Campaign Performance Dashboard

Segmentation (Filters): **Plan**		Segmentation (Filters): **State**		Segmentation (Filters): **Category Type**
Quick Glance: **CTR (%)**	Quick Glance: **CPC ($)**	Quick Glance: **CPI ($)**	Quick Glance: **Signup Rate (%)**	Quick Glance: **CPS ($)**

Marketing Metrics: CTR, Impressions, CPC, CPI

Value Reporting by Campaign Category

Campaign Category	CTR	Impressions	CPC	CPI

Performance Comparison by Campaign Category

CTR (%)	Bar Chart
	Campaign Categories
Impressions Count	Bar Chart
	Campaign Categories
CPC ($)	Bar Chart
	Campaign Categories
CPI ($)	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 Amounts, Claim Counts

Value Reporting by Campaign Category

Campaign Category	Claim Amount	Claim Counts

Overall Trends by Campaign Category

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

Distribution by Campaign Category

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