



ONYX
DATA

Data DNA
Dataset Challenge
Last update June - 2024

Ad Analysis

Cost Analysis

Channel

All

Campaign

All

Device

All

City/Location

All

Clear all slicers

14.6M

Total Impressions

181.6K

Total Clicks

1.73M

Total conversion

1.2%

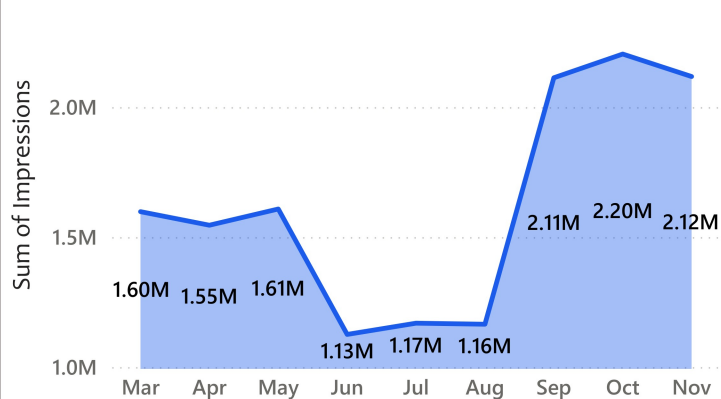
Average of CTR, %

3/1/2023

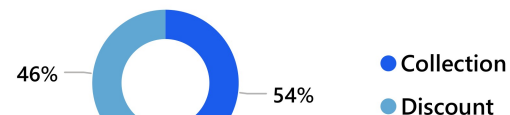
11/30/2023



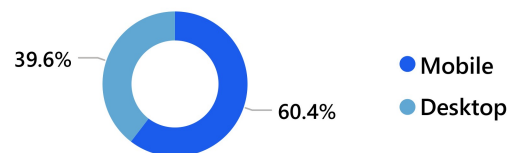
Sum of Impressions by Month



Total Impressions by Ad



Total Impressions by Device



608K

Likes



71.63K

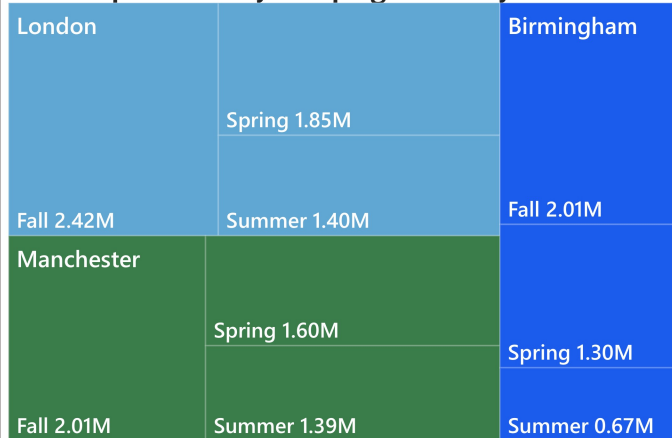
