

All

Channel Used

Email

Duration

15 days

Company Name

Alpha Innovations

Location

Chicago

Language

English

Target Audience

All Ages

Engagement Score

Fashionistas

Date

01 January 2021

Clicks

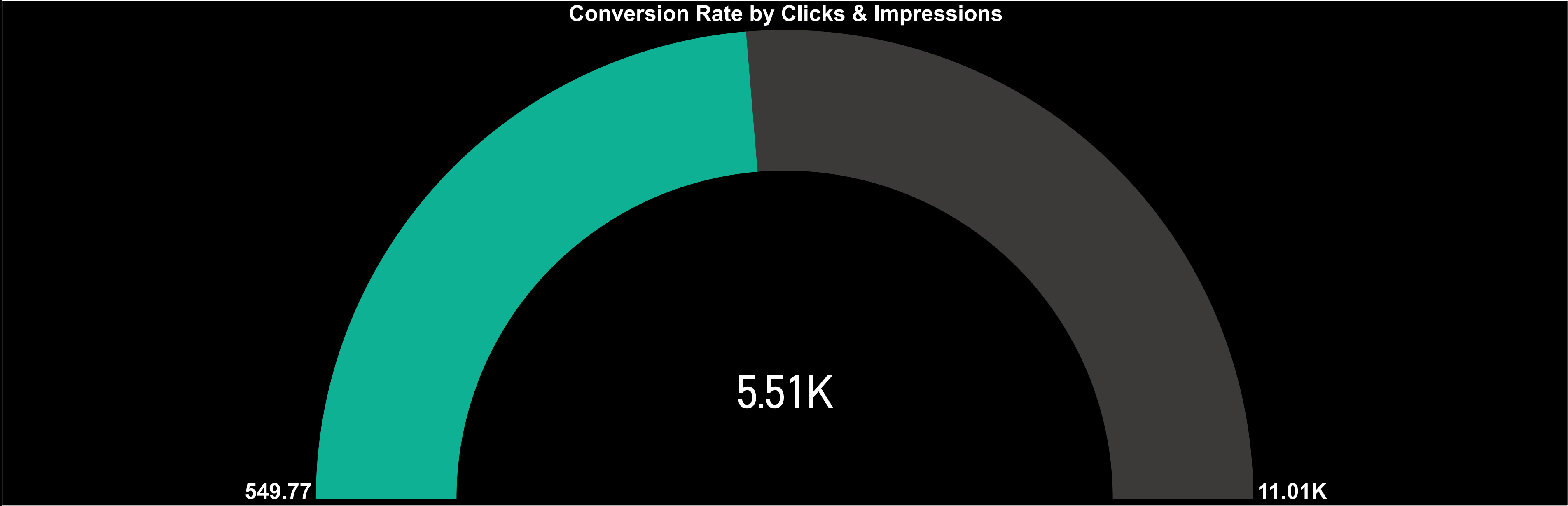
100

Impressions

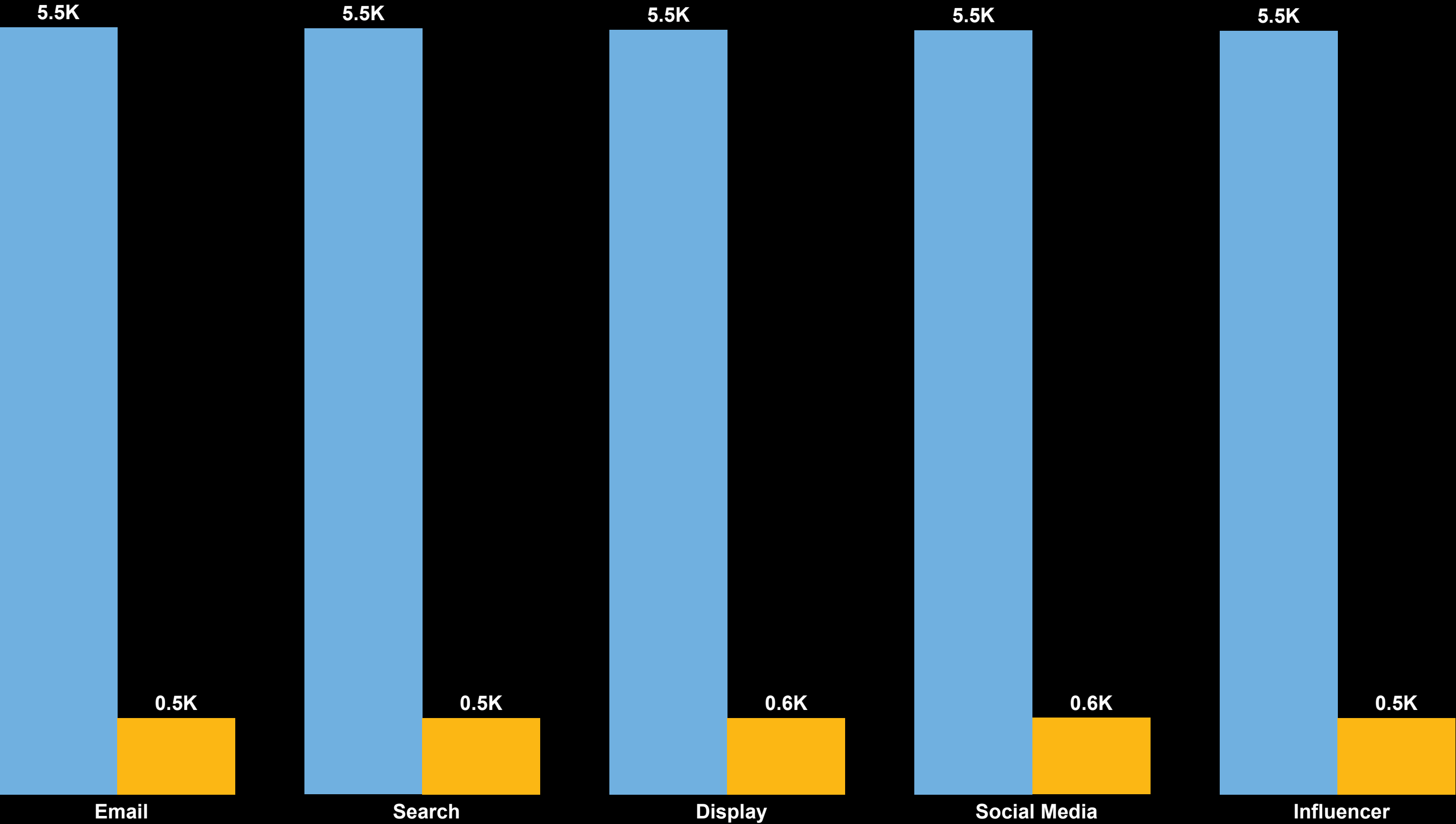
1000

Engagement Score

1



Conversion Rate, Impressions and Clicks by Campaign Type



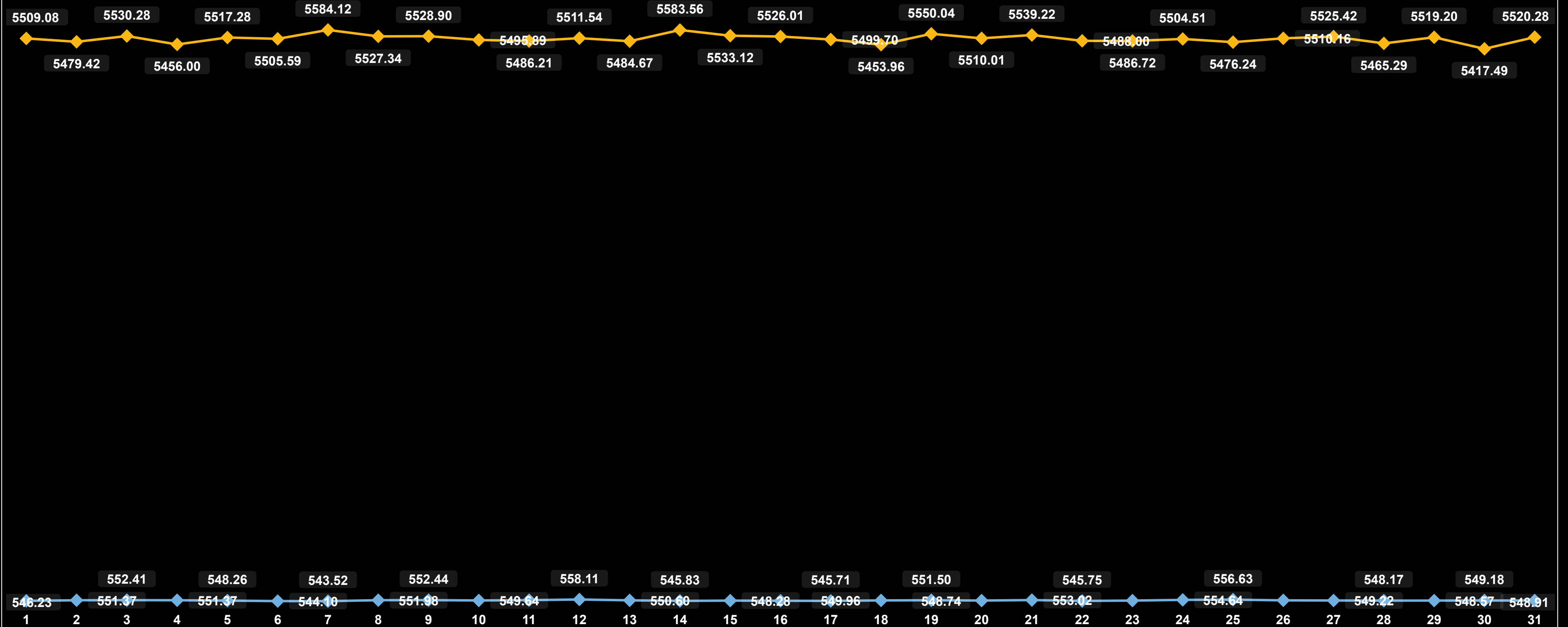
Campaign Type

- Average of Impressions
- Average of Clicks

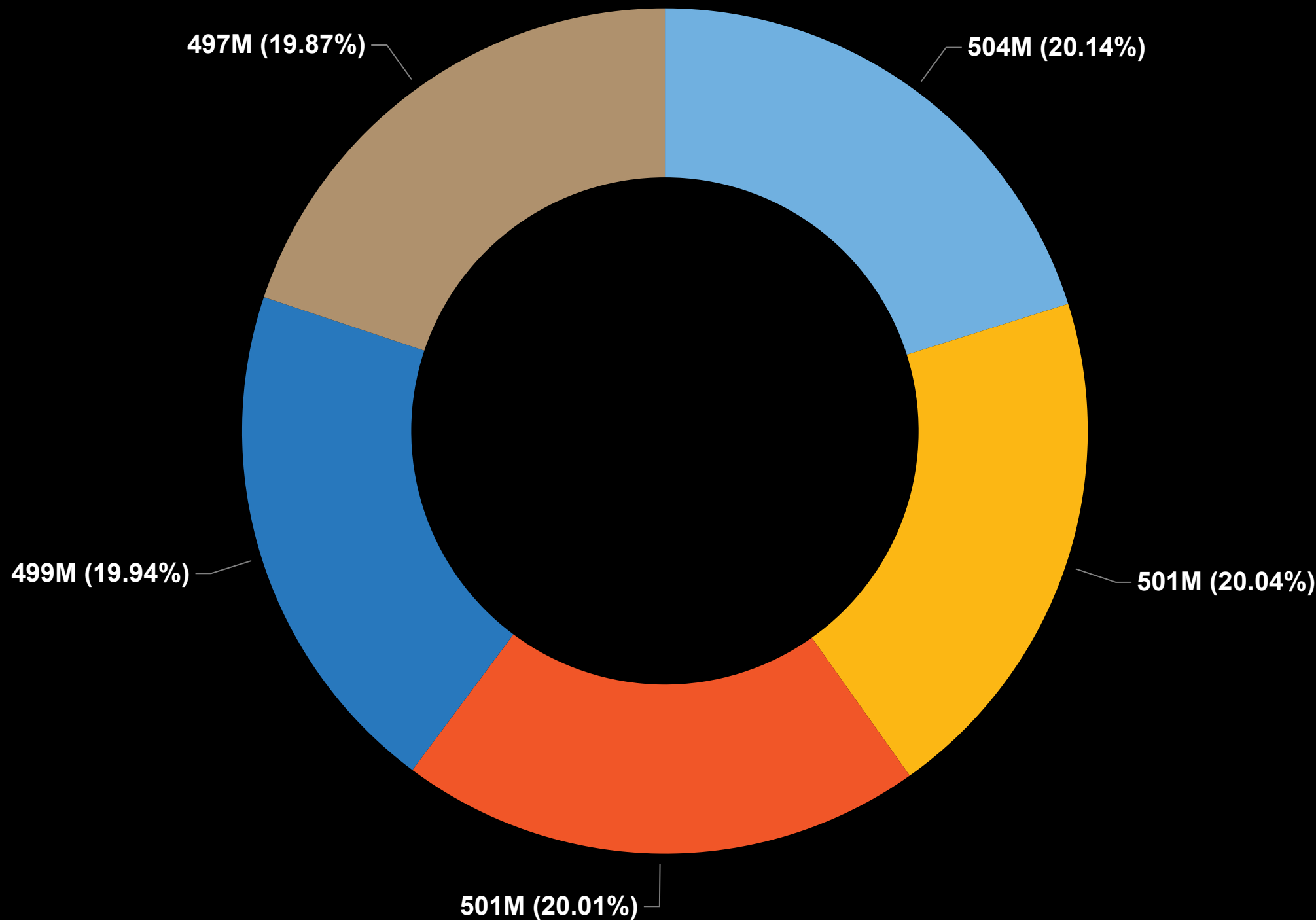
Complete Information																
Campaign ID	Date	Company	Customer Segment	Clicks	Impressions	Engagement Score	Target Audience	Conversion Rate	Duration	Campaign Type	Channel Used	Acquisition Cost	Language	Location	ROI	
1	01 January 2021	Innovate Industries	Health & Wellness	506	1922	6	Men 18-24	0.04	30 days	Email	Google Ads	16174	Spanish	Chicago	6.29	
2	02 January 2021	NexGen Systems	Fashionistas	116	7523	7	Women 35-44	0.12	60 days	Email	Google Ads	11566	German	New York	5.61	
