



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

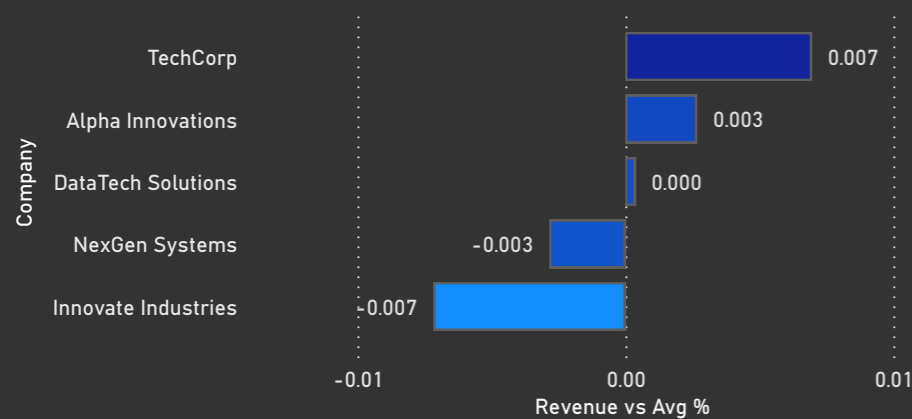
Profit

TOTAL ROAS

6.00

ROAS

REVENUE VS AVG % BY COMPANY

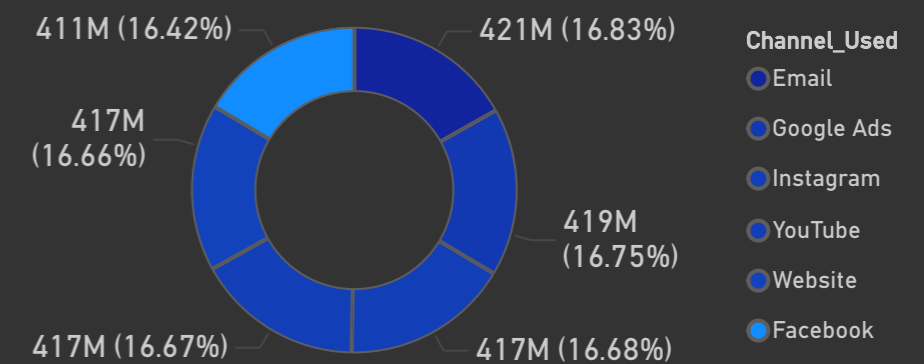


TOTAL TRAFFIC

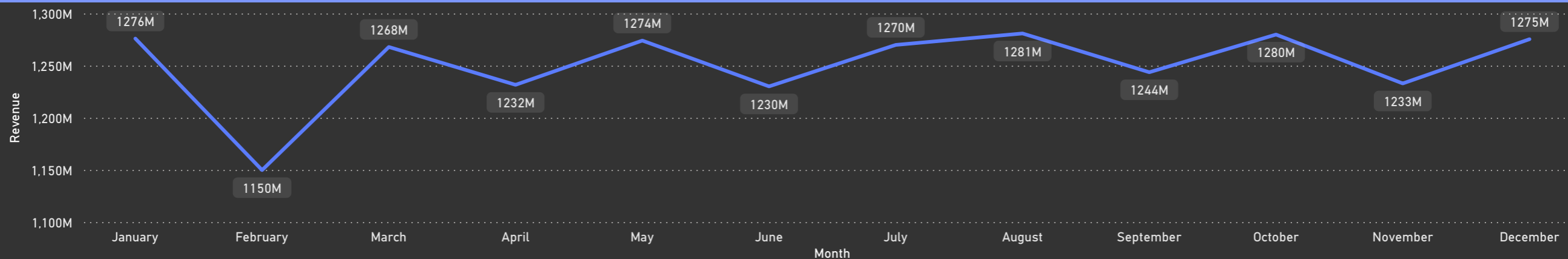
110M

Total Traffic

TOTAL COST BY CHANNEL_USED



REVENUE BY MONTH





CAMPAIGN PERFORMANCE DASHBOARD

CUSTOMER SEGMENT

All

CAMPAIGN ID

All

DATE

