

campaign_group

BlackFriday

Data Share Promo

Holiday

NewYear

Other



Marketing Campaign Performance

Total Number of User Sessions

144K

Average ROI

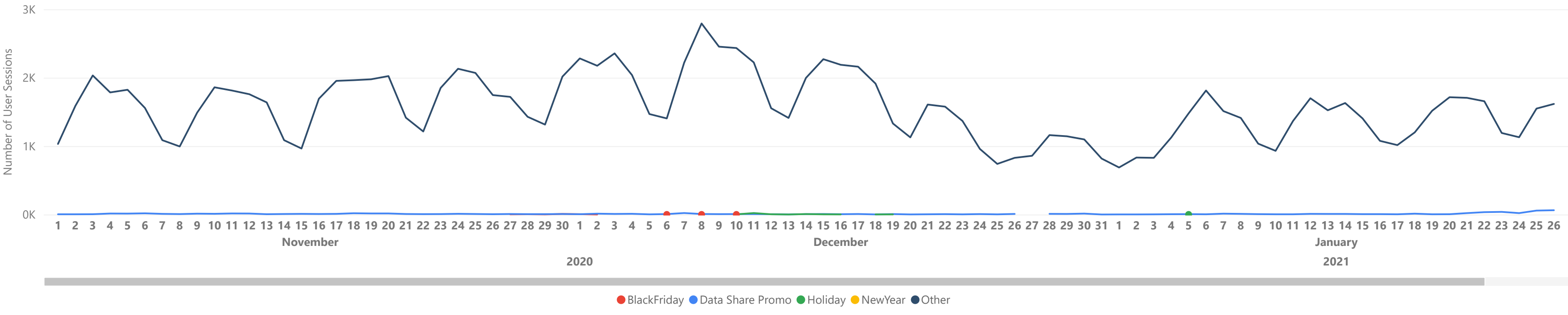
15.92%

Total Revenue

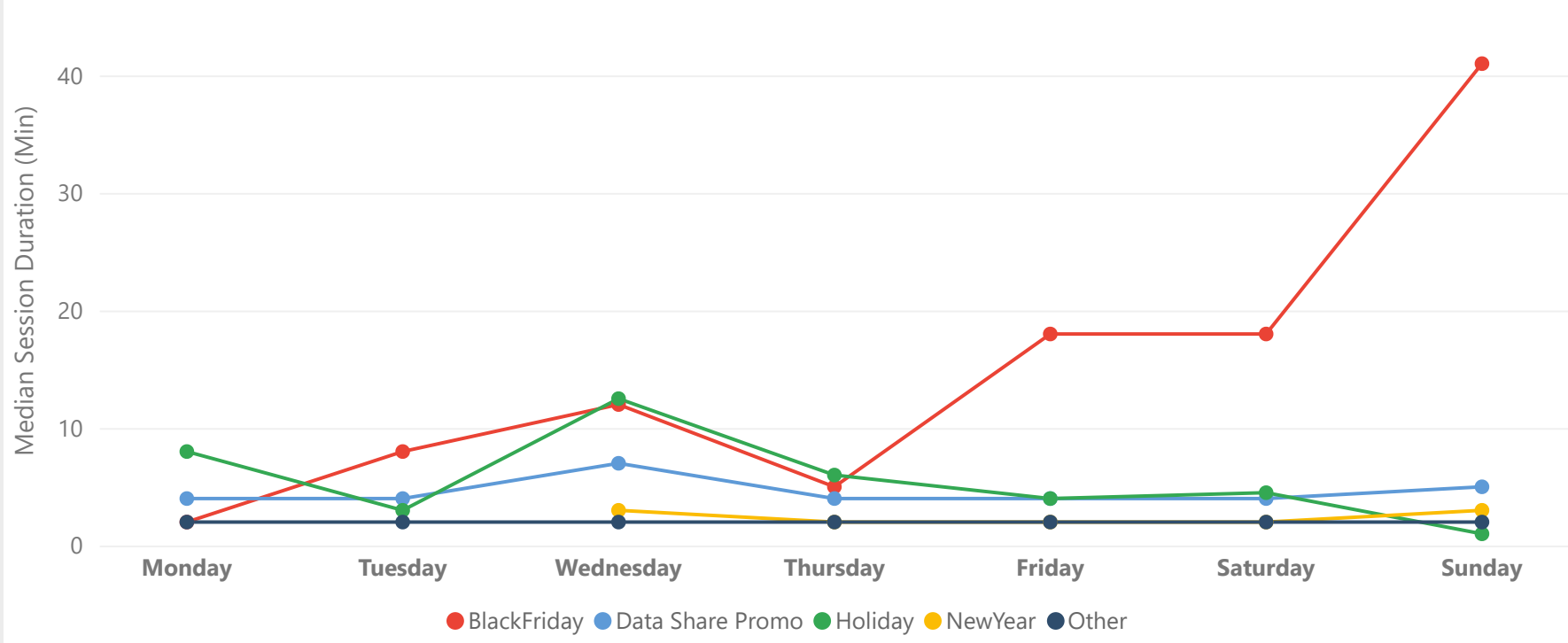
\$322.507K

Campaign	CTR	CPM	CPA	ROAS	ROI	Conversion Rate	Bounce Rate