Comments



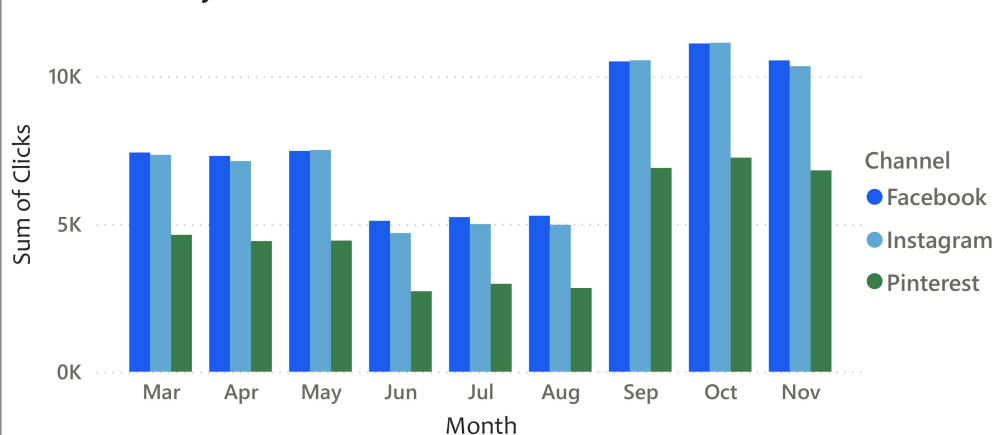
119K

Shares

Total Impressions by Campaign and City



Sum of Clicks by Month and Channel





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1.7M

Total conversion value

163.3K

Total Spend GBP

0.9

Average CPC

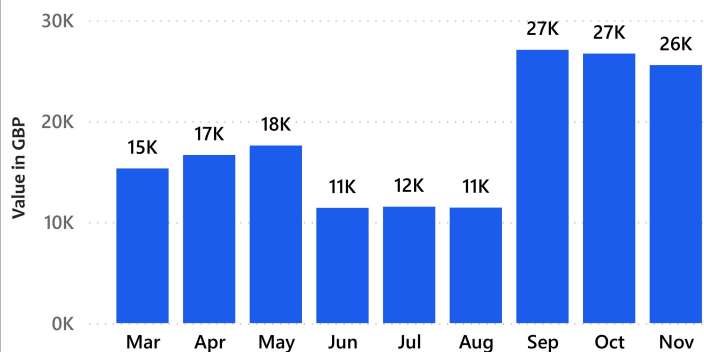
3/1/2023



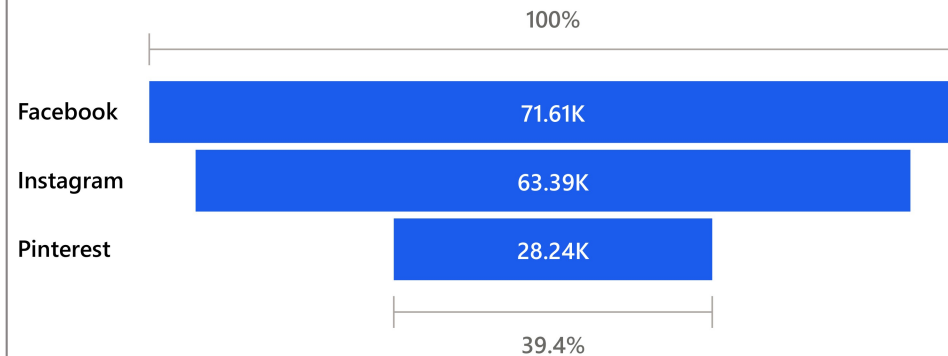
11/30/2023



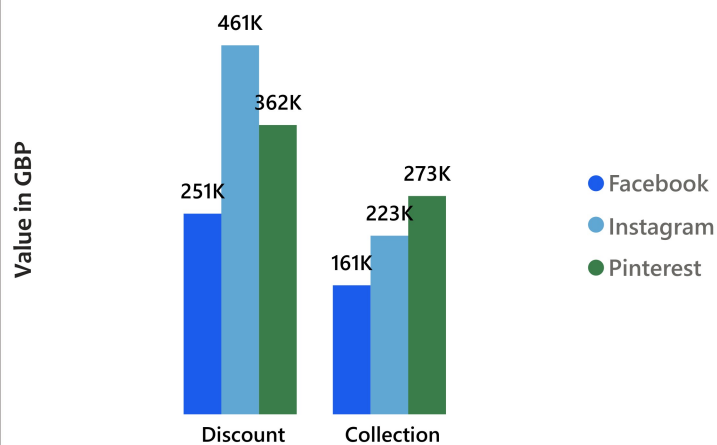
Sum of Spend, GBP by Month



Sum of Spend, GBP by Channel



Total conversion value by Ad and Channel



Total expenditure by City/Location