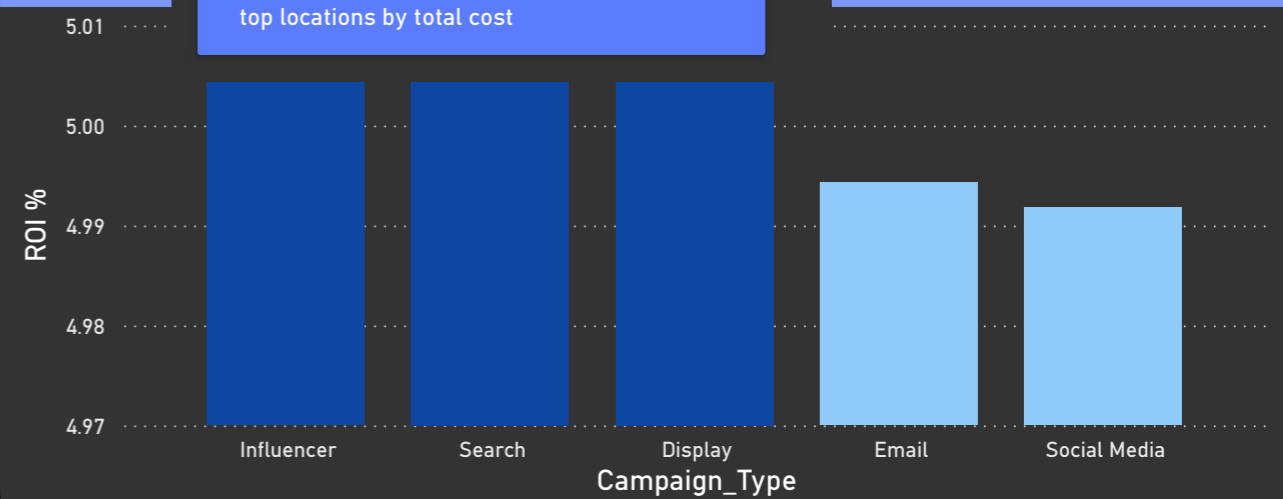
All

Ask a question about your data

Try one of these to get started

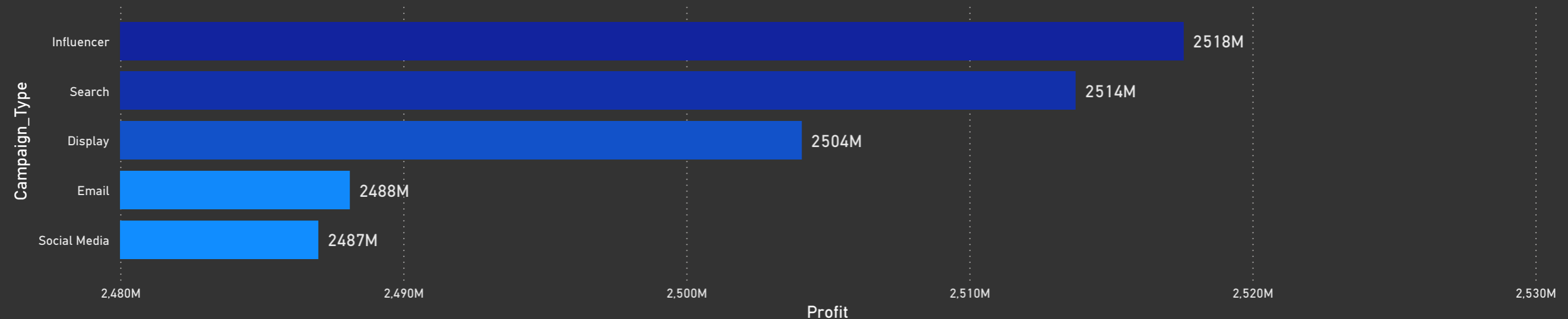
CAMPAIGN PERFORMANCE TABLE

| 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 |



PROFIT AND PROFIT VARIATION BY CAMPAIGN_TYPE

Profit 2.49bn 2.52bn





TRAFFIC & ENGAGEMENT DASHBOARD

TOTAL IMPRESSION

1bn

Total Impressions

CTR

9.98

CTR (%)

AVG ENGAGEMENT SCO...

