

# Campaign Performance Overview

Date Range

Campaign Type

Location

Total Spend  
**\$2.50B**

Total Clicks  
**109.95M**

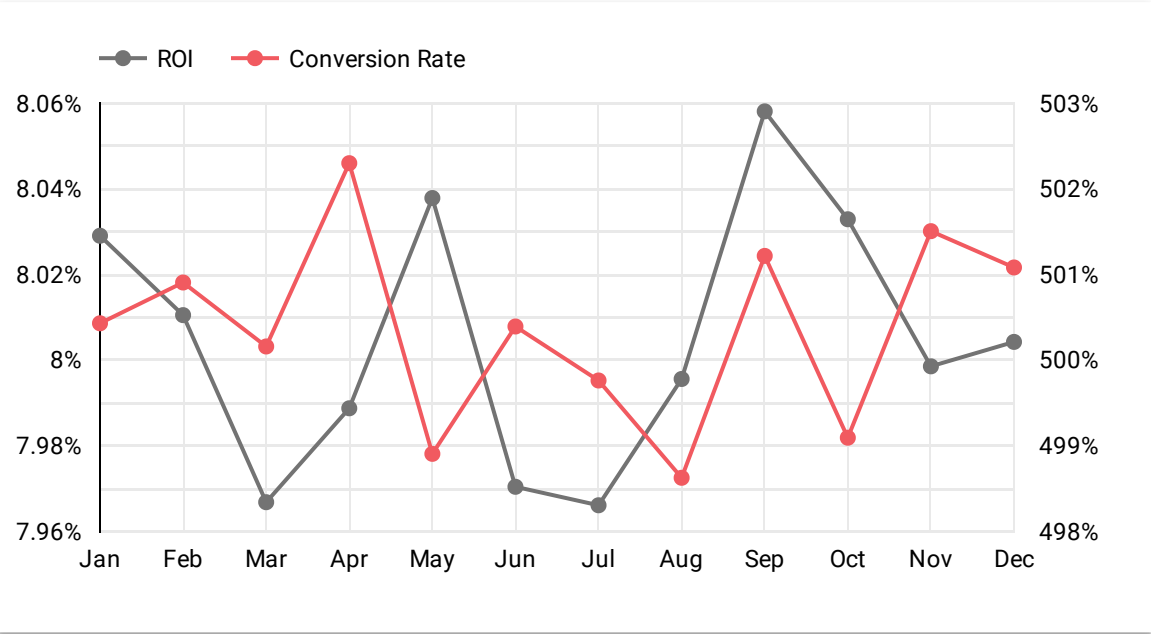
