



EXECUTIVE OVERVIEW DASHBOARD

COMPANY

All

LOCATION

All

CAMPAIGN TYPE

All

DATE

All

TOTAL COST

3bn

Total Cost

AD SPEND

3bn

Ad Spend

TOTAL ROI %

5.00

ROI %

TOTAL REVENUE

15.01bn

Revenue

TOTAL PROFIT

12.51bn

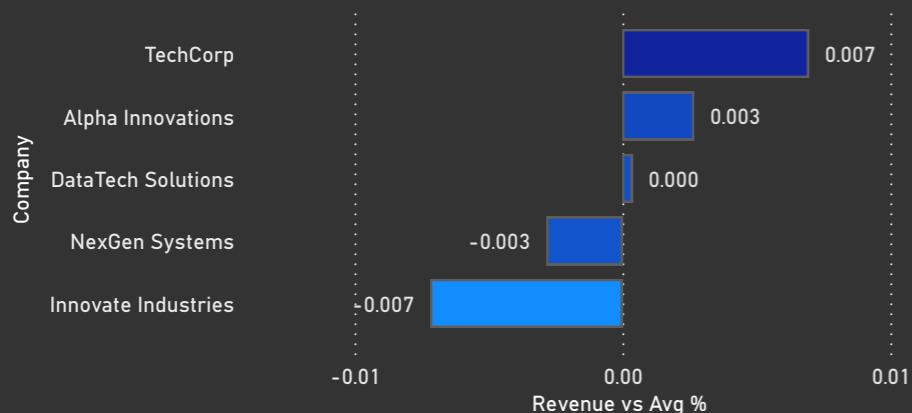
Profit

TOTAL ROAS

6.00

ROAS

REVENUE VS AVG % BY COMPANY

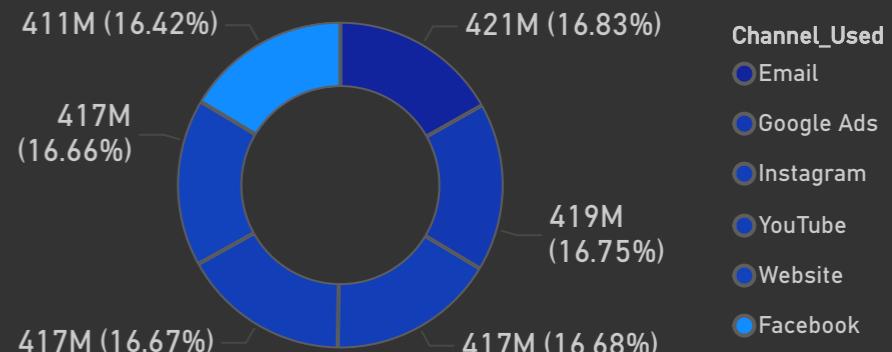


TOTAL TRAFFIC

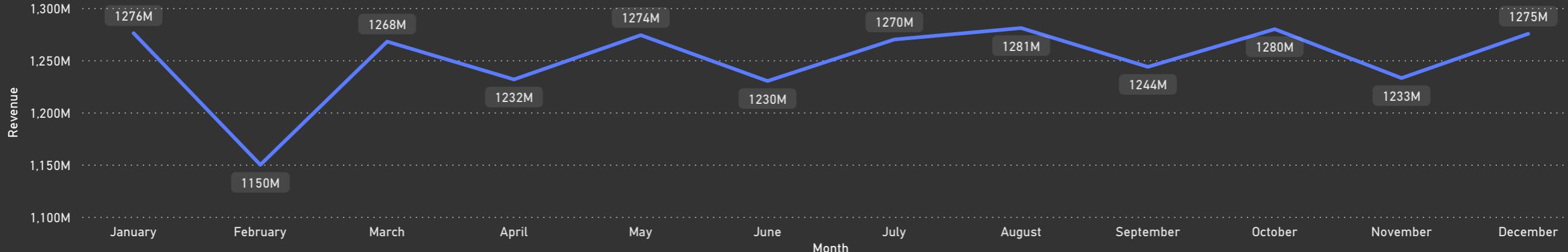
110M

Total Traffic

TOTAL COST BY CHANNEL_USED



REVENUE BY MONTH





CAMPAIGN PERFORMANCE DASHBOARD

CUSTOMER SEGMENT

All

CAMPAIGN ID

All

DATE

All

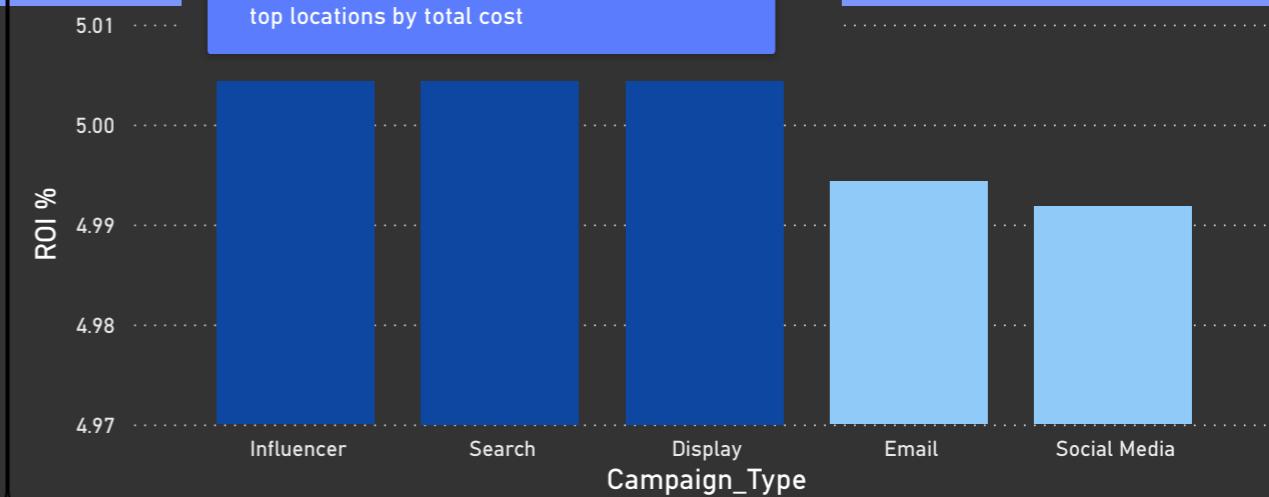
CAMPAGN PERFORMANCE TABLE

Campaign_Type	Count of Campaign_ID	Revenue	Profit	ROI %	ROAS	Total Clicks
