

DEVORA
SOCIAL

Marketing Campaign *Summary and Results*

Devora social. Marketing Team

Internal and Agency Use Only: Not to be shared

Contact: Rashid Mahmood | 03000909644

- Home
- Orders
- Products
- Customers
- Marketing
- Discounts
- Content
- Markets

Analytics

Reports

Live View

Sales channels >

Online Store

Apps >

Leopards Courier

Settings

2,814

Analytics

May 28-Jul 28, 2025

Compare to: Mar 27-May 27, 2025

\$₹ PKR Rs

Gross sales

PKR 2.69M ↗ 2.1K%



Returning customer rate

6.39% ↘ 43%



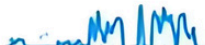
Orders fulfilled

1,145 ↗ 1.5K%



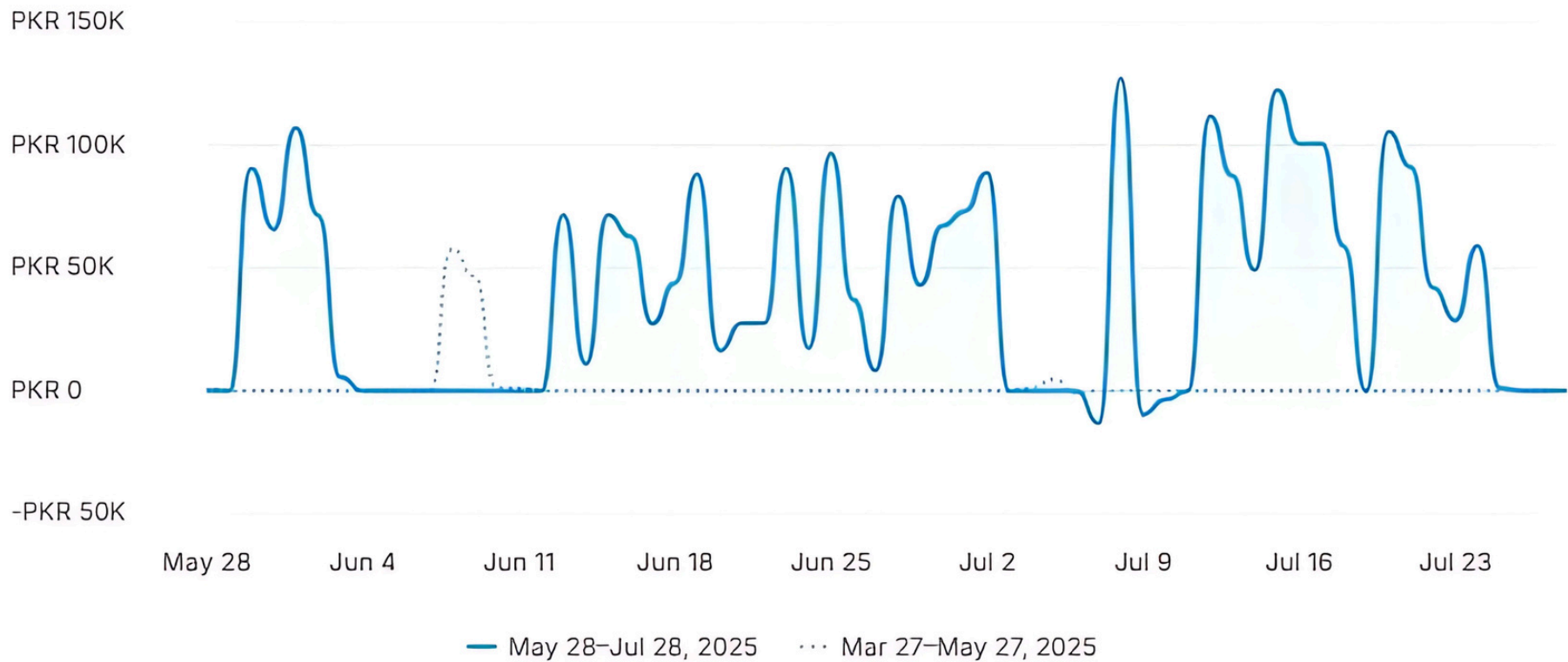
Orders

1,554 ↗ 1.8K%



Total sales over time

PKR 2,449,482 ↗ 2.1K%



Total sales breakdown

Gross sales	PKR 2,685,643.00	↗ 2.1K%
Discounts	PKR 0.00	—
Returns	-PKR 236,481.00	↘ 3.1K%
Net sales	PKR 2,449,162.00	↗ 2.1K%
Shipping charges	PKR 0.00	—
Return fees	PKR 0.00	—
Taxes	PKR 320.00	—
Total sales	PKR 2,449,482.00	↗ 2.1K%