Total Impressions  
**1.10B**

CTR  
**9.98%**

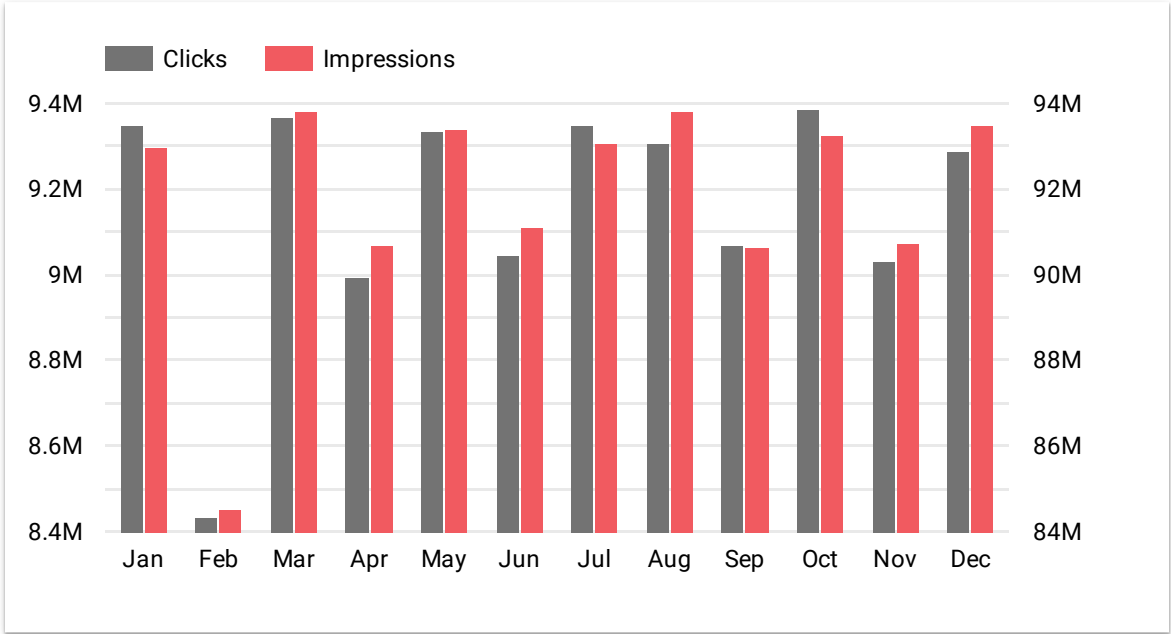
Avg. Conversion Rate  
**8.01%**

Avg. ROI  
**500.24%**

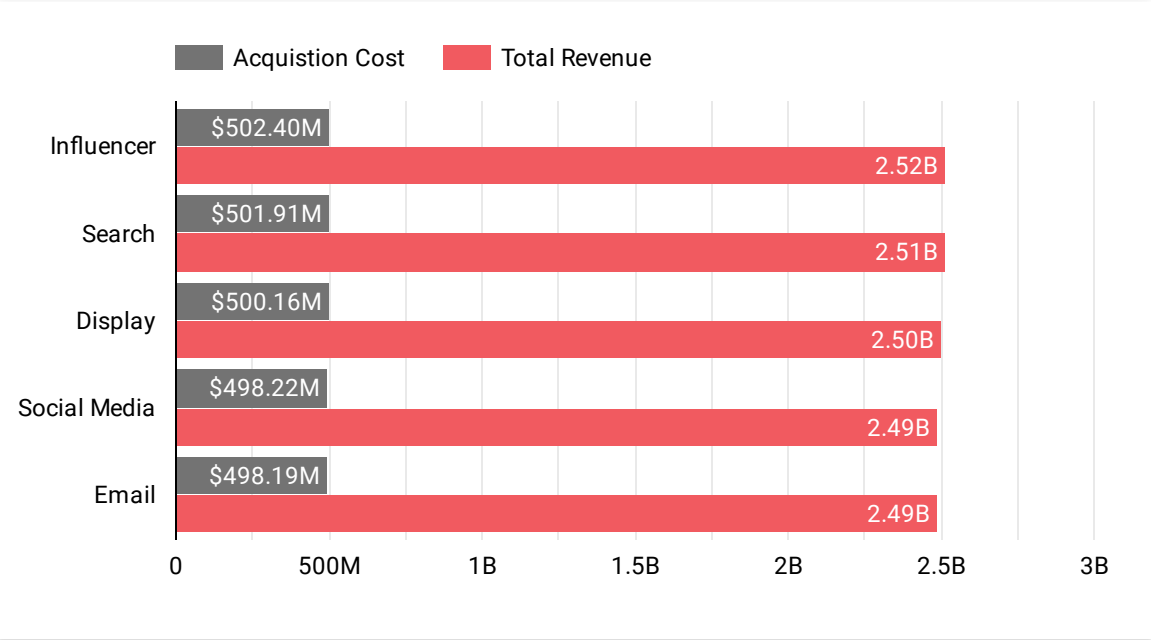
