-- campaign\_performance.sql

SELECT

campaign\_id,

channel,

region,

impressions,

clicks,

conversions,

ROUND((conversions \* 1.0 / clicks) \* 100, 2) AS conversion\_rate,

ROUND(spend / conversions, 2) AS cost\_per\_acquisition

FROM

marketing\_campaigns

WHERE

campaign\_start\_date >= '2024-01-01'

AND campaign\_end\_date <= '2024-12-31';