

Marketing Campaign Analysis

Overview

Details



Ads

2

Campaigns

3

Channels

3

Average of CTR, %

1.23%

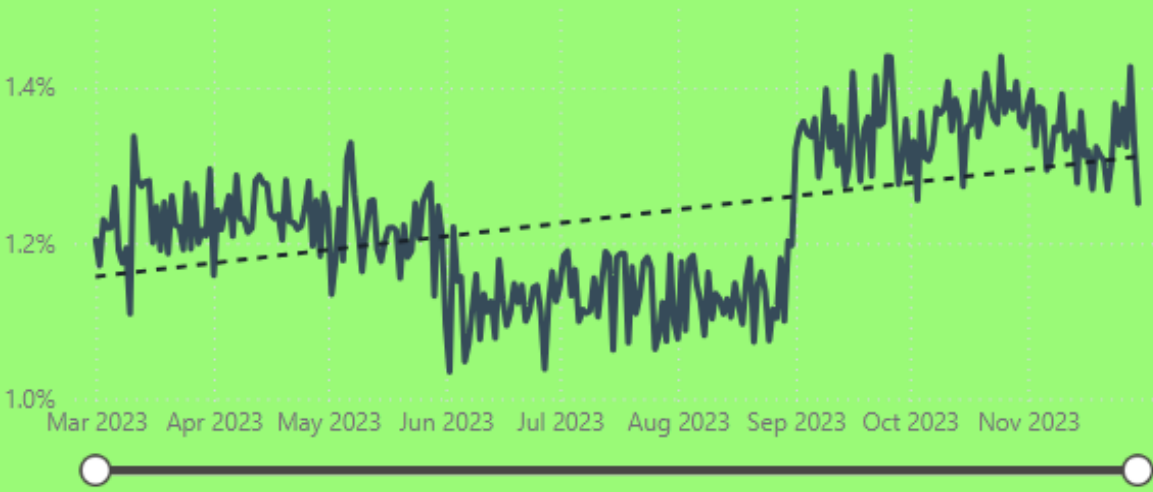
Conversion rate

22.17%

City/Location

3

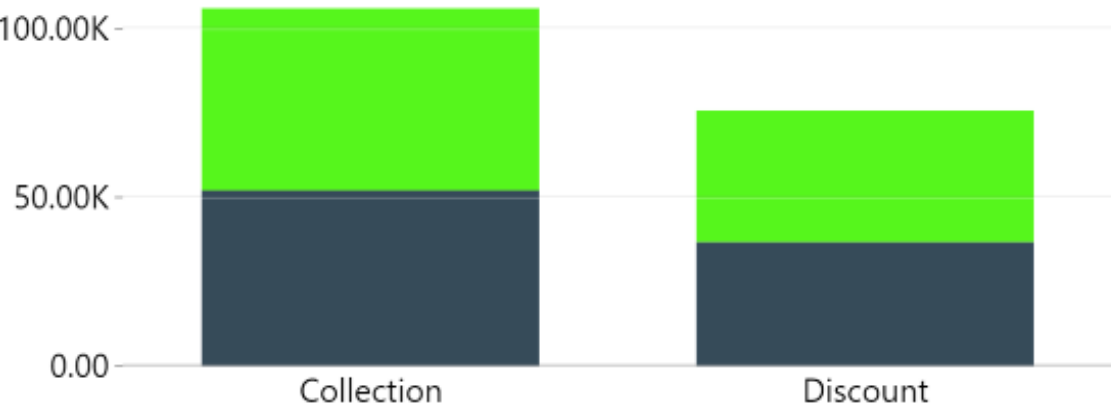
Average of CTR, % by Date



Clicks by Ad, Channel and Device

Back Zoom-out

Lin ?



Comments by Device and Channel

?



