

MarketFlash Data

➔ Currently they have a worksheet with 1000 campaigns from 2023 for their 78 clients. Existing columns are:

- ◆ Audience: The marketing segment.
- ◆ Location: The target country.
- ◆ Views: Number of views (NA for Email).
- ◆ Engagement: Interactions with the campaign (likes, shares, opens for email).
- ◆ Clicks: Number of clicks to the campaign link.
- ◆ Conversions: How many conversions (sales, sign ups, etc.) the campaign had.
- ◆ Expense: Campaign Cost in USD (including channel, cost and commissions).
- ◆ Executive: Person in the company in charge of the campaign (at Marketflash).
- ◆ Campaign Type: Type of campaign, either sales or sign up.
- ◆ Sales: For sales campaigns, this are the reported sales from the client.