5.49

Avg Engagement Score

TOTAL CLICKS

110M

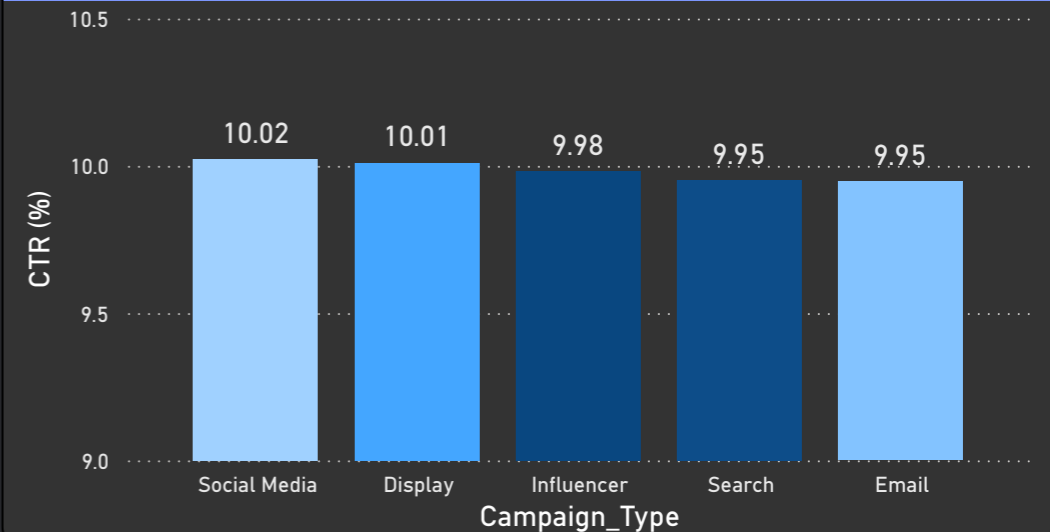
Total Clicks

TRAFFIC GROWTH %

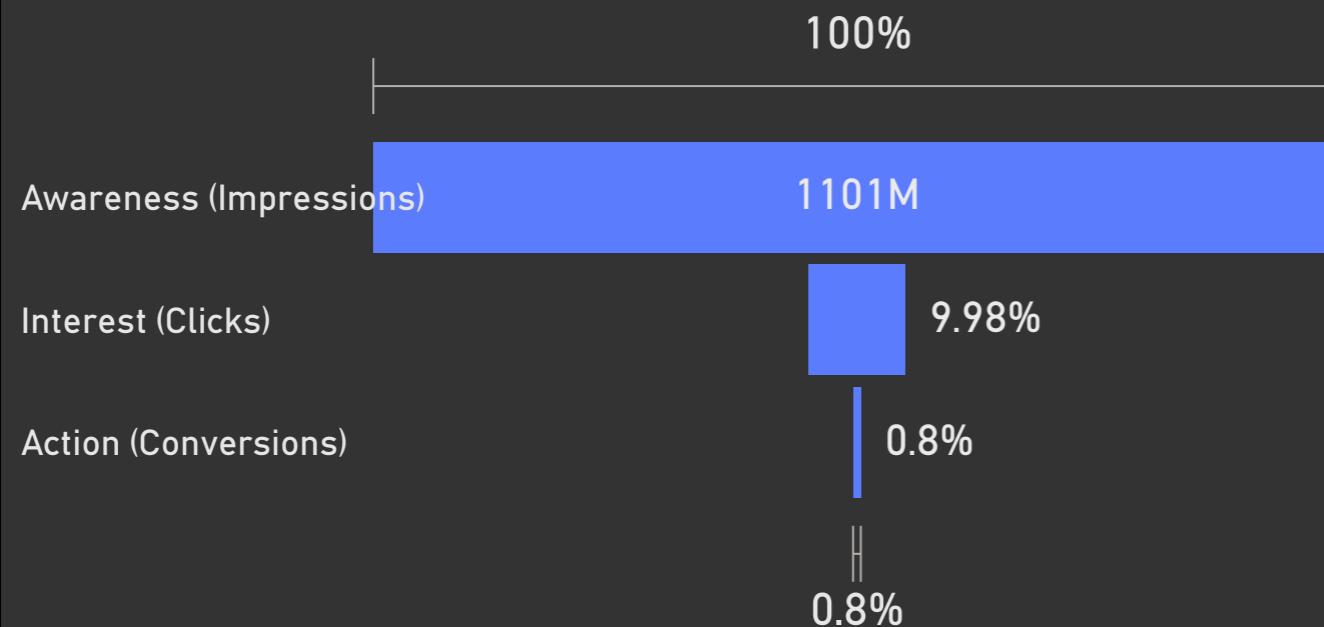
0.09

Traffic Growth %