Holiday	1.6%	\$12.8	\$34.1	228.7%	128.68%	17.0%	16.1%
BlackFriday	1.8%	\$13.5	\$48.1	181.0%	81.03%	36.7%	11.8%
NewYear	2.5%	\$11.5	\$200.8	38.9%	-61.15%	1.2%	21.7%
Data Share Promo	1.6%	\$12.4	\$476.7	15.1%	-84.90%	0.3%	31.2%

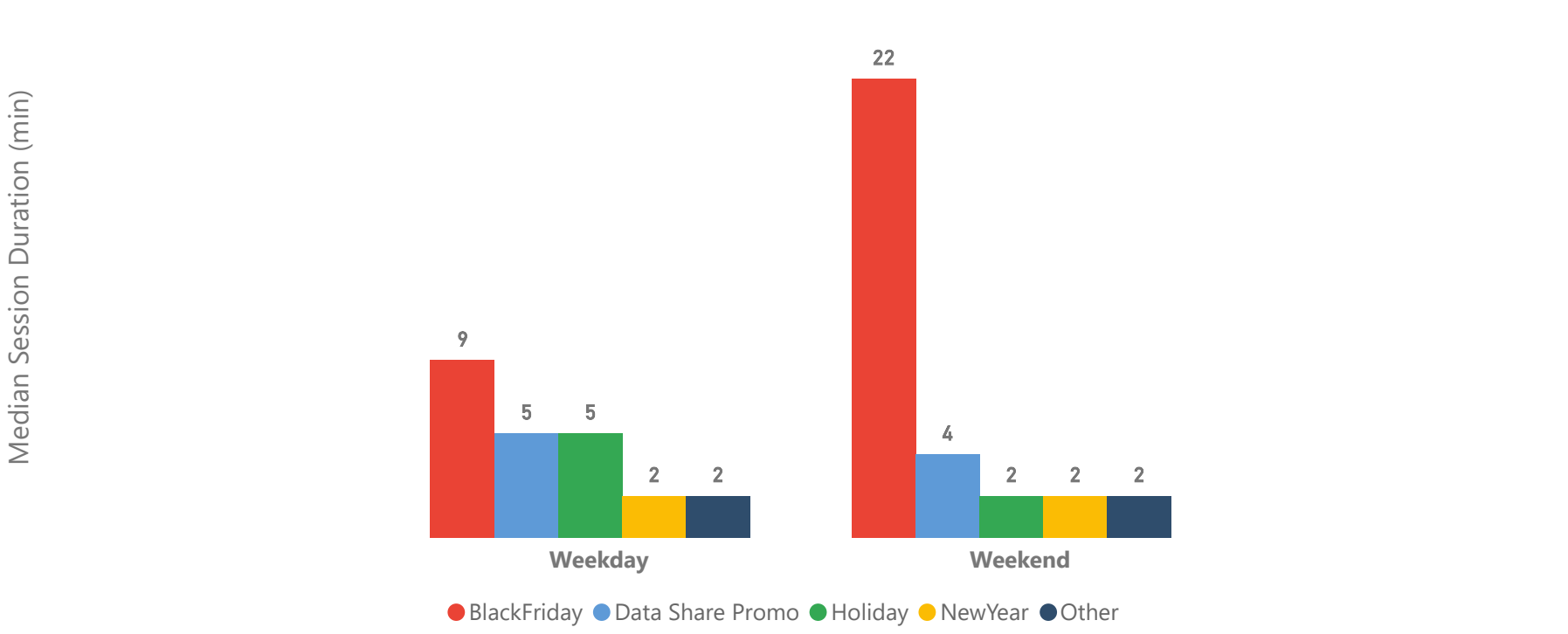
Number of User Sessions by Year, Month, Day and Campaign