3	03 January 2021	Alpha Innovations	Outdoor Adventurers	584	7698	1	Men 25-34	0.07	30 days	Influencer	YouTube	10200	French	Los Angeles	7.18	
4	04 January 2021	DataTech Solutions	Health & Wellness	217	1820	7	All Ages	0.11	60 days	Display	YouTube	12724	Mandarin	Miami	5.55	
5	05 January 2021	NexGen Systems	Health & Wellness	379	4201	3	Men 25-34	0.05	15 days	Email	YouTube	16452	Mandarin	Los Angeles	6.50	
6	06 January 2021	DataTech Solutions	Foodies	100	1643	1	All Ages	0.07	15 days	Display	Instagram	9716	German	New York	4.36	
7	07 January 2021	NexGen Systems	Tech Enthusiasts	817	8749	10	Women 35-44	0.13	60 days	Email	Website	11067	Spanish	Los Angeles	2.86	
8	08 January 2021	DataTech Solutions	Outdoor Adventurers	624	7854	7	Men 18-24	0.08	45 days	Search	Google Ads	13280	Mandarin	Los Angeles	5.55	
9	09 January 2021	Alpha Innovations	Tech Enthusiasts	861	1754	6	Women 35-44	0.09	15 days	Social Media	Facebook	18066	German	Chicago	6.73	
10	10 January 2021	TechCorp	Tech Enthusiasts	642	3856	3	Women 35-44	0.09	15 days	Email	Instagram	13766	English	Los Angeles	3.78	
11	11 January 2021	NexGen Systems	Tech Enthusiasts	321	6628	10	Men 25-34	0.12	45 days	Display	Email	8590	Spanish	New York	3.49	