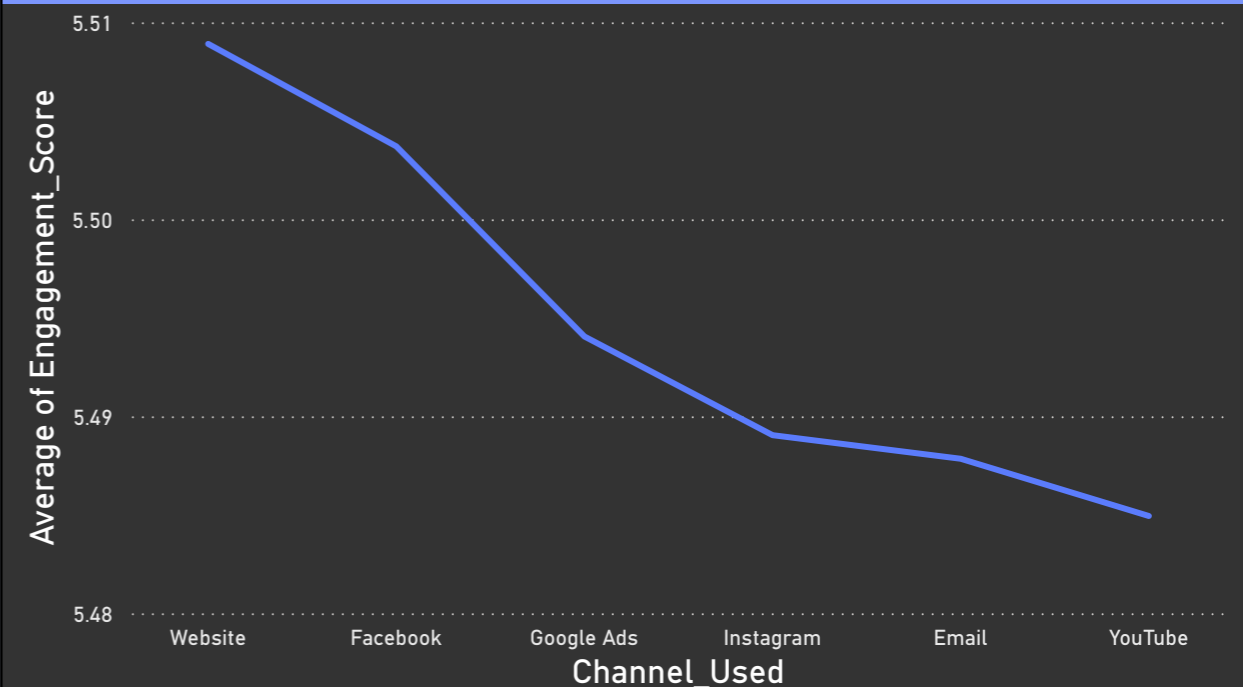
CTR COMPARISON



TRAFFIC FUNNEL



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

Campaign_Type

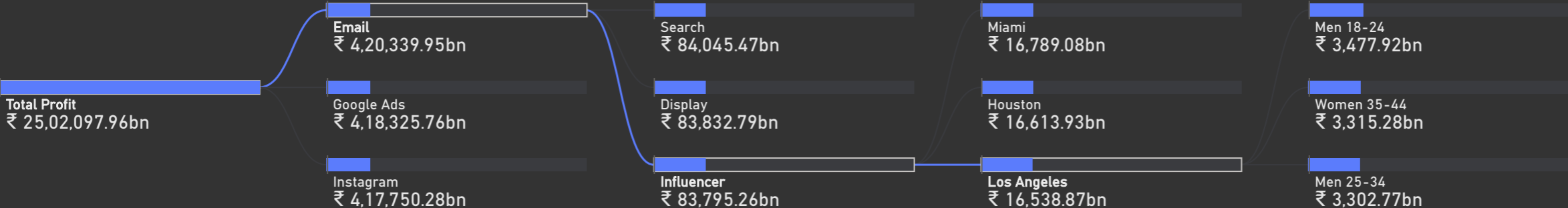
Influencer

Location