Median Session Duration (min) by Day Of The Week and Campaign



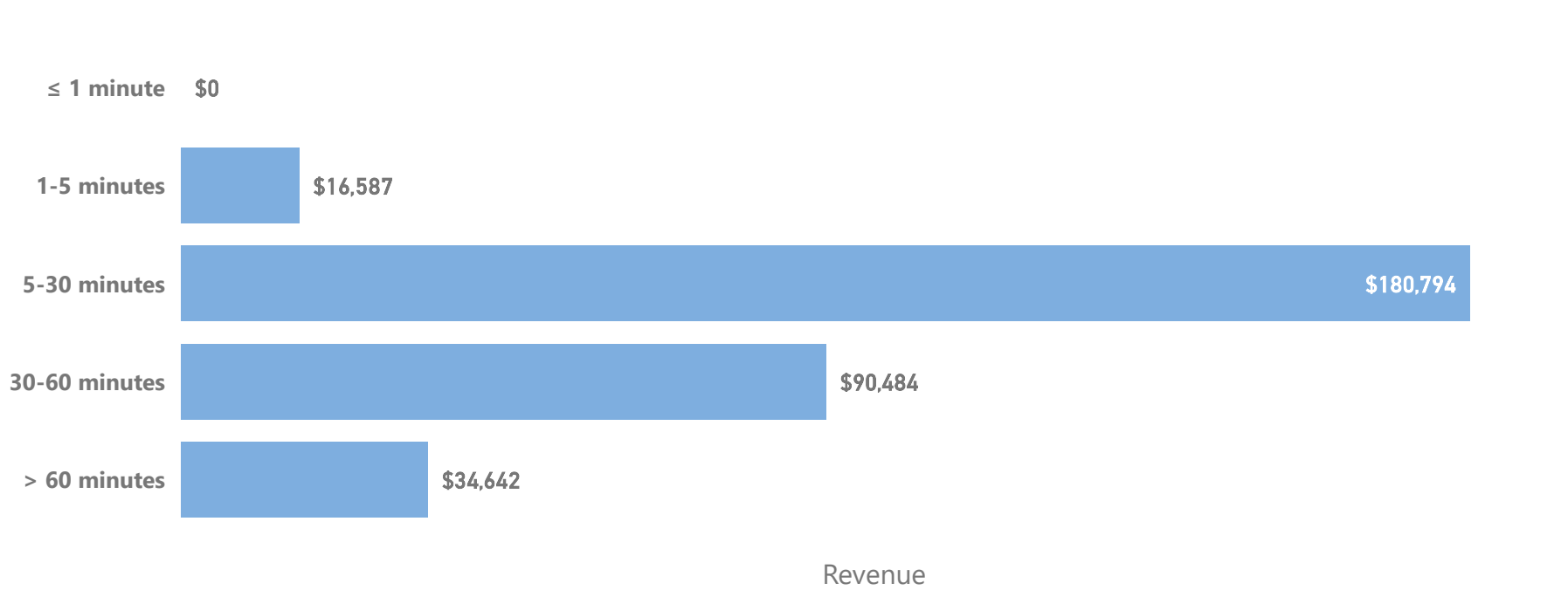
Median of User Session Duration (min) By Weekend and Weekday



