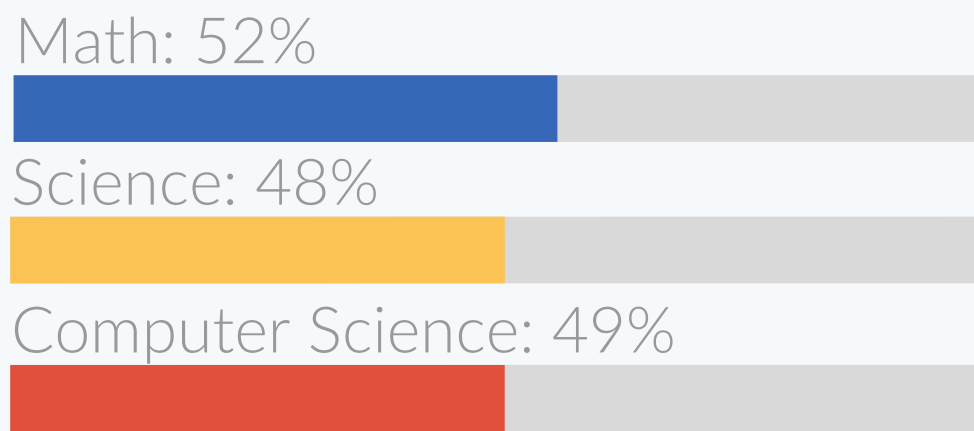


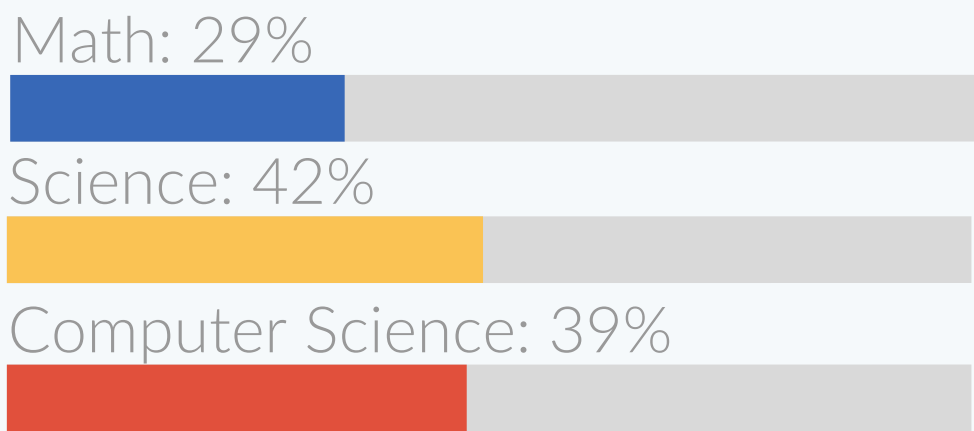
Campaign ID # - Dashboard

RELATIVE RATIOS

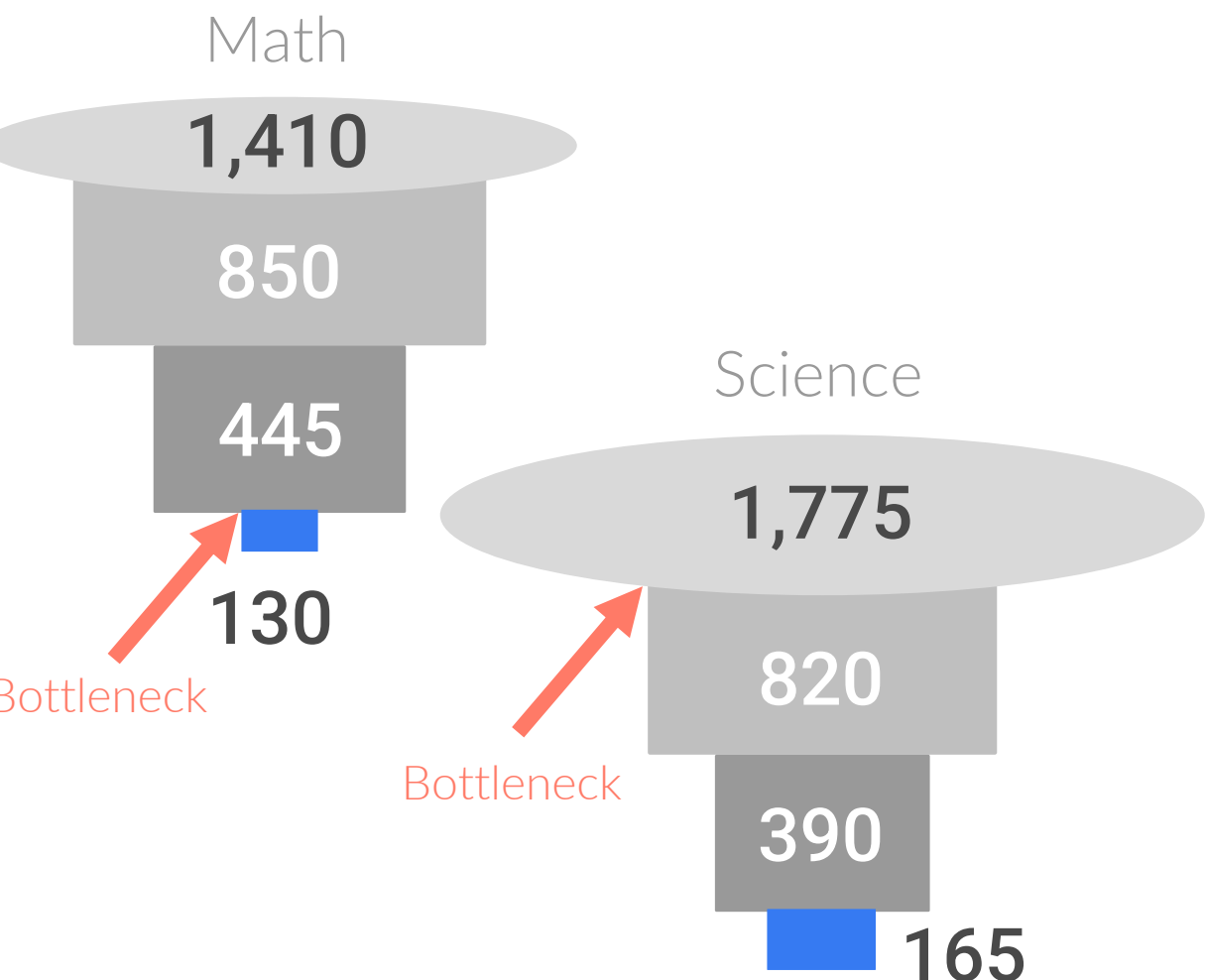
Click/Leads



Leads/Subs



CRITICAL PATH



OVERALL

IMPRESSIONS

4,735

CLICKS

2,400

CTR

51%

Best
68% ▲

Worst
50% ▼

LEADS

1,190

CR

25%

Best
42% ▲

Worst
19% ▼

SUBSCRIBERS

435

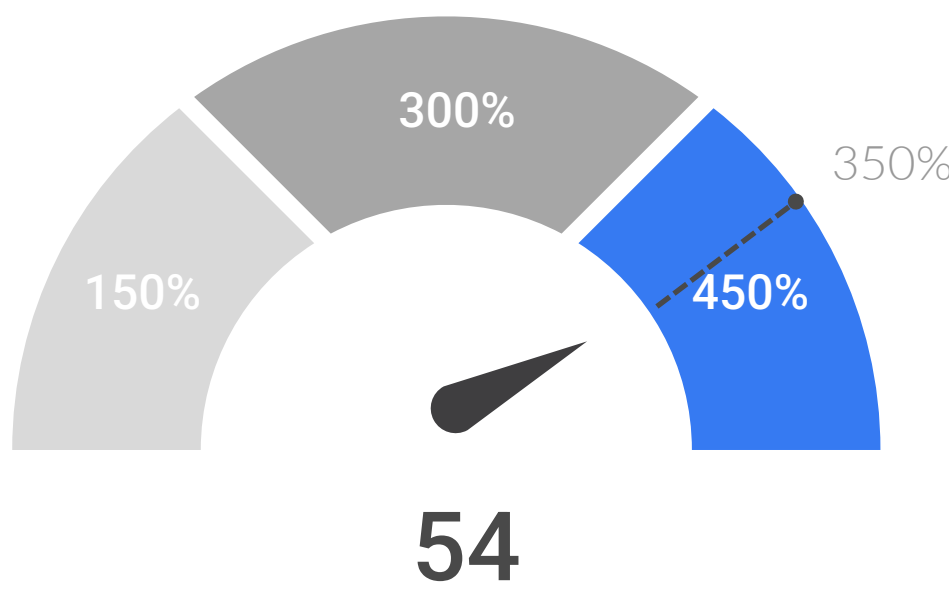
AR

9%

Best
18% ▲

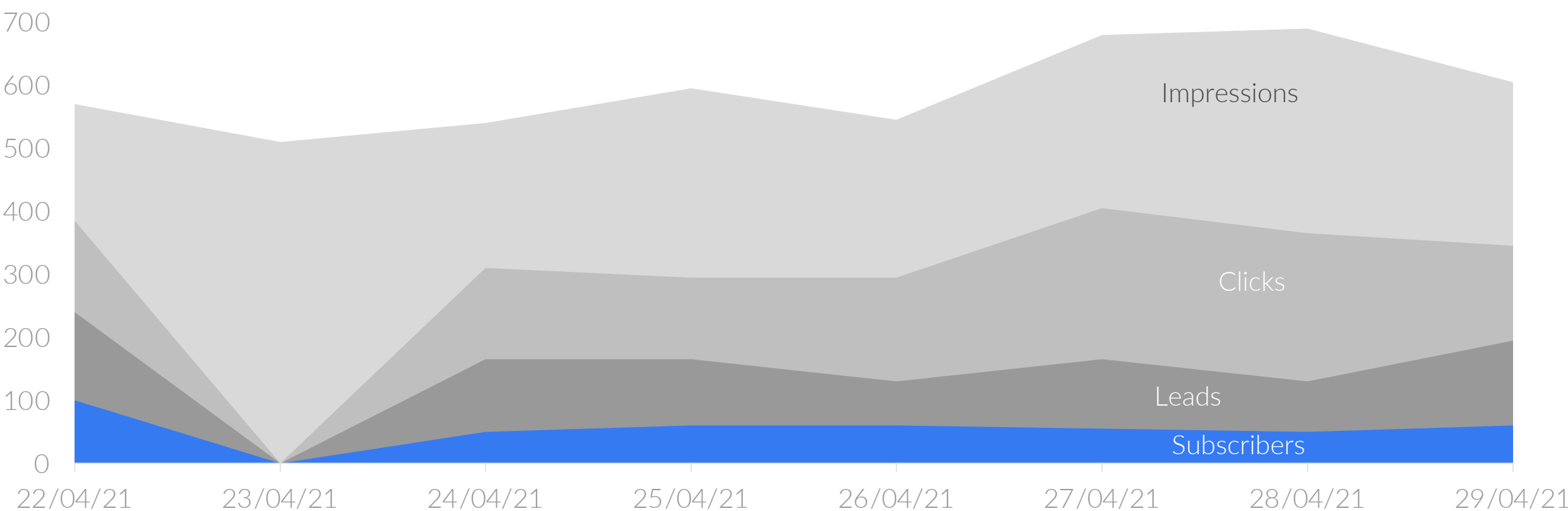
Worst
7% ▼

SUBS GROWTH RATE



AVG. SUBS EVERY DAY

PERFORMANCE BY DAY



BY ADS

MATH

Impressions 1,410

60%

32%

9%

850

445

130

Clicks

Leads

Subs

SCIENCE

Impressions 1,775

46%

22%

9%

820

390

165

Clicks

Leads

Subs

C.SCIENCE

Impressions 1,550

47%

23%

9%

730

355

140

Clicks

Leads

Subs

Performance Summary and Recommendations

This is just a summary of the status of the campaign. Please refer to the main file for a detailed breakdown of the results and next steps.