Los Angeles

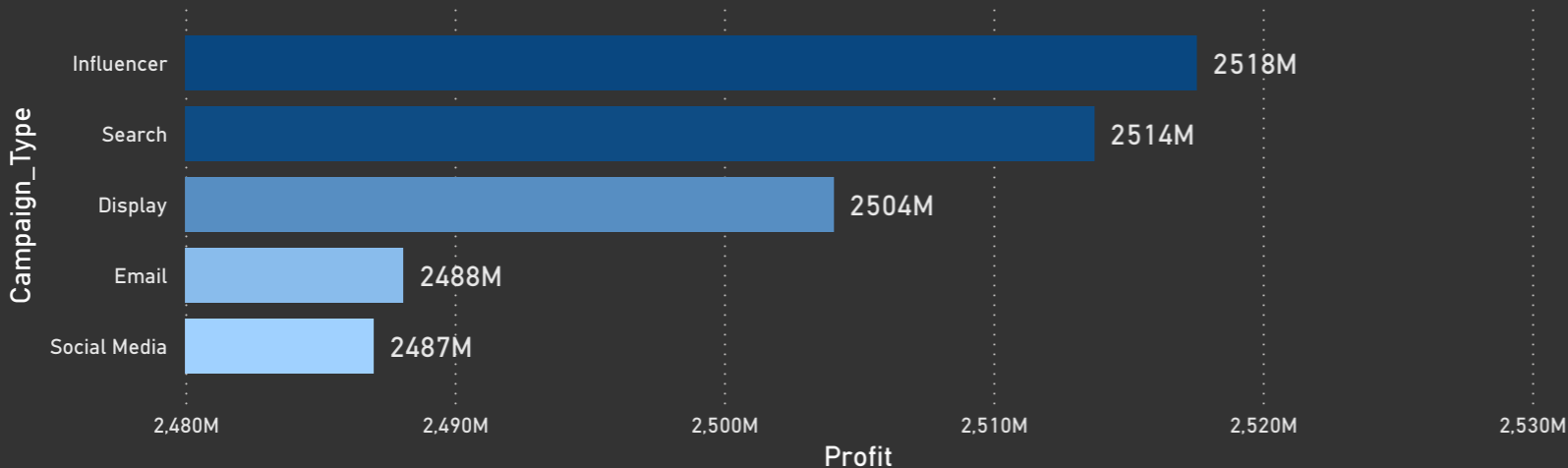
Target_Audience

×



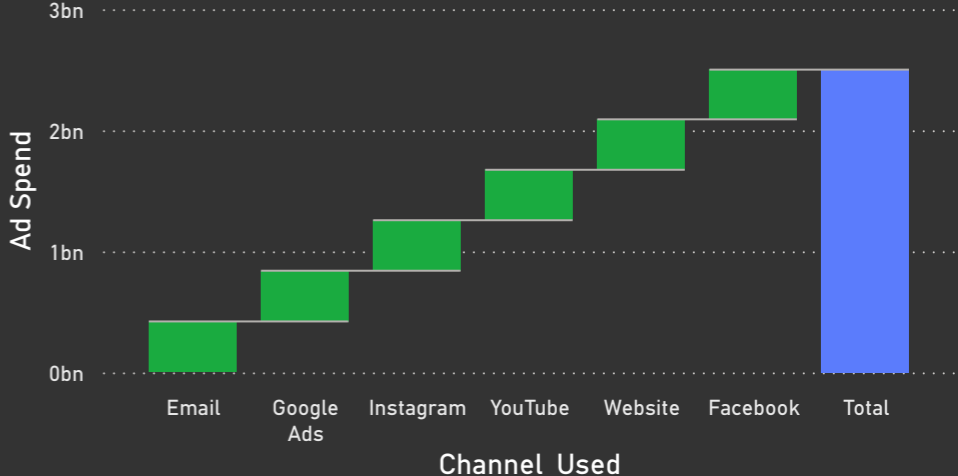
PROFIT BY CAMPAIGN_TYPE

Count of Campaign_Type 39.82K 40.17K



COST BREAKDOWN