ROI & Conversion Rate Over Time



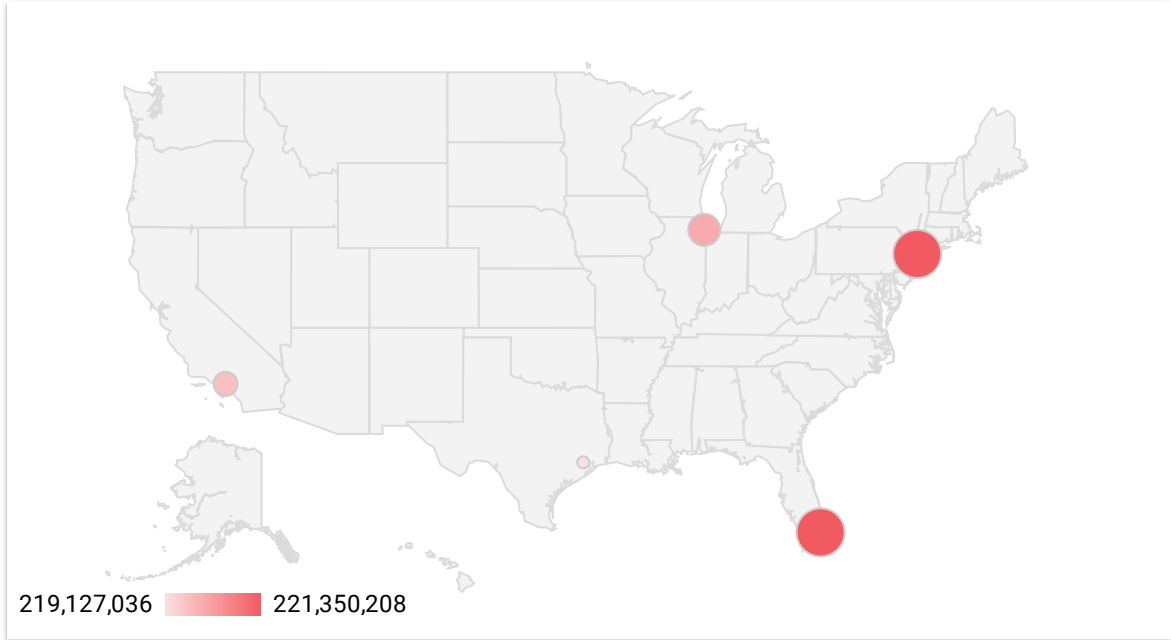
Engagement Trends Over Time



Revenue & Spend Comparison by Campaign Type



Impressions by Location