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- Apps >
- PostEx
- Settings

3,682

Last 90 days

Compare to: Feb 25–May 25, 2025

\$₹ PKR Rs

Gross sales

PKR 5,572,778 —

Returning customer rate

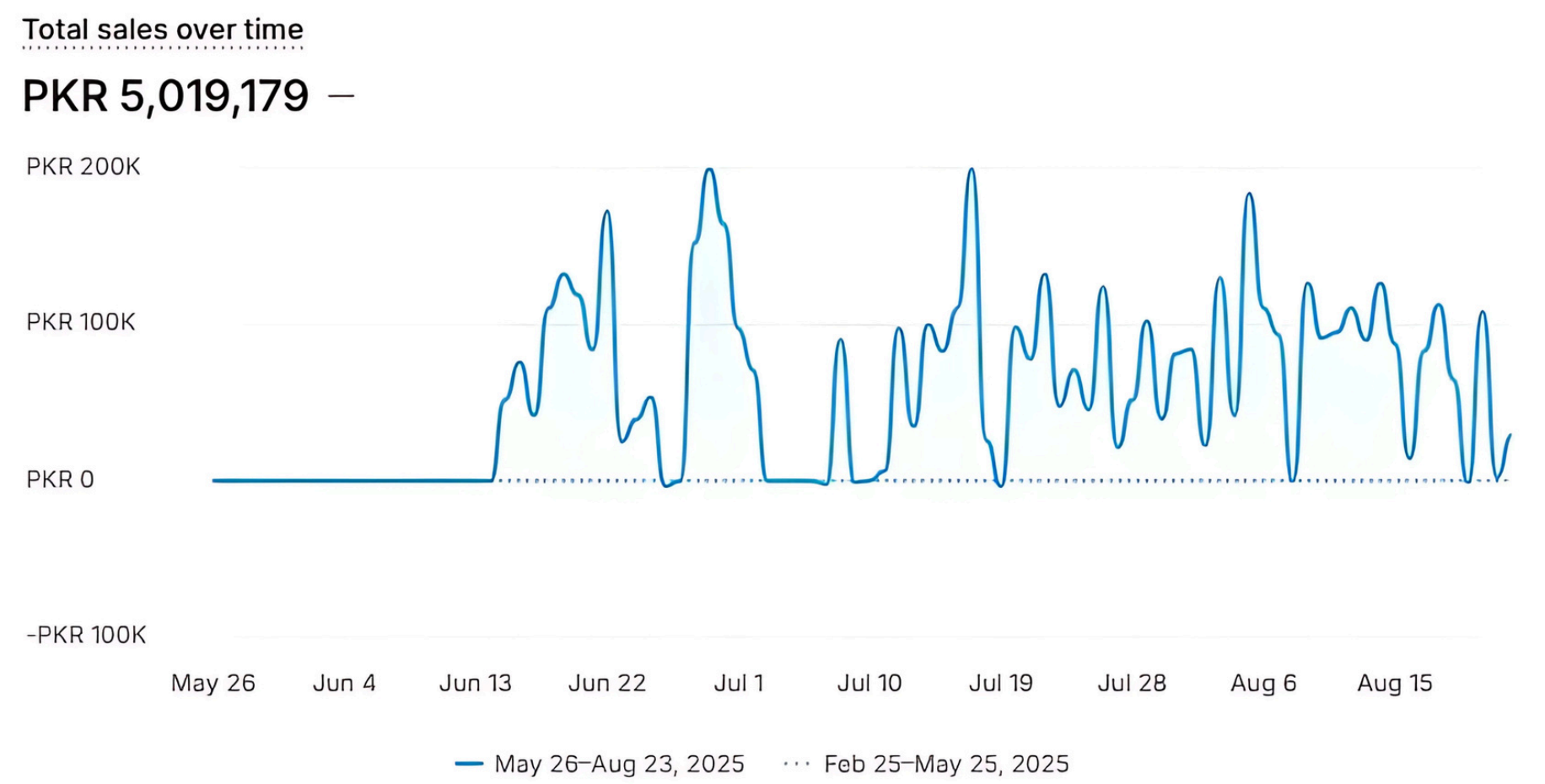
4.1% —

Orders fulfilled

2,868 —

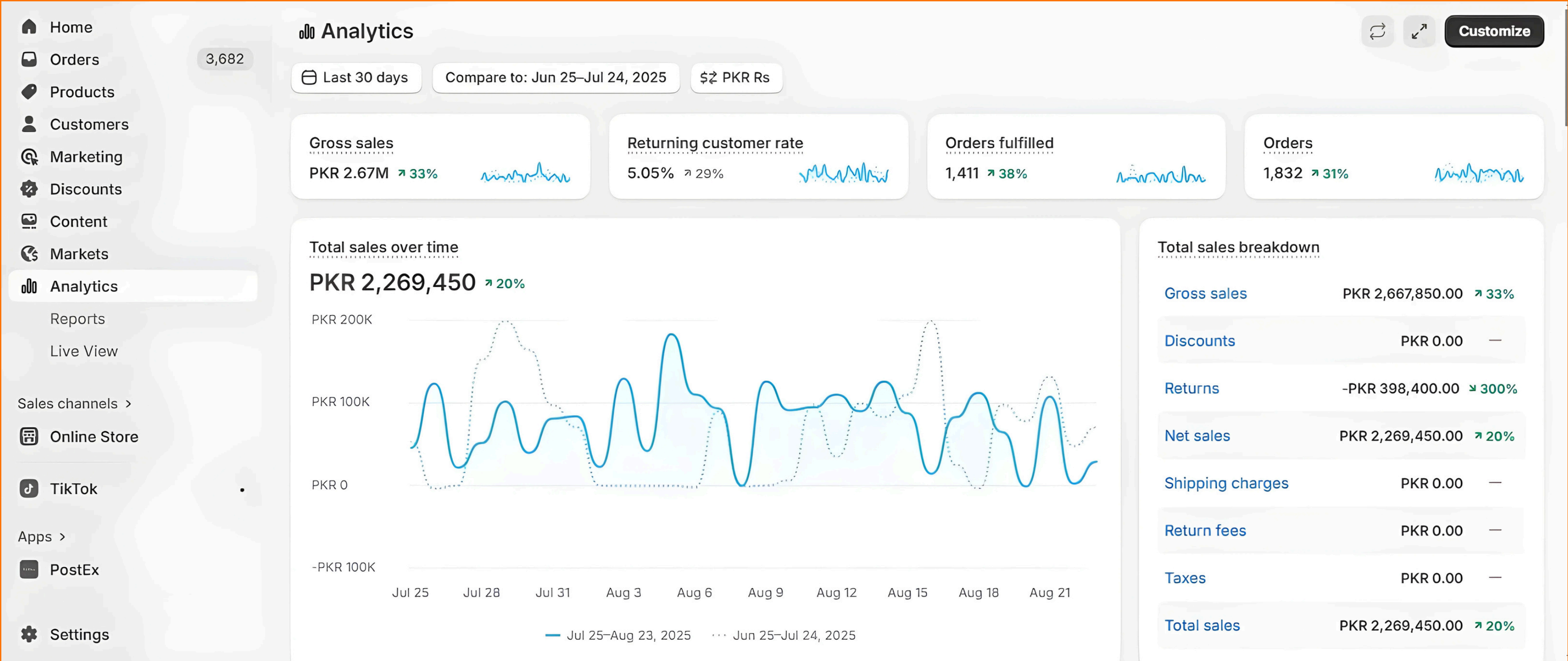
Orders

3,872 —



Total sales breakdown

Gross sales	PKR 5,572,778.00	—
Discounts	PKR 0.00	—
Returns	-PKR 553,599.00	—
Net sales	PKR 5,019,179.00	—
Shipping charges	PKR 0.00	—
Return fees	PKR 0.00	—
Taxes	PKR 0.00	—
Total sales	PKR 5,019,179.00	—



Automated rules monitor your campaigns and make real-time adjustments.

Create automated rules

Account overview

Available balance ⓘ

0.00 USD

View more

Today's spend

32.59 USD

Ad group status

0

Active

View details >

0

Partially delivering

View details >

7

Not delivering

View details >

Performance

Graph

Data

Jun 14, 2025 – Aug 24, 2025

UTC+05:00

📅

Cost ▼

1,840.00 USD

✓

Impressions ▼

9,474,737

✓

CTR (destination) ▼

0.83%

☐

Trend

View top 5 campaigns ☐

Cost

Impressions

80

500K

60

400K

40

300K

20

200K

100K