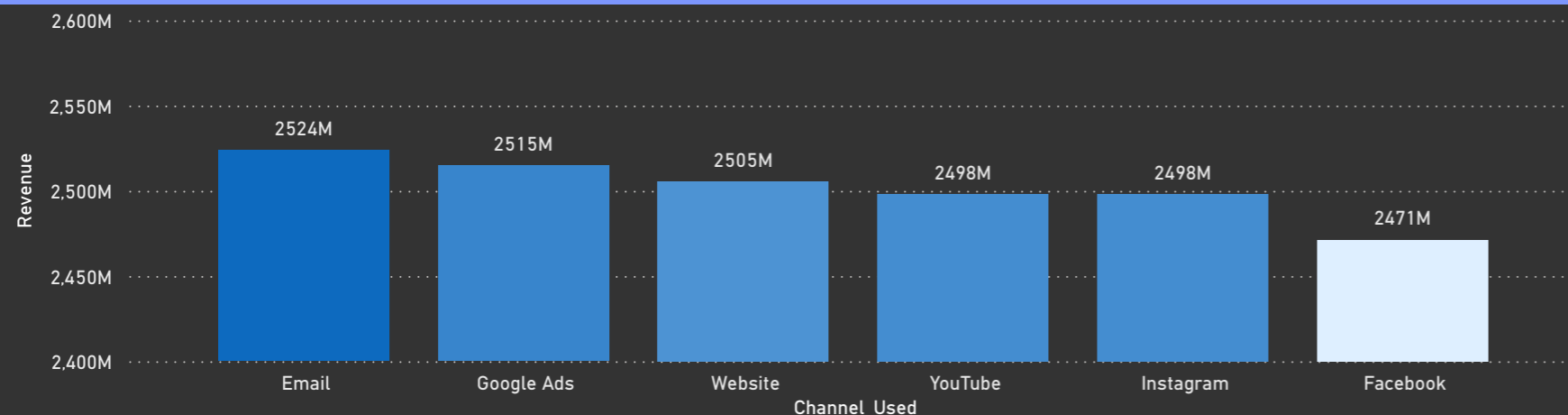
● Increase ● Decrease ● Total





AUDIENCE & CHANNEL PERFORMANCE

REVENUE BY CHANNEL_USED



COMPANY

All

DATE

All

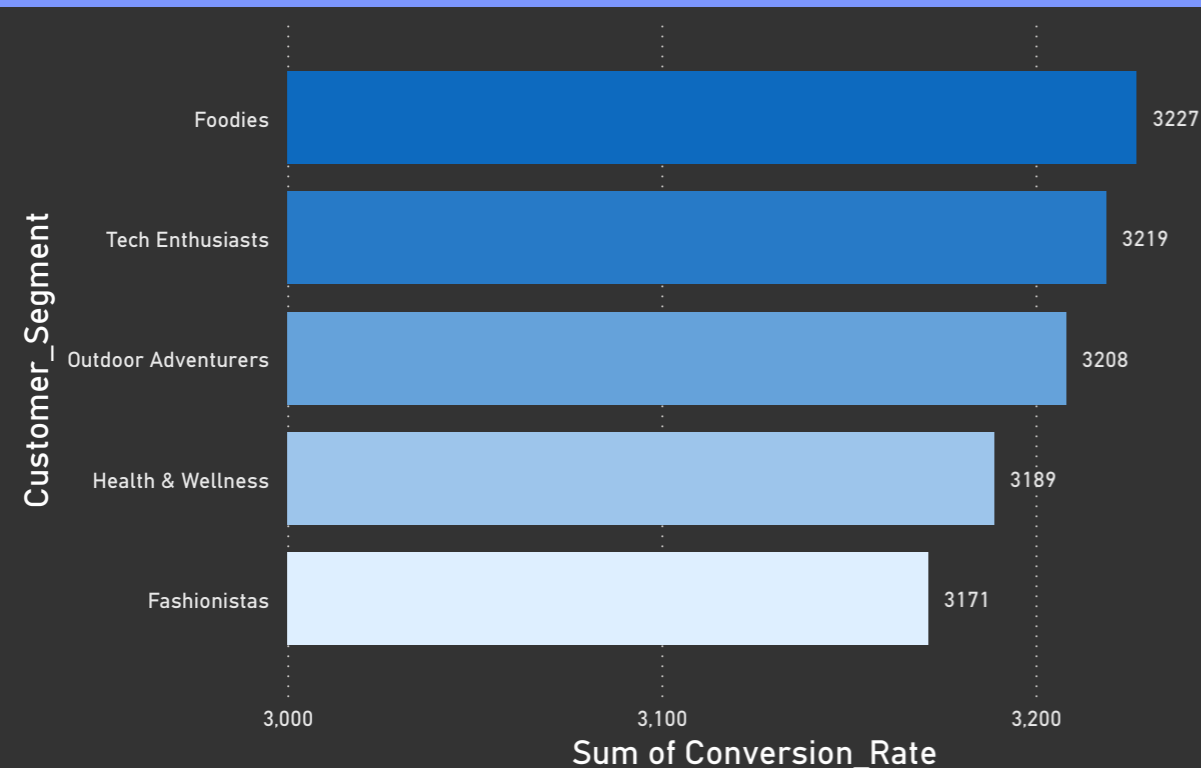
CAMPAIGN ID