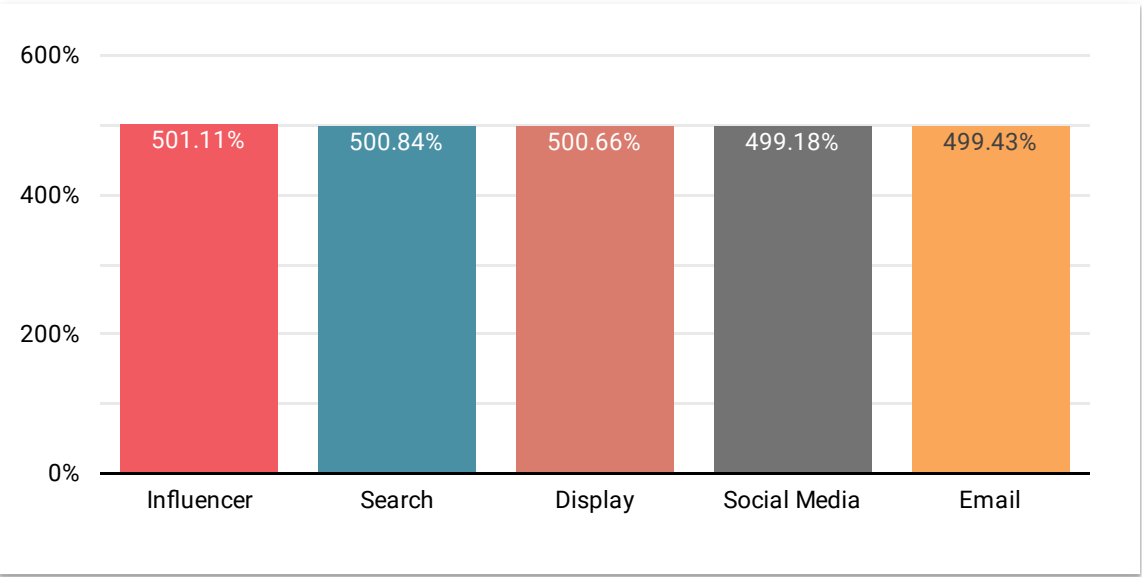
# Campaign Deep Dive

Date Range

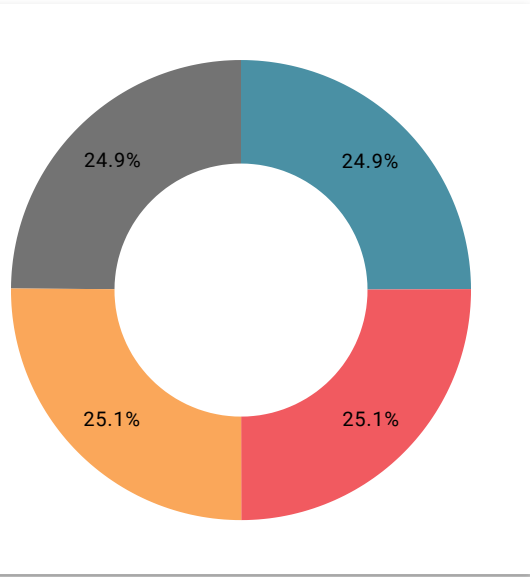
Company

Customer Segment

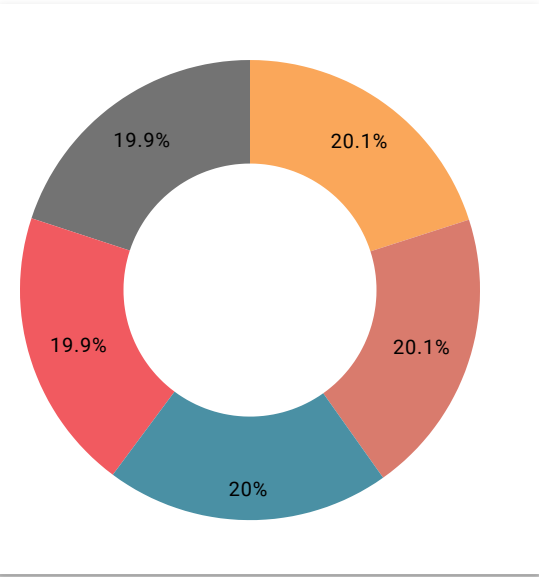