12	12 January 2021	Innovate Industries	Foodies	659	8948	1	Men 25-34	0.05	60 days	Influencer	Google Ads	17502	Mandarin	Los Angeles	3.59	
13	13 January 2021	TechCorp	Tech Enthusiasts	677	8817	10	Men 25-34	0.09	60 days	Social Media	Facebook	17189	Mandarin	Chicago	4.91	
14	14 January 2021	TechCorp	Health & Wellness	994	2201	4	Men 25-34	0.14	45 days	Email	Instagram	9975	German	New York	7.06	
15	15 January 2021	TechCorp	Outdoor Adventurers	482	8470	1	All Ages	0.04	45 days	Display	Website	11346	Spanish	Chicago	5.28	
16	16 January 2021	Innovate Industries	Health & Wellness	299	1512	5	Women 35-44	0.11	60 days	Social Media	YouTube	9407	German	New York	2.91	
17	17 January 2021	Innovate Industries	Fashionistas	931	2488	3	Women 35-44	0.08	45 days	Display	Website	5478	English	Houston	4.53	
18	18 January 2021	Alpha Innovations	Health & Wellness	218	9264	9	Men 18-24	0.14	15 days	Influencer	Instagram	9485	French	Miami	4.48	
19	19 January 2021	Alpha Innovations	Foodies	182	5798	1	Men 25-34	0.07	60 days	Social Media	Google Ads	19224	French	New York	6.08	