All

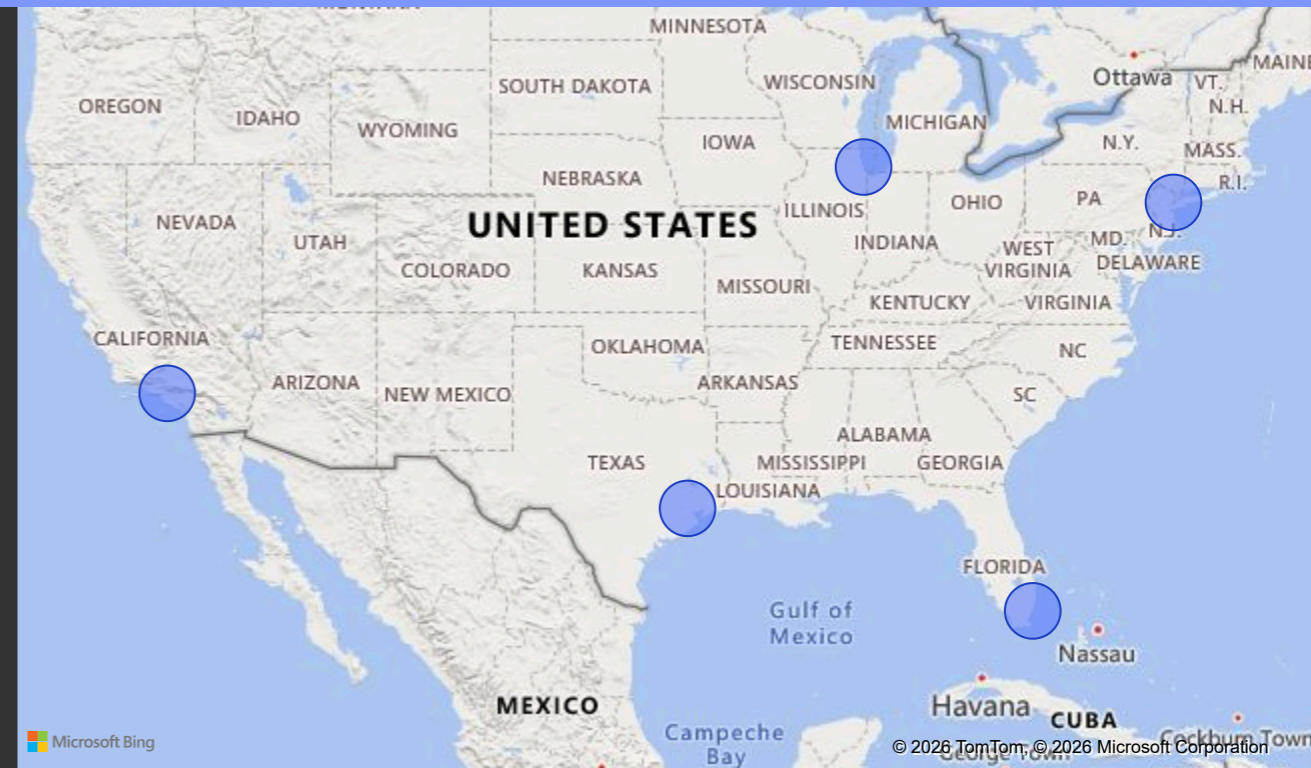
CUSTOMER SEGMENT

All

AUDIENCE SEGMENT PERFORMANCE



GEOGRAPHICAL TRAFFIC DISTRIBUTION





GROWTH & TREND ANALYSIS

DATE

All

CUSTOMER SEGMENT

