Campaign Performance Dashboard

Segmentation (Filters): **Plan**	Segmentation (Filters): **State**	Segmentation (Filters): **Category Type**

Quick Glance: **CTR (%)**	Quick Glance: **CPC ($)**	Quick Glance: **Signup Rate (%)**	Quick Glance: **CPS ($)**

Marketing Metrics: Impressions, CTR, CPC

Value Reporting by Campaign Category

Campaign Category	Impressions	CTR	CPC

Performance Comparison by Campaign Category

Impressions	Bar Chart Campaign Categories
CTR (%)	Bar Chart Campaign Categories
CPC ($)	Bar Chart Campaign Categories

Signup Metrics: Signups, Signup Rate, CPS

Value Reporting by Campaign Category

Campaign Category	Signups	Signup Rate	CPS

Overall Trends by Campaign Category

Signups Count	Line Chart: Color-coded Lines for each Category
	Years

Distribution by Campaign Category

Signups Percent of Total	Area Chart: Color-coded Sections for each Category
	Years

Claim Metrics: Claim Amount, Claim Count, Average Claim Amount

Value Reporting by Campaign Category

Campaign Category	Claim Amt	Claim Count	Avg Claim Amt

Overall Trends by Campaign Category

Claim Amount ($)	Line Chart: Color-coded Lines for each Category
	Years

Distribution by Campaign Category

Claim Amount Percent of Total	Area Chart: Color-coded Sections for each Category
	Years