

Marketing Report

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Campaign Metrics

date	campaign	CTR	CPC	ConversionRate
2025-01-01	Google Ads	2.40	0.50	8.33
2025-01-01	Facebook Ads	3.33	0.40	7.50
2025-01-02	Google Ads	2.50	0.50	8.00
2025-01-02	Facebook Ads	2.73	0.47	8.00
2025-01-03	Google Ads	2.71	0.50	8.46
2025-01-03	Facebook Ads	3.05	0.50	7.78

Figure 1: Expenses per Campaign

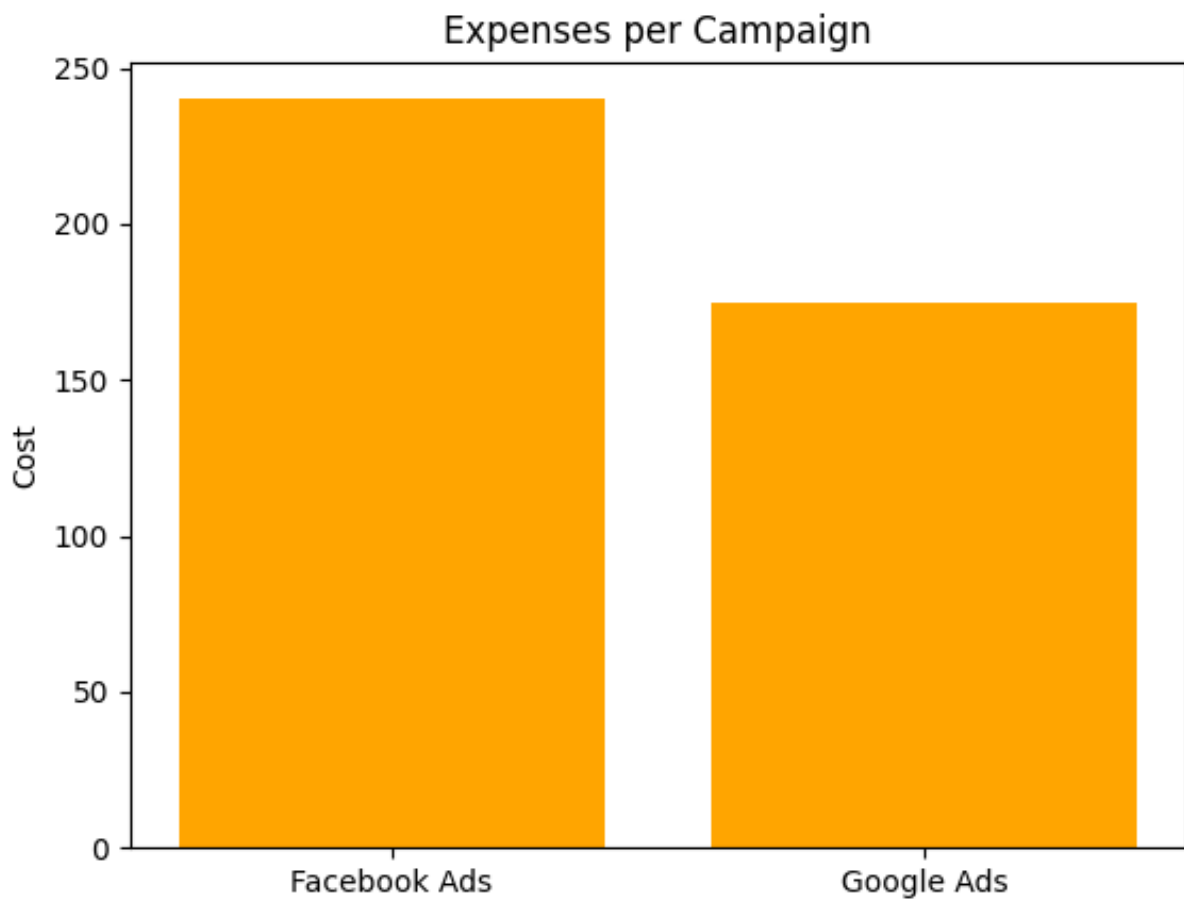


Figure 2: Clicks over Time

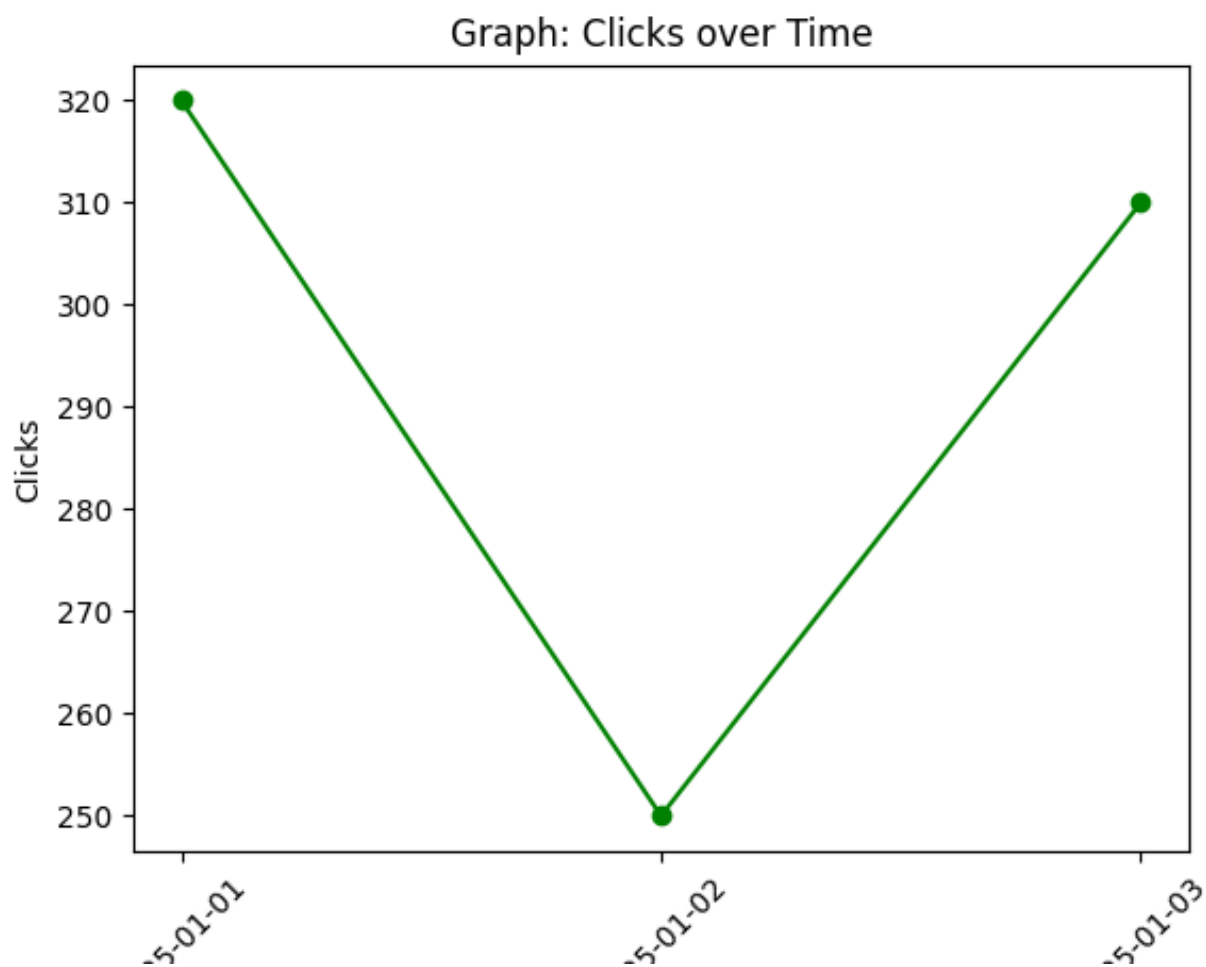


Figure 3: Traffic Share

Graph: Traffic share by campaigns