Influencer	40169.00	3019963838	2517563313	5.01	6.01	22037657
Search	40157.00	3015665136	2513753376	5.01	6.01	22032144
Display	39987.00	3004229249	2504070475	5.01	6.01	22030979
Email	39870.00	2986294752	2488105303	4.99	5.99	21897902
Social Media	39817.00	2985215071	2486996971	4.99	5.99	21955724
Total	200000.00	15011368415	12510489807	5.00	6.00	109954406

Ask a question about your data

Try one of these to get started

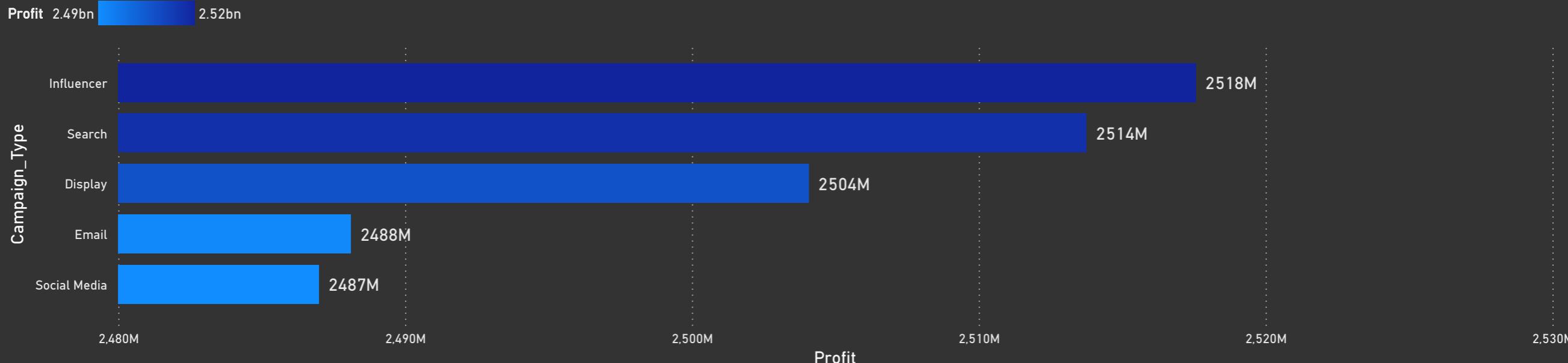
top locations by total cost



PROFIT AND PROFIT VARIATION BY CAMPAIGN_TYPE

Profit 2.49bn

Campaign_Type





TRAFFIC & ENGAGEMENT DASHBOARD

TOTAL IMPRESSION

1bn

Total Impressions

CTR

9.98

CTR (%)

Avg Engagement Sco...