Marketing Campaign Analysis

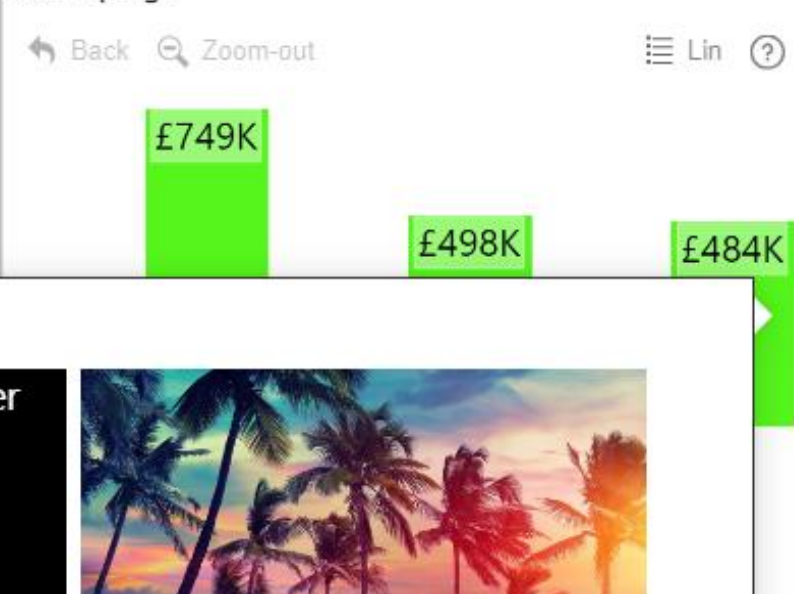
Overview

Details

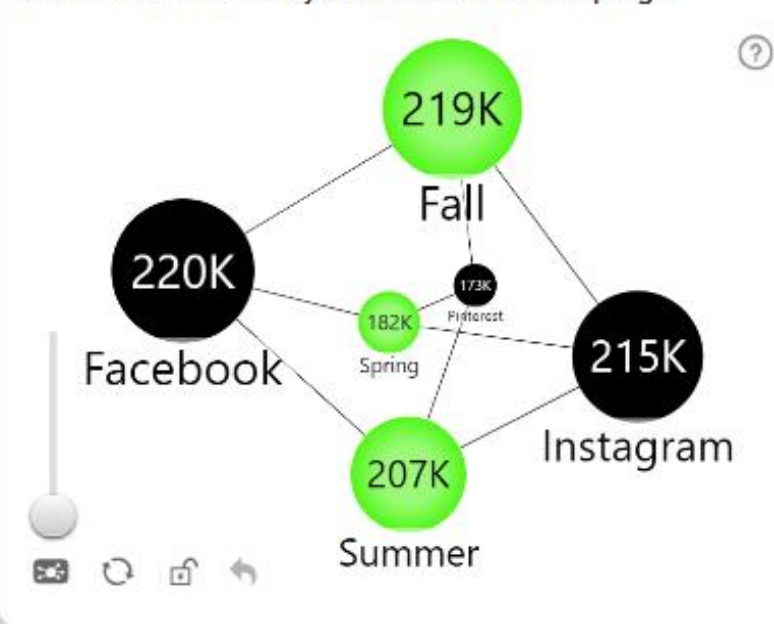
Total conversion by City



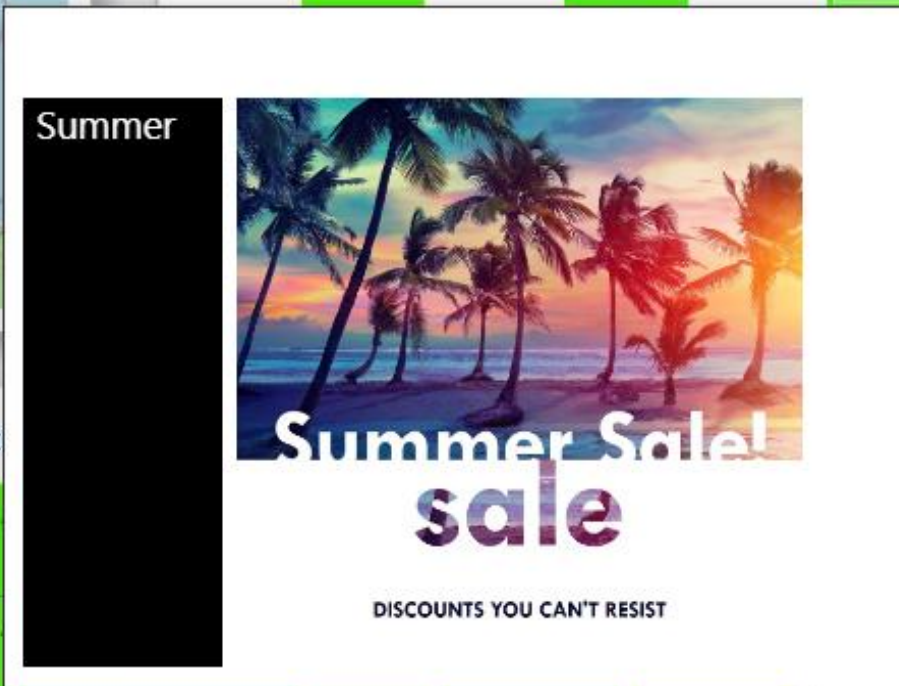
Spend, GBP and Total conversion value, GBP by Campaign



Likes (Reactions) by Channel and Campaign



	Channel	Impressions	Likes (React)
	Facebook	1809	
	Instagram	1849	
	Pinterest	1786	173399
Total		2766	608485



Average CPC	Total conversion value, GBP	Total Spend, GBP
3,443.82	£412,226	£71,613
3,295.24	£684,761	£63,394
2,209.72	£634,714	£28,243
8,948.78	£1,731,700	£163,250