20	20 January 2021	DataTech Solutions	Tech Enthusiasts	193	3677	1	Men 25-34	0.09	15 days	Influencer	Google Ads	10258	French	Miami	3.83	
21	21 January 2021	DataTech Solutions	Outdoor Adventurers	975	1561	3	Women 25-34	0.04	15 days	Search	Email	16580	Spanish	New York	7.99	
22	22 January 2021	TechCorp	Foodies	319	8586	2	All Ages	0.02	30 days	Influencer	Facebook	12824	French	New York	6.21	
23	23 January 2021	NexGen Systems	Health & Wellness	646	3841	5	Women 35-44	0.13	15 days	Social Media	YouTube	8699	French	Miami	2.12	
24	24 January 2021	Innovate Industries	Health & Wellness	764	2157	8	Women 25-34	0.04	15 days	Email	Facebook	17608	Spanish	Miami	7.31	
25	25 January 2021	NexGen Systems	Fashionistas	527	1733	1	Men 18-24	0.07	60 days	Social Media	YouTube	8773	Mandarin	Miami	6.03	
26	26 January 2021	NexGen Systems	Health & Wellness	809	8236	10	Women 25-34	0.04	45 days	Search	Instagram	14756	English	Houston	6.23	
27	27 January 2021	Alpha Innovations	Fashionistas	953	6916	5	Women 25-34	0.09	45 days	Email	Facebook	9182	English	Houston	6.03	
28	28 January 2021	TechCorp	Foodies	604	2420	3	Men 25-34	0.07	30 days	Email	YouTube	6601	Spanish	New York	3.29	
29	29 January 2021	TechCorp	Tech Enthusiasts	384	7620	7	Men 18-24	0.09	60 days	Influencer	Email	11552	Spanish	Chicago	7.12	
30	30 January 2021	TechCorp	Tech Enthusiasts	952	4055	1	Women 25-34	0.09	30 days	Social Media	Email	11608	Spanish	Los Angeles	3.61	
31	31 January 2021	Innovate Industries	Tech Enthusiasts	512	4837	4	Men 25-34	0.07	45 days	Search	Instagram	13124	Mandarin	Houston	2.77	
32	01 February 2021	NexGen Systems	Foodies	309	2885	7	All Ages	0.07	45 days	Influencer	YouTube	13245	English	New York	6.83	
33	02 February 2021	NexGen Systems	Foodies	367	3218	9	Women 35-44	0.06	45 days	Display	Email	5796	Spanish	New York	4.42	
34	03 February 2021	Alpha Innovations	Health & Wellness	248	5784	4	Men 25-34	0.14	15 days	Influencer	Google Ads	15888	German	Los Angeles	2.74	

Day-wise Average of Clicks & Impressions

◆ Average Clicks ◆ Average Impressions



Acquisition Cost by Customer Segment



- Customer Segment
- Foodies
 - Tech Enthusiasts
 - Outdoor Adventurers
 - Health & Wellness
 - Fashionistas