5.49

Avg Engagement Score

TOTAL CLICKS

110M

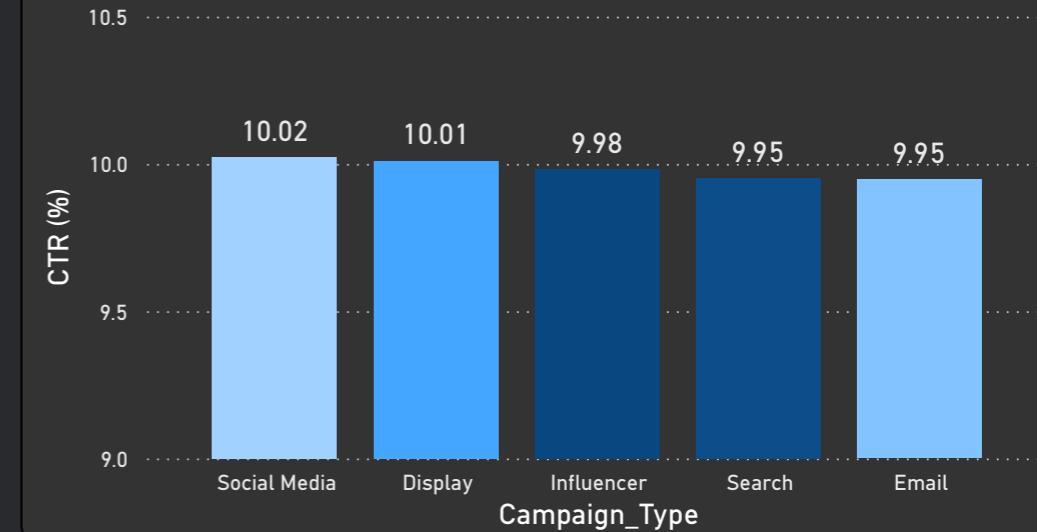
Total Clicks

TRAFFIC GROWTH %

0.09

Traffic Growth %

CTR COMPARISON



TRAFFIC FUNNEL

100%

Awareness (Impressions)

1101M

Interest (Clicks)

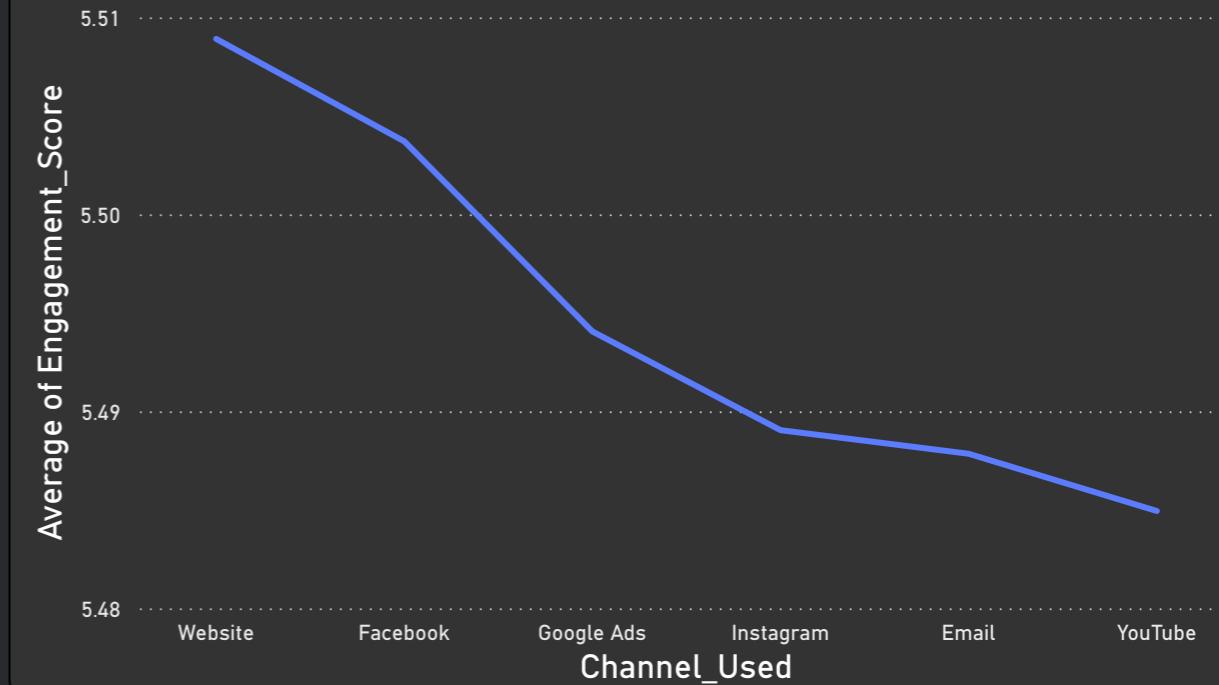
9.98%

Action (Conversions)