All

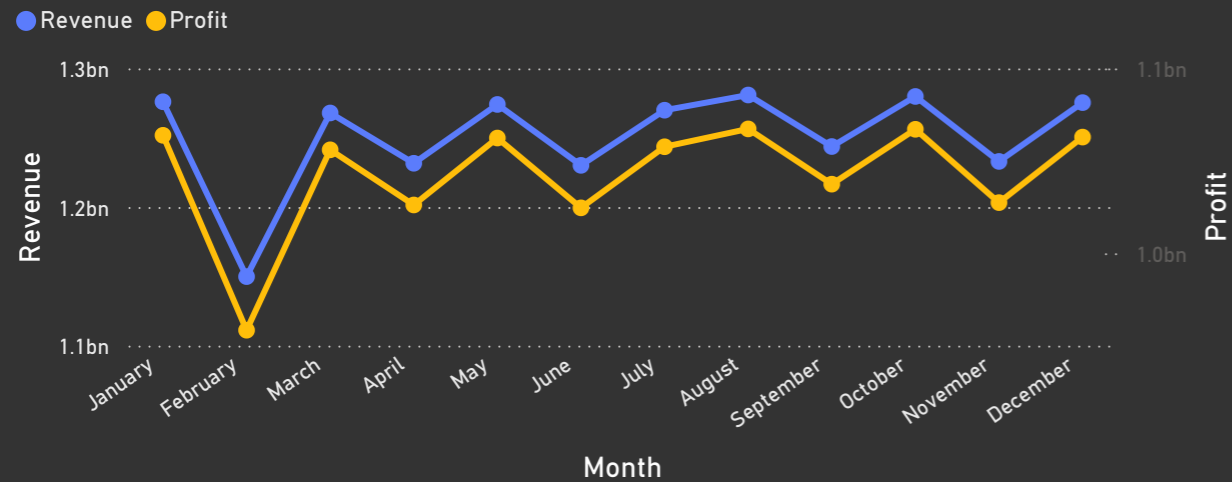
COMPANY

All

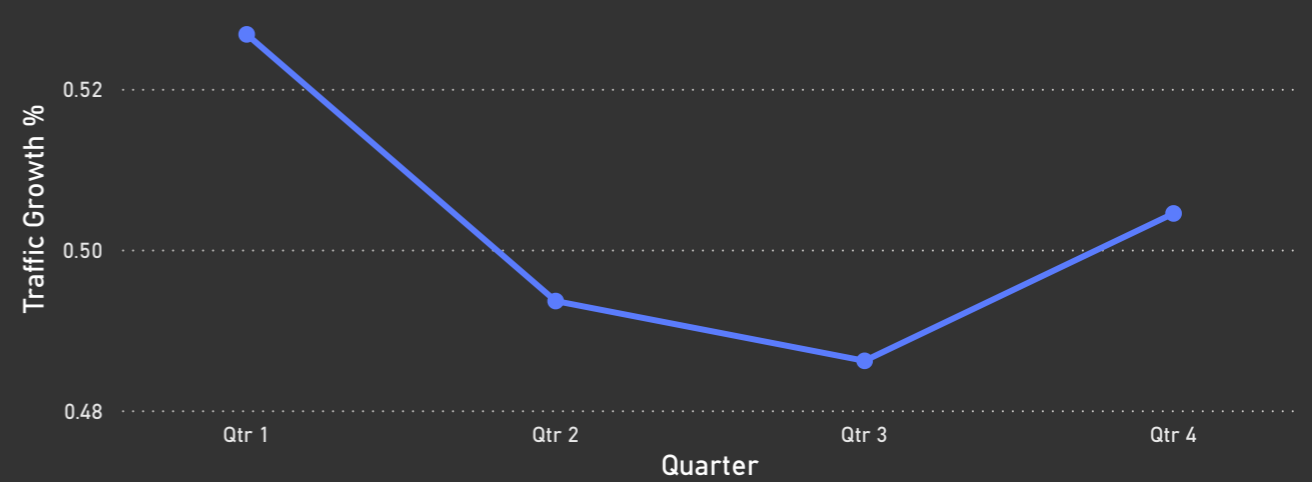
CAMPAIGN TYPE

All

REVENUE VS PROFIT GROWTH TREND



QUARTERLY GROWTH RATE



MONTHLY TRAFFIC TREND