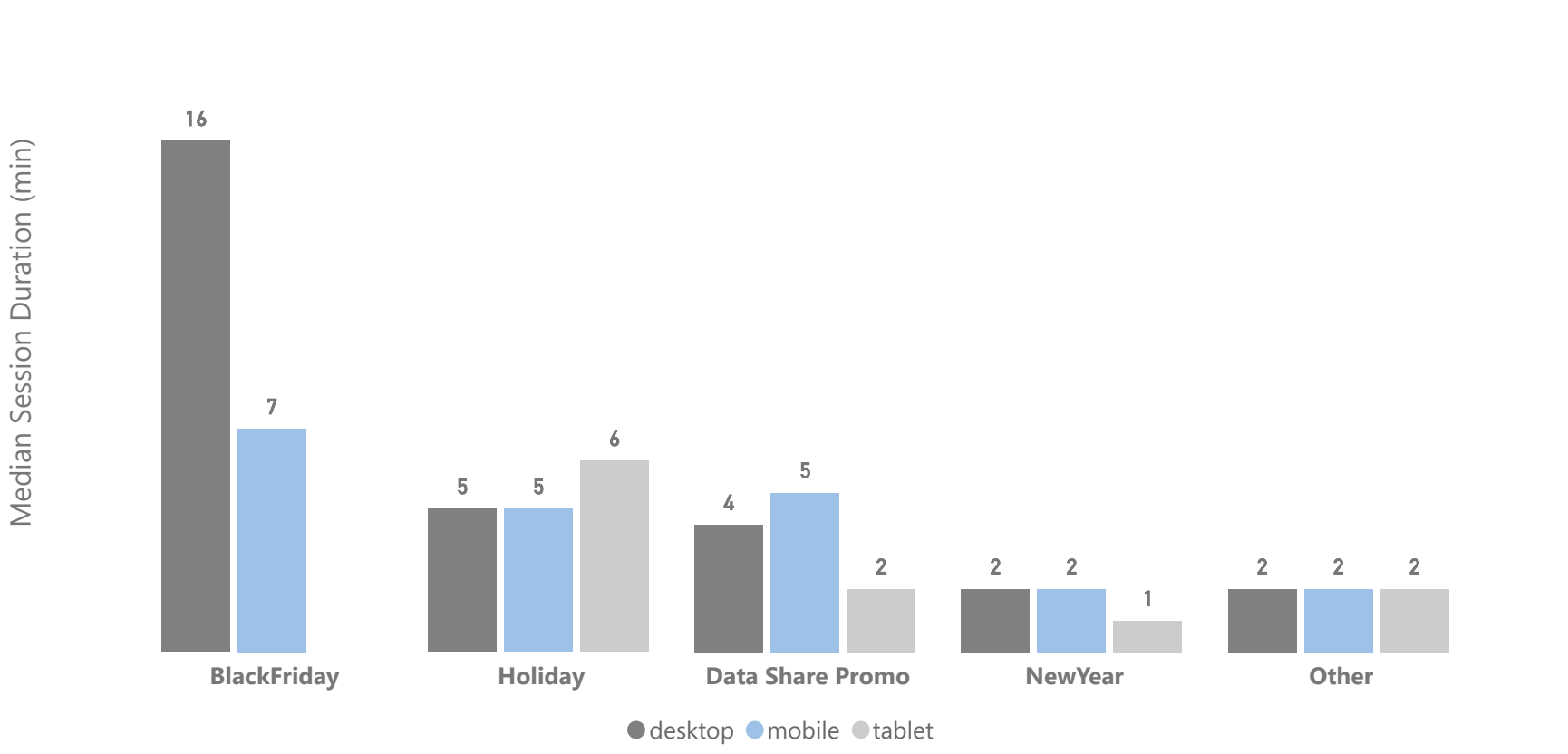
Campaign User Session Duration Summary segmented by Weekday Flag