0.8%

0.8%

ENGAGEMENT BY CHANNEL





COST, ROI & PROFITABILITY

ACQUISITION COST

3bn

Sum of Acquisition_Cost

ROI%

5.00

ROI %

CPC

22.74

CPC

PROFIT

12.51bn

Profit

CMP

2.27K

CPM

DRIVEN PROFIT

Channel_Used

Email

Email
₹ 4,20,339.95bn

Total Profit
₹ 25,02,097.96bn

Google Ads
₹ 4,18,325.76bn

Instagram
₹ 4,17,750.28bn

Campaign_Type

Influencer

Search
₹ 84,045.47bn

Display
₹ 83,832.79bn

Influencer
₹ 83,795.26bn

Location

Los Angeles

Miami
₹ 16,789.08bn

Houston
₹ 16,613.93bn

Los Angeles
₹ 16,538.87bn

Target_Audience

Men 18-24
₹ 3,477.92bn

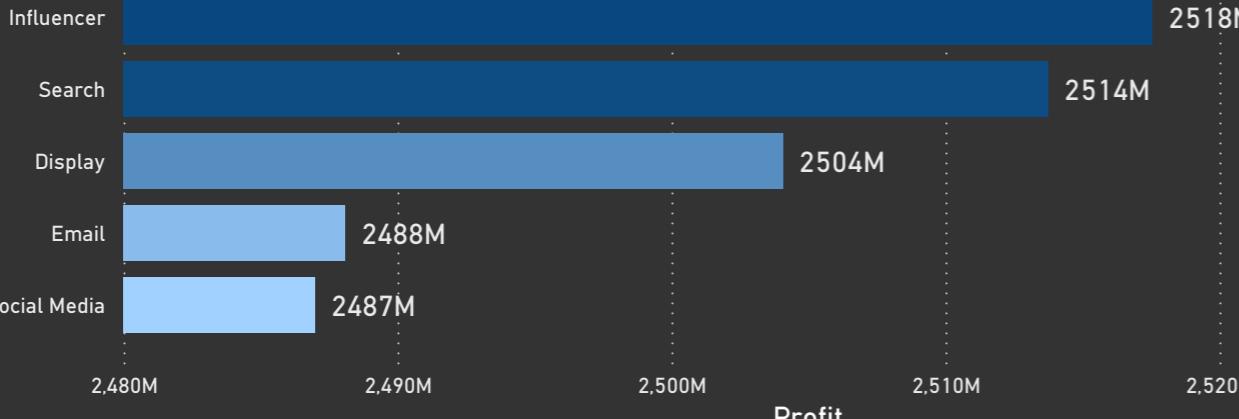
Women 35-44
₹ 3,315.28bn

Men 25-34
₹ 3,302.77bn

PROFIT BY CAMPAIGN_TYPE

Count of Campaign_Type 39.82K 40.17K

Campaign_Type



COST BREAKDOWN

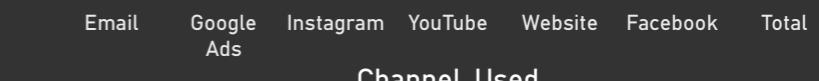
● Increase ● Decrease ● Total

3bn

2bn

1bn

0bn





AUDIENCE & CHANNEL PERFORMANCE

REVENUE BY CHANNEL_USED

Revenue

Channel_Used	Revenue
Email	2524M
Google Ads	2515M
Website	2505M
YouTube	2498M
Instagram	2498M
Facebook	2471M

Channel_Used

COMPANY

DATE

CAMPAIGN ID

CUSTOMER SEGMENT

AUDIENCE SEGMENT PERFORMANCE

Customer Segment

Customer Segment	Sum of Conversion Rate
Foodies	3227
Tech Enthusiasts	3219
Outdoor Adventurers	3208
Health & Wellness	3189
Fashionistas	3171