Campaign ROI Performance



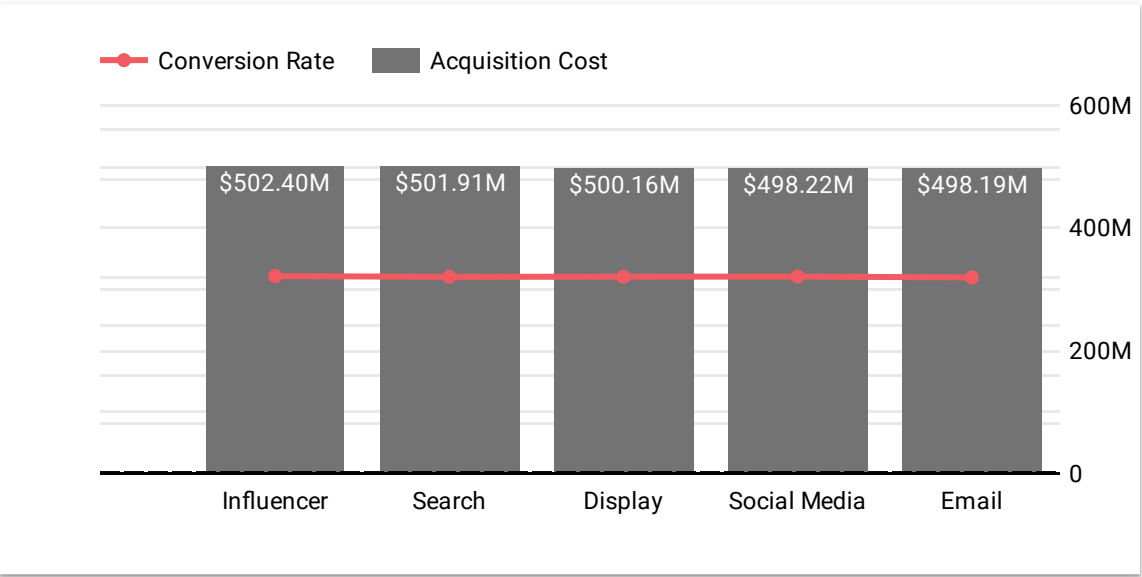
Campaign Duration Distribution



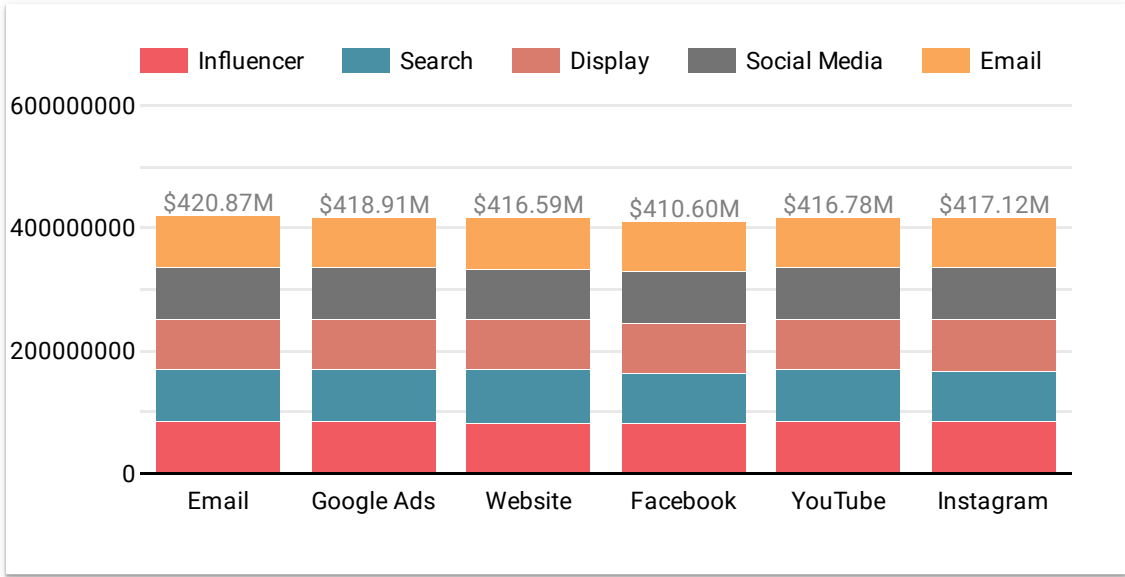
Campaign Language Preference