Campaign	Minimum Session Duration (min)	Median Session Duration (min)	Maximum Session Duration (min)	Average Session Duration (min)	Total Number of User Sessions	Revenue	Number of Purchases
BlackFriday	0	12	106	17	30	\$957	11
Data Share Promo	0	4	149	11	1005	\$216	3
Holiday	0	5	54	10	47	\$624	8
NewYear	0	2	37	6	83	\$78	1
Other	0	2	301	7	143003	\$320,632	3862

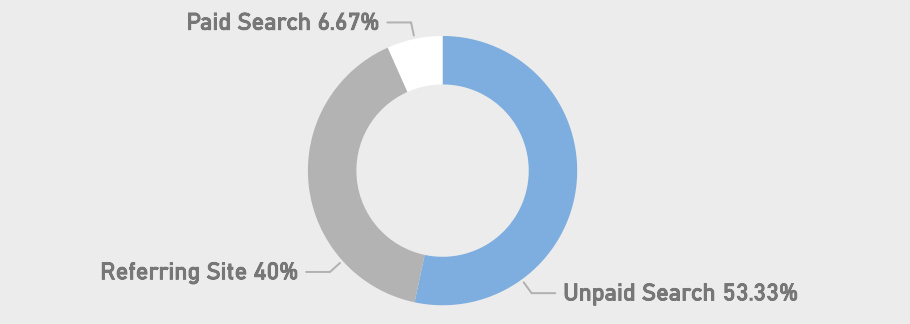
Campaign Revenue by Session Duration Group



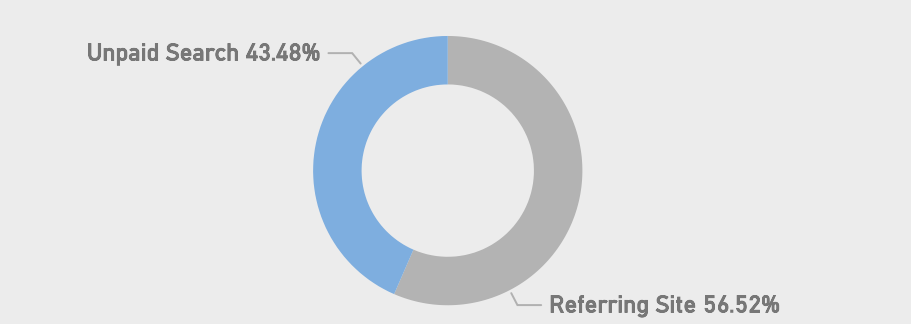
Median User Session Duration (min) By Device Type and Campaign



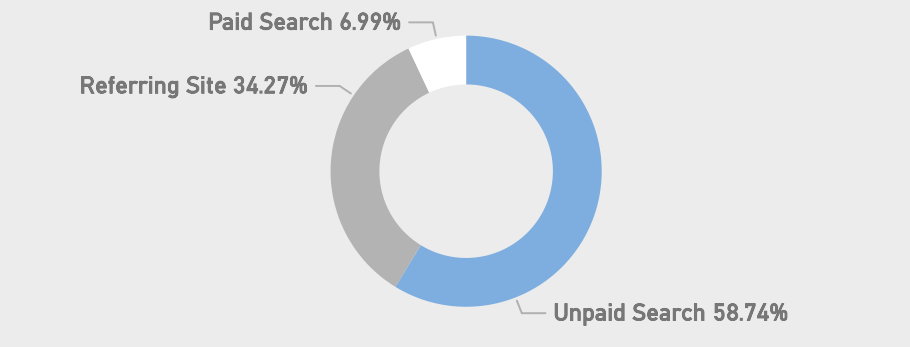
BlackFriday % Total Number of User Sessions by Medium



Holiday % Total Number of User Sessions by Medium



Data Share Promo % Total Number of User Sessions by Medium



NewYear % Total Number of User Sessions by Medium