Sum of Conversion_Rate

UNITED STATES

Microsoft Bing

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GROWTH & TREND ANALYSIS

DATE

All

CUSTOMER SEGMENT

All

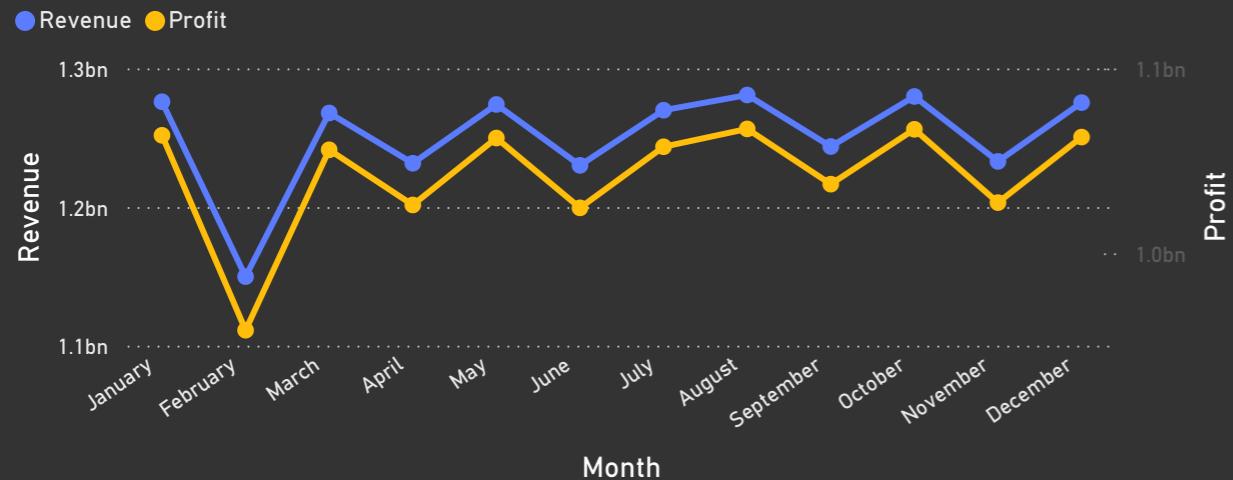
COMPANY

All

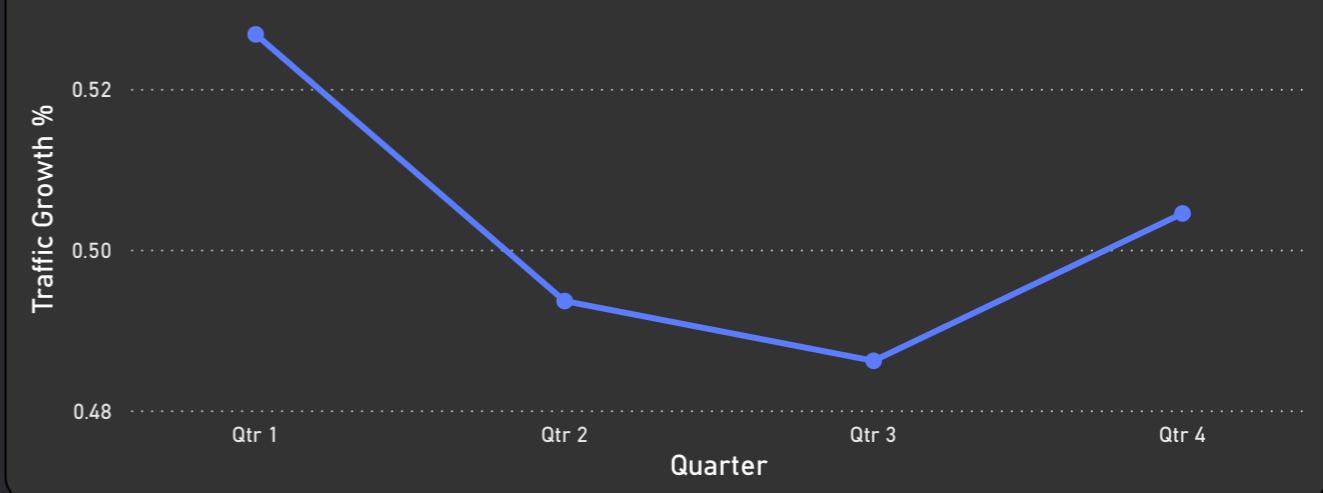
CAMPAIGN TYPE

All

REVENUE VS PROFIT GROWTH TREND



QUARTERLY GROWTH RATE



MONTHLY TRAFFIC TRENDS

