

**3.99K**

Users

**\$2.54M**

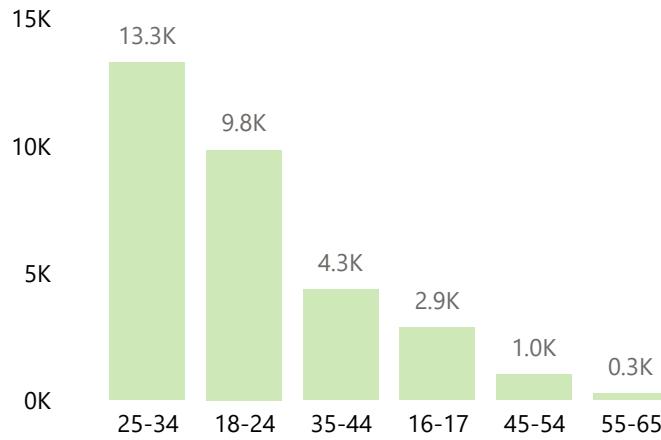
total\_budget

**78K**

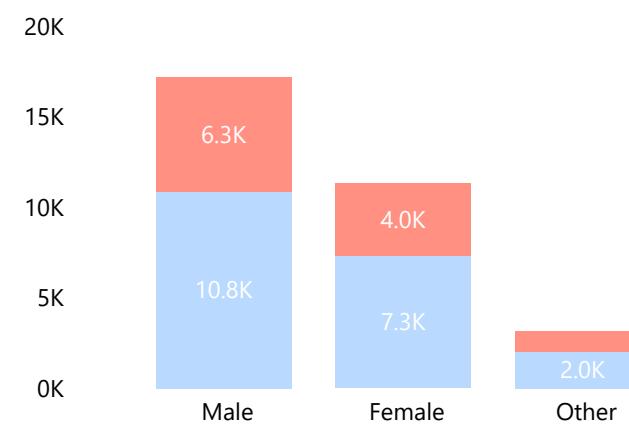
total\_events

## Social Media Performance Analysis

Interactions by age group



Platform Interactions by Gender



Campaign\_17\_Launch

3147

Campaign\_42\_Summer