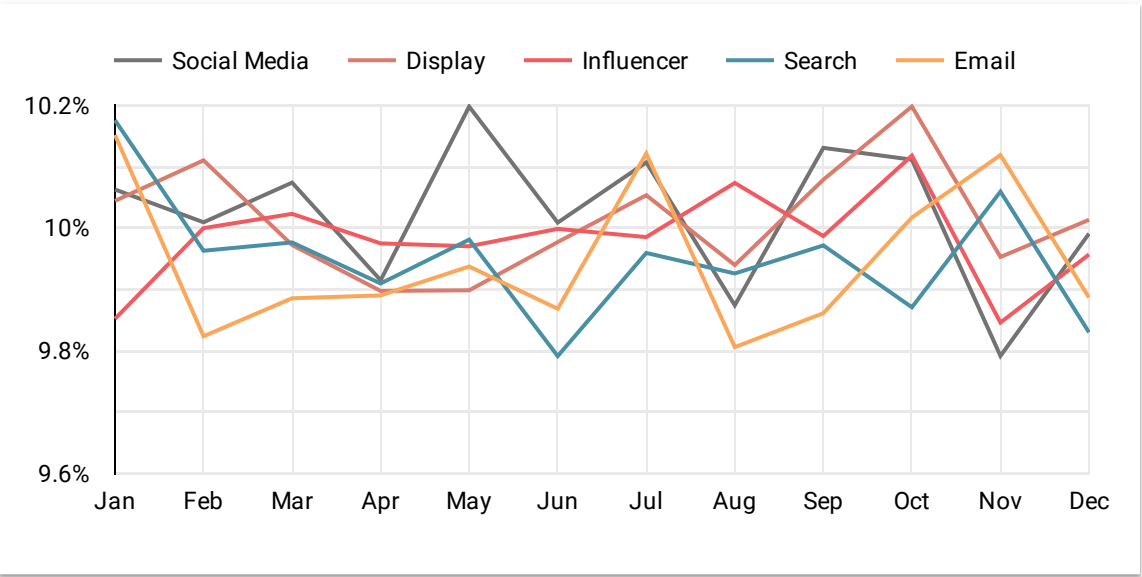
Campaign Conversion and Cost



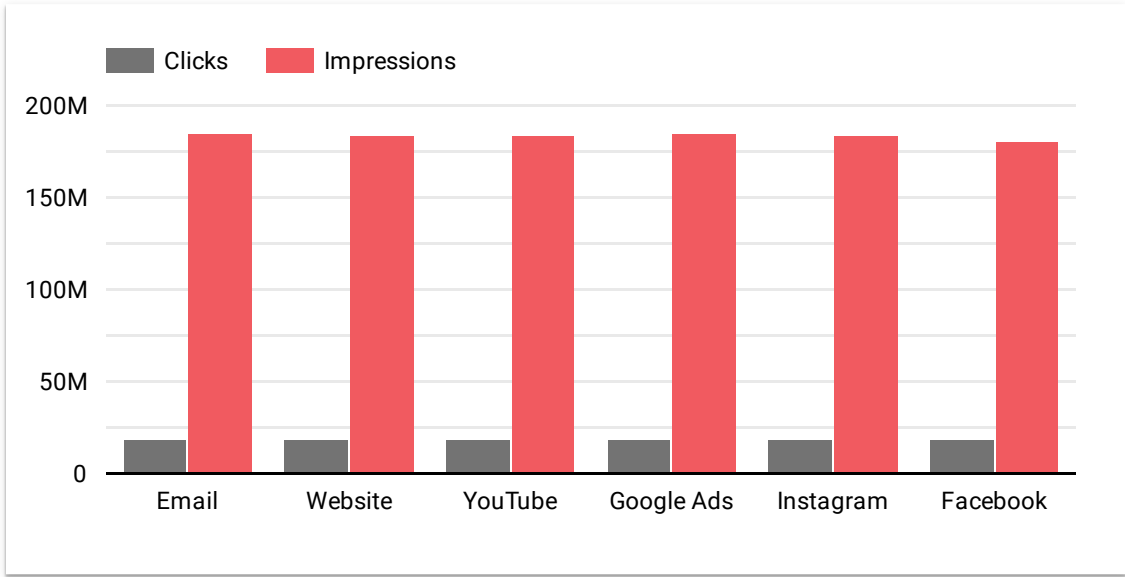
Customer Acquisition Cost by Marketing Channel



