

Marketing Analysis

Platform

All

Date

All

6.57

CONVERSION RATE



39K

TOTAL CONVERSION



8M

TOTAL IMPRESION

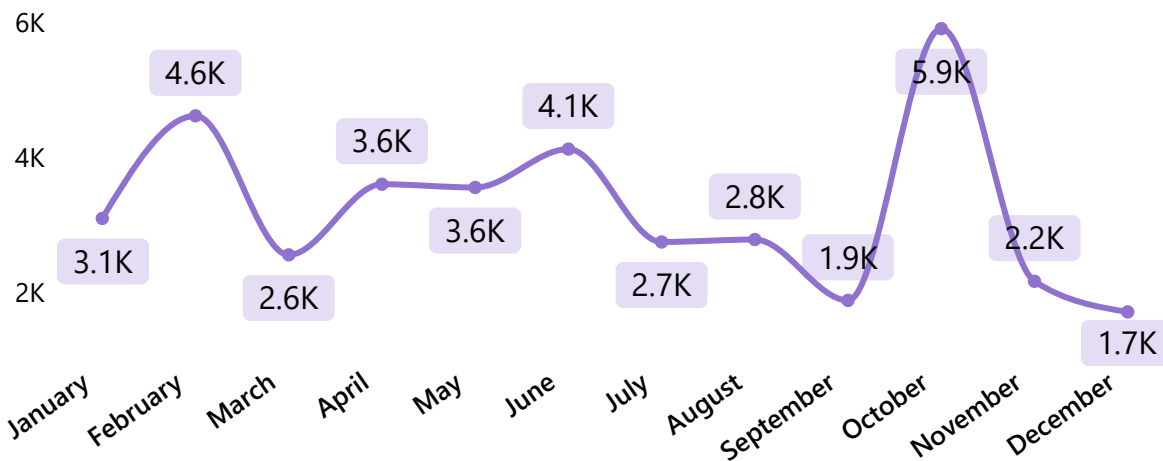


7.50

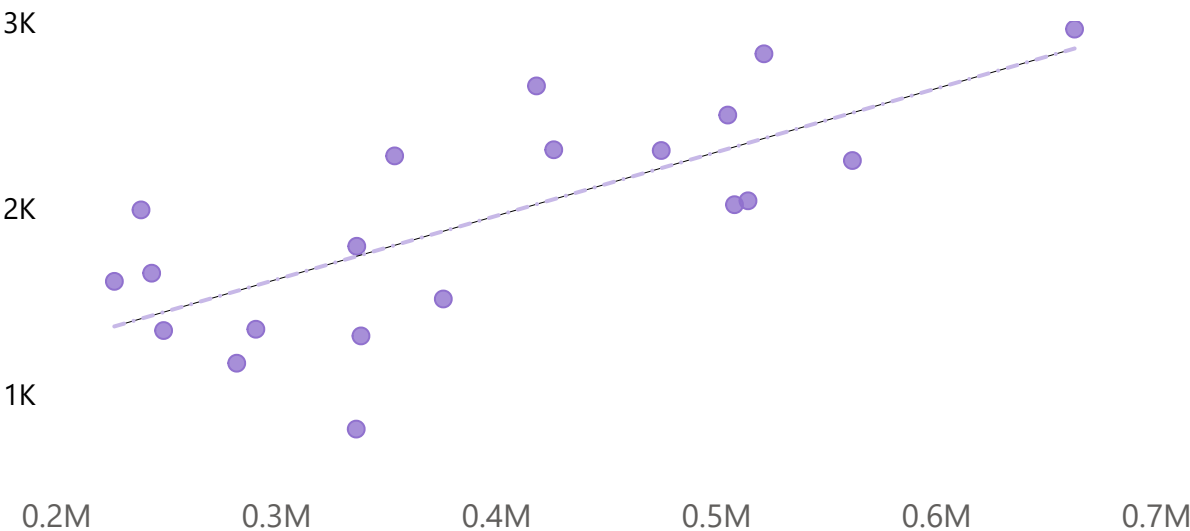
CLICK THR_RATE



Sum of Conversions by Month



Campaign Performance vs Budget



Total
Conversions

Total
Impressions

Engagement
Rate

Conversion
Rate

CTR

Campaigns Performance

Winter Cleara...

Video Highlig...

Spring Sale

Referral Drive

Summer Splash

