Marketing Campaign Analysis

Company
- ☐ Alpha Innovations
- ☐ DataTech Solutio...
- ☐ Innovate Industri...
- ☐ NexGen Systems
- ☐ TechCorp

Target_Audience
- ☐ All Ages
- ☐ Men 18-24
- ☐ Men 25-34
- ☐ Women 25-34
- ☐ Women 35-44

Campaign_Type

| Display | Email | Influencer | Search | Social Media |

Sum of Acquisition_Cost
3bn
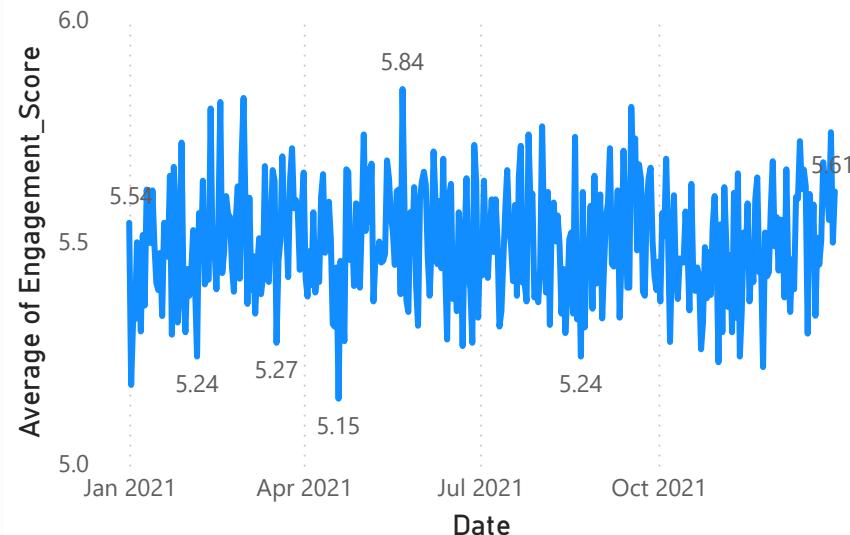
First Customer_Segment
Fashion...
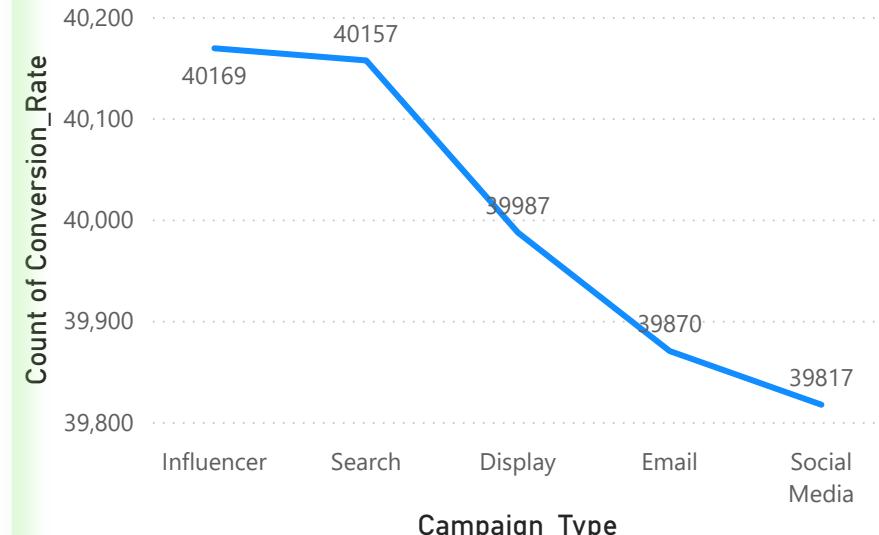
Sum of Conversion_Rate
16.01K

**Sum of Conversion_Rate by Channel_Used**
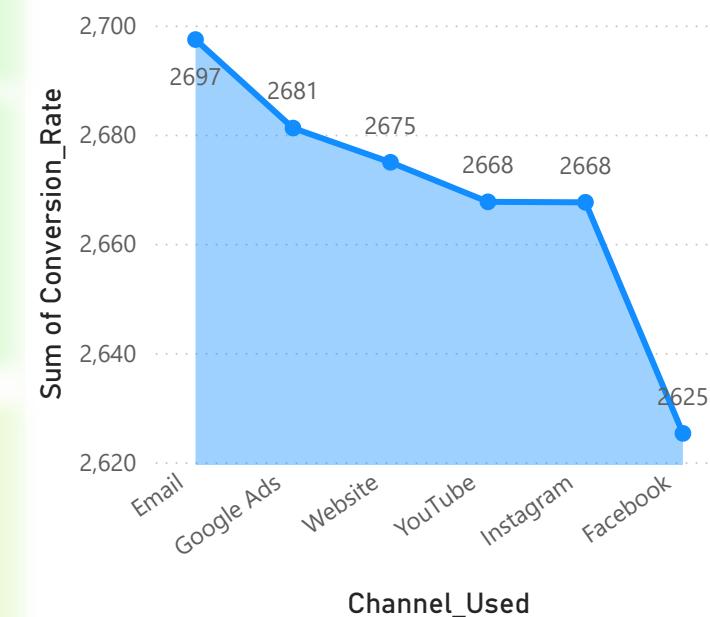
Average of Engagement_Score by Date
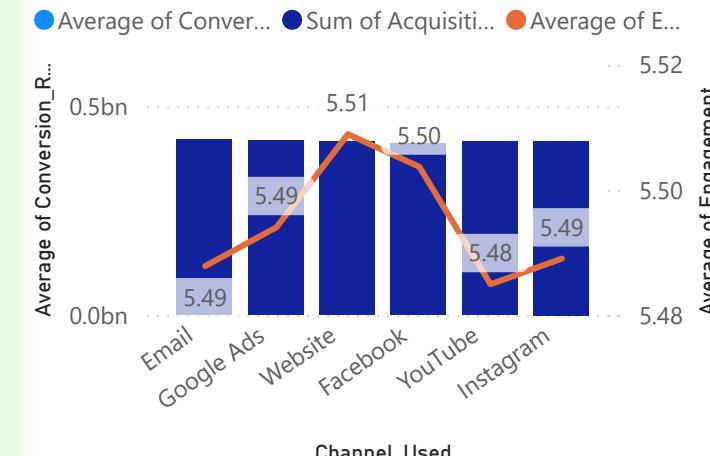
Count of Conversion_Rate by Campaign_Type

Average of Conversion_Rate, Sum of Acquisition_Cost and Average of Engagement_Score by Channel_Used

- ● Average of Conver...
- ● Sum of Acquisiti...
- ● Average of E...

Marketing Campaign Analysis
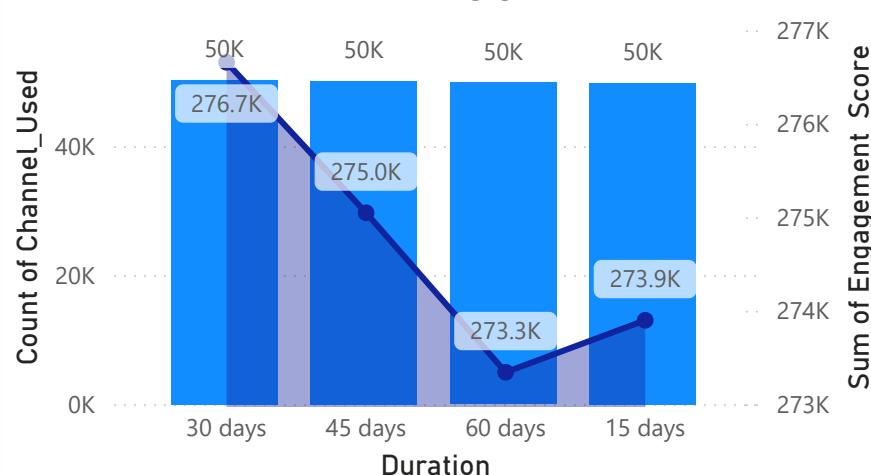
Company
- ☐ Alpha Innovations
- ☐ DataTech Solutions
- ☐ Innovate Industries
- ☐ NexGen Systems
- ☐ TechCorp

Channel
- ☐ Email
- ☐ Facebook
- ☐ Google Ads
- ☐ Instagram
- ☐ Website
- ☐ YouTube

Campaign_Type

Display	Email	Influencer	Search	Social Media

Average of Conversion_Rate

0.00 — 0.08 — 0.16
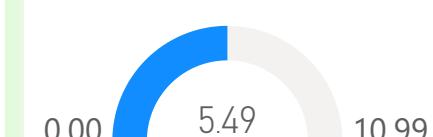
Sum of Clicks	Sum of Conversion_Rate	Sum of Engagement_Score	Sum of Impressions
110M	16.01K	1M	1bn
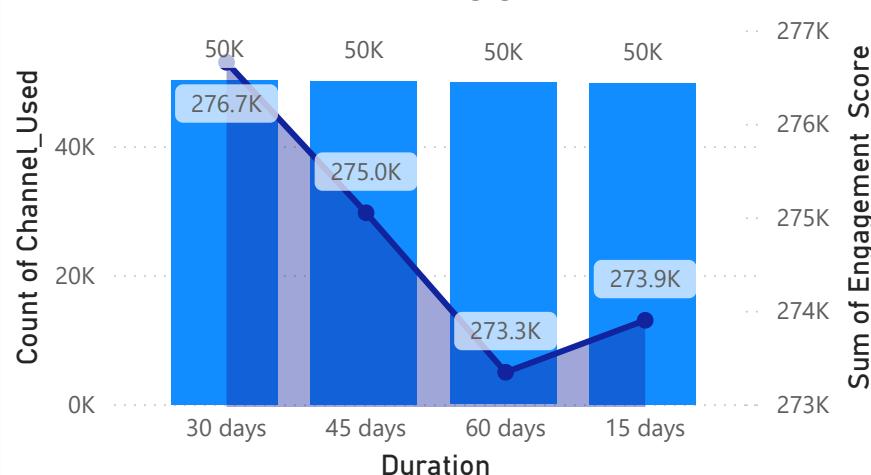
Average of Engagement_Score

0.00 — 5.49 — 10.99
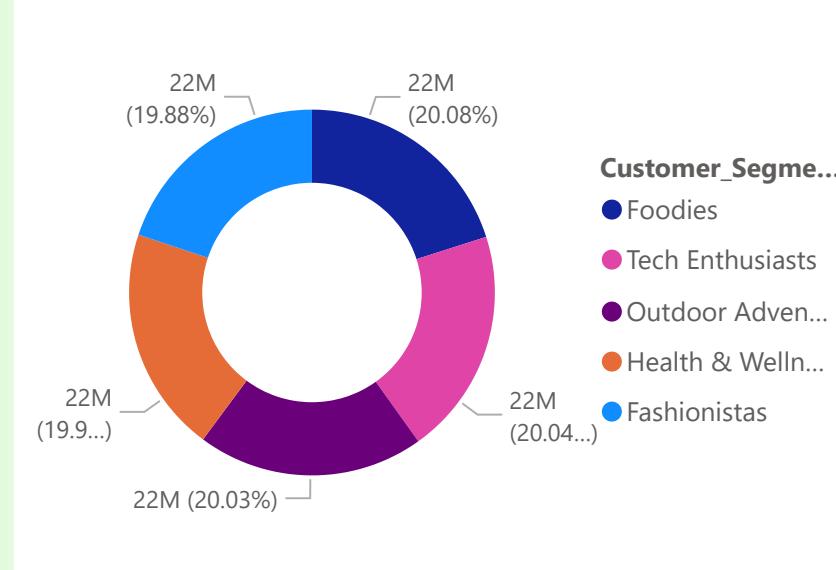
Count of Channel_Used and Sum of Engagement_Score by Duration

● Count of Channel_Used ● Sum of Engagement_Score

- 30 days: 50K, 276.7K
- 45 days: 50K, 275.0K
- 60 days: 50K, 273.3K
- 15 days: 50K, 273.9K

Sum of Clicks by Customer_Segment

- 22M (20.08%)
- 22M (20.04...)
- 22M (20.03%)
- 22M (19.9...)
- 22M (19.88%)

Customer_Segme...
- ● Foodies
- ● Tech Enthusiasts
- ● Outdoor Adven...
- ● Health & Welln...
- ● Fashionistas

Location and Engagement_Score

Engagemen... ●1 ●2 ●3 ●4 ●5 ●6 ●7 ●8 ●9 ●10

UNITED STATES

Gulf of Mexico

MEXICO

CUBA

HAITI

PR (US)

GUATEMALA

Caribbean Sea

Microsoft Bing

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