CTR by Campaign Over Time



Channel Reach and Engagement



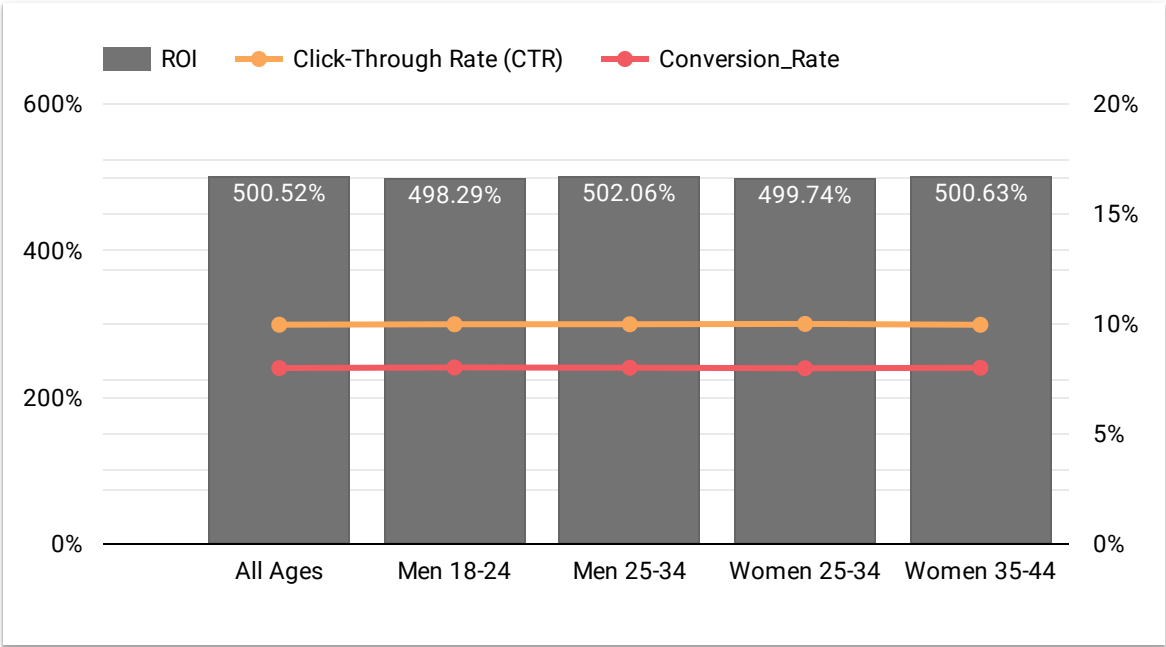
# Audience Insights

Date Range

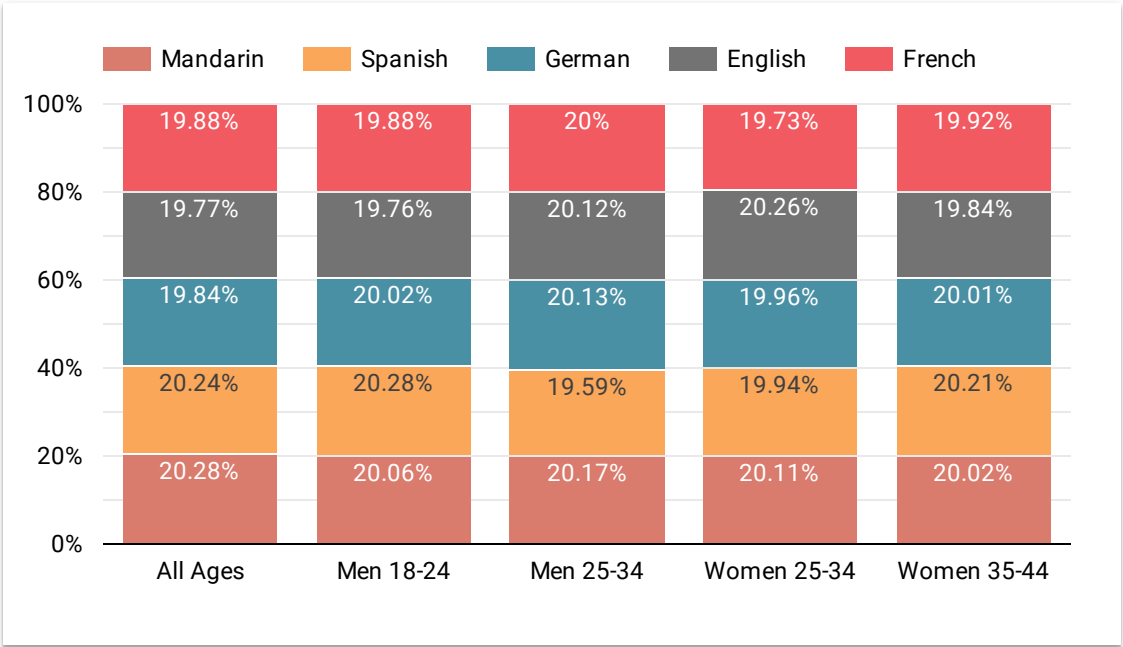
Campaign Type

Company

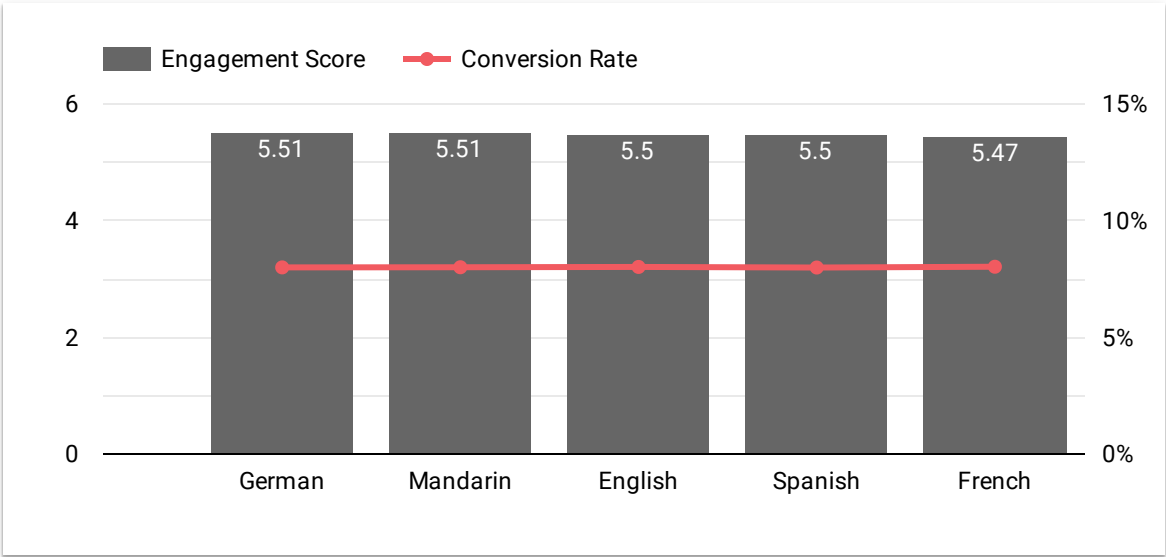
Performance Metrics by Target Audience



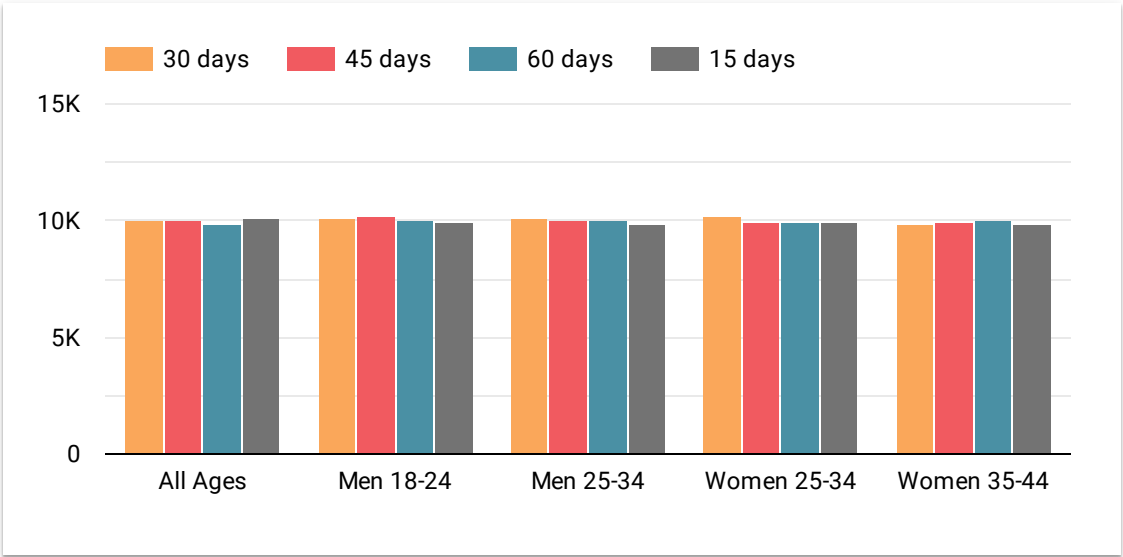
Language Distribution by Target Audience



Language: Engagement & Conversion



Duration Distribution by Target Audience



Audience Performance Summary

Target Audience	Acquisition Cost ❶ ▾	Click-Through Rate (CTR)	Conversion Rate ❷ ▾	Engagment Score	ROI
Men 18-24	\$504.16M	9.99%	8.02%	5.52	4.98
All Ages	\$500.31M	9.97%	8.00%	5.49	5.01
Women 25-34	\$500.18M	10.00%	7.99%	5.49	5.00
Men 25-34	\$499.51M	9.99%	8.01%	5.49	5.02
Women 35-44	\$496.71M	9.96%	8.01%	5.49	5.01