- ✓ Results above expectations
- ✓ Distribution of user flow within the funnel stages as expected
- ✓ Great engagement
- ✓ ½ of subscribers become customers
- ✓ ¼ of user who saw the ads signed up
- ✓ Growth rate of new subscribers is high
- ✗ ...but not very consistent
- ✗ ...lower engagement for Science and Computer Science
- ✗ ...Math is bleeding customers
- ? ...tracking issue?

BOTTLENECKS

1. Investigate tracking issue and fix if needed
2. Fix Subscription Leakage (Math)
3. Improve Ads Engagement (Sciences)
4. Lift Conversions (Sciences)

Appendix 1

	Impressions (count(*))	#Clicks	CTR(%) (clicked)	#Leads (signed_up)	Conversion Rate(%) (signed_up)	#Subscriptions	Activation Rate(%) (subscribed)	Activation/100	Impressions Trend (change imp/day)	Cumulated Users	Growth Rate
22/04/21	570	385	68%	240	42.11%	100	17.54%	17		100	335%
23/04/21	510	0	0,00%	0	0.00%	0	0.00%	0	-60	100	
24/04/21	540	310	57.41%	165	30.56%	50	9.26%	9	30	150	
25/04/21	595	295	50%	165	27.73%	60	10.08%	10	55	210	
26/04/21	545	295	54.13%	130	23.85%	60	11.01%	11	-50	270	
27/04/21	680	405	59.56%	165	24.26%	55	8.09%	8	135	325	
28/04/21	690	365	52.90%	130	18.84%	50	7.25%	7	10	375	
29/04/21	605	345	57.02%	195	32.23%	60	9.92%	9	-85	435	
	4735	2400		1190		435		9			
						53					

AVG. SUBS EVERY DAY

AVG. SUBS / 100

Appendix 2

	Impressions (count(*))	#Clicks	CTR(%) (clicked)	#Leads (signed_up)	Conversion Rate(%) (signed_up)	Relative Ratio (clicks/subs)	#Subscriptions	Activation Rate(%) (subscribed)	Relative Ratio (leads/subs)
Math	1410	850	60.28%	445	31.56%	52.35%	130	9.22%	29.21%
Science	1775	820	46.20%	390	21.97%	47.56%	165	9.30%	42.31%
Computer Science	1550	730	47.10%	355	22.90%	48.63%	140	9.03%	39.44%
Overall	4735	2400	50.69%	1190	25.13%	49.58%	435	9.19%	36.55%