3125

Campaign\_24\_Summer

3103

Campaign\_38\_Q3

3049

Campaign\_20\_Winter

3008

Campaign\_33\_Summer

2837

Campaign\_29\_Winter

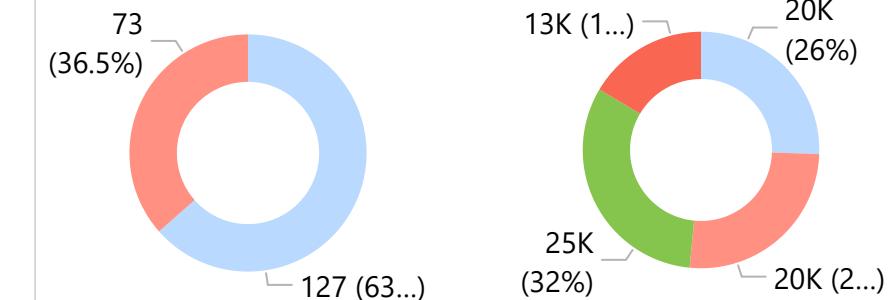
2769

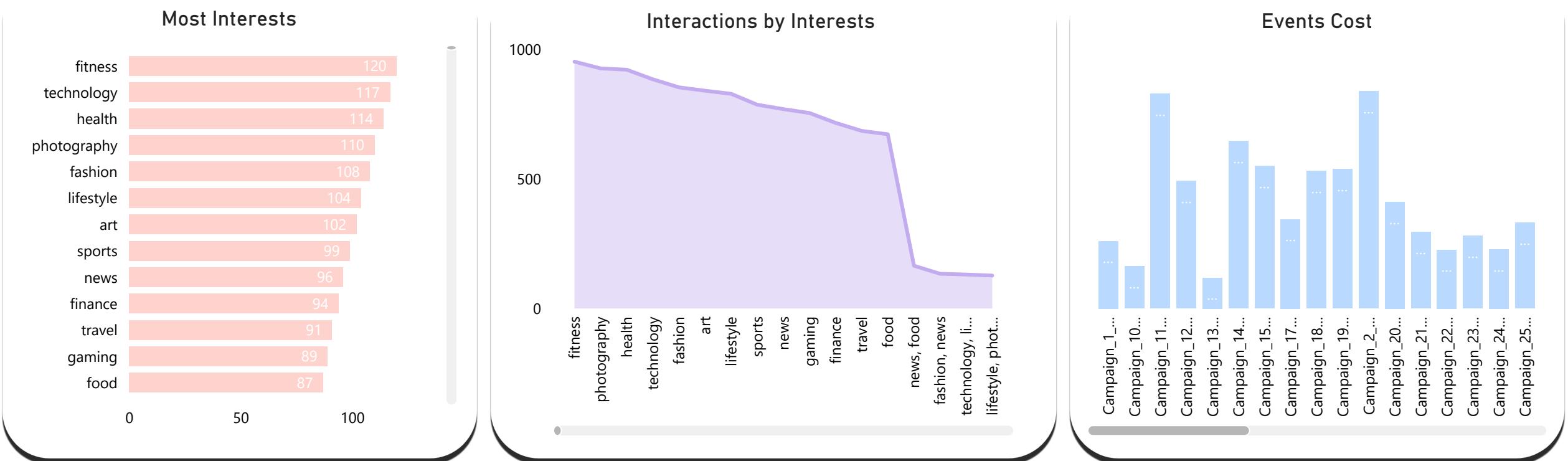
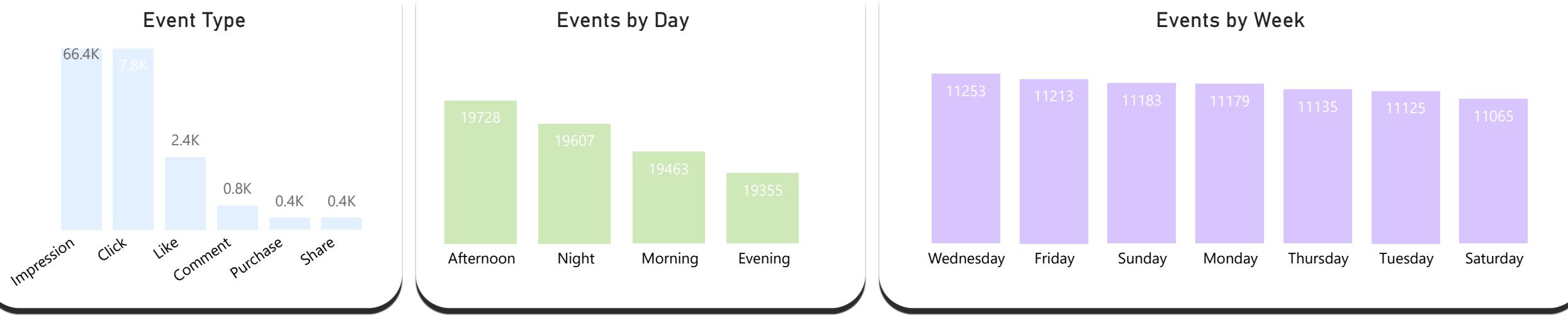
Campaign\_9\_Launch

2411

Campaign\_47\_Launch

2372





**3.99K**

Users

**\$7.92K**

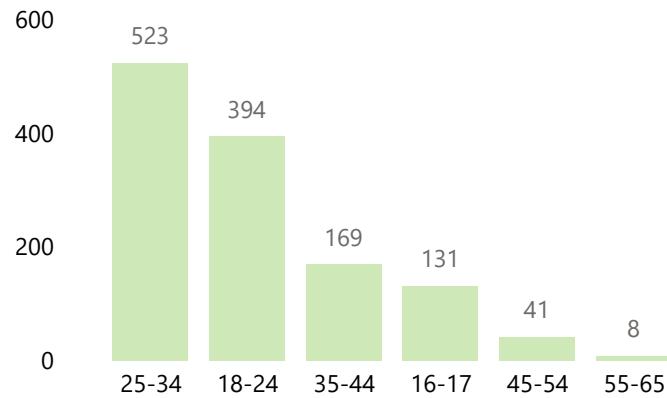
total budget

**3125**

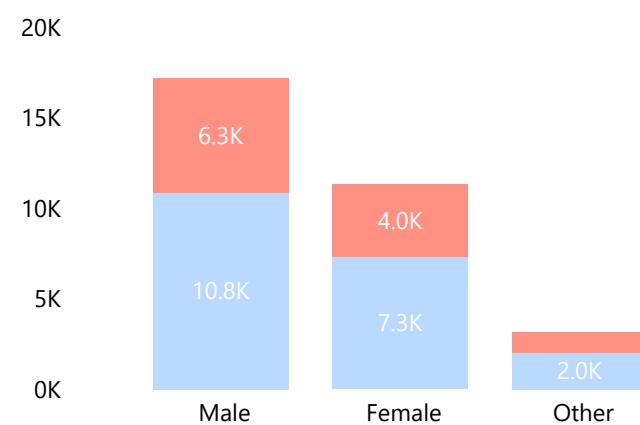
total events

## Summer 42 Campaign

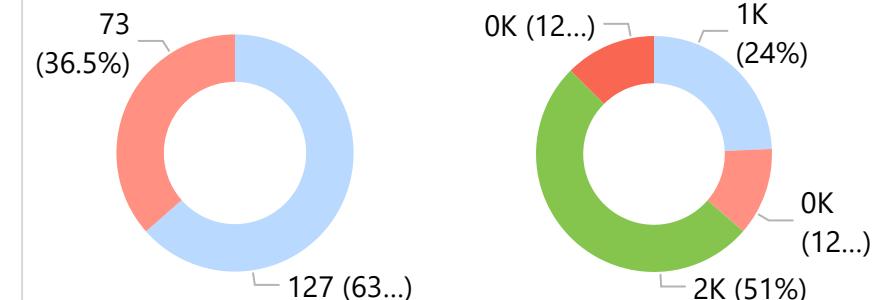
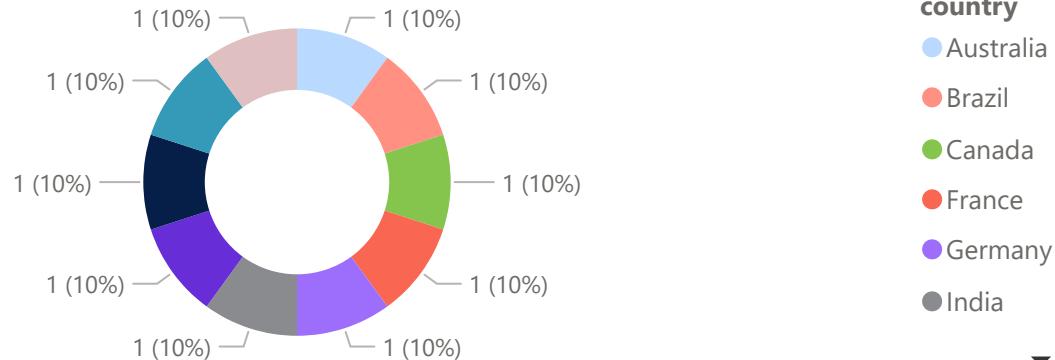
Interactions by age group for summer 42 campaign



interactions by gender and ad\_platform



interactions by country for summer42



**\$2.53**

cost\_per\_event

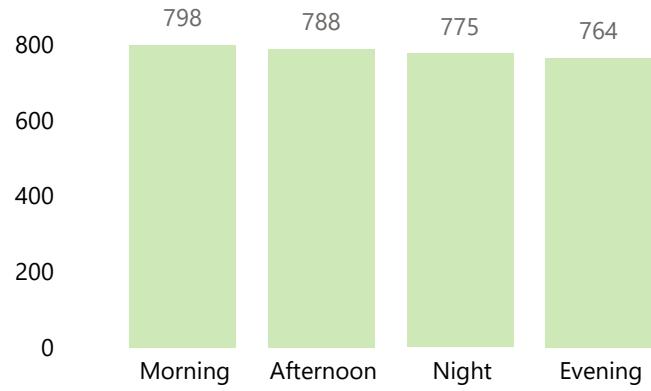
**0.33%**

percent\_of\_total

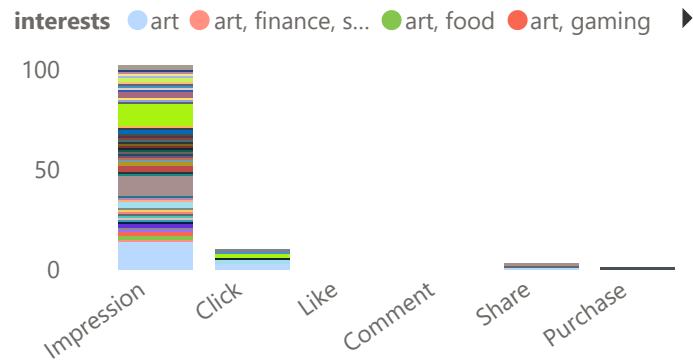
**\$168**

cost\_per\_day

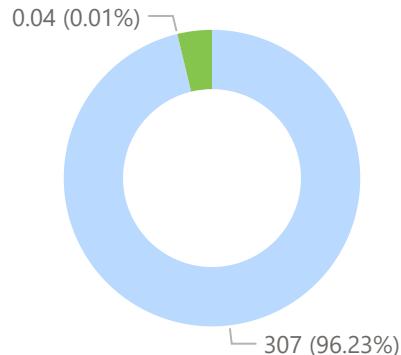
interaction by time of the day for summer 42 campaign



Sum of total\_events by event\_type and interests



interactions by country for summer42



- Sum of clicks
- Sum of conversion\_rate
- Sum of purchases



# Summer 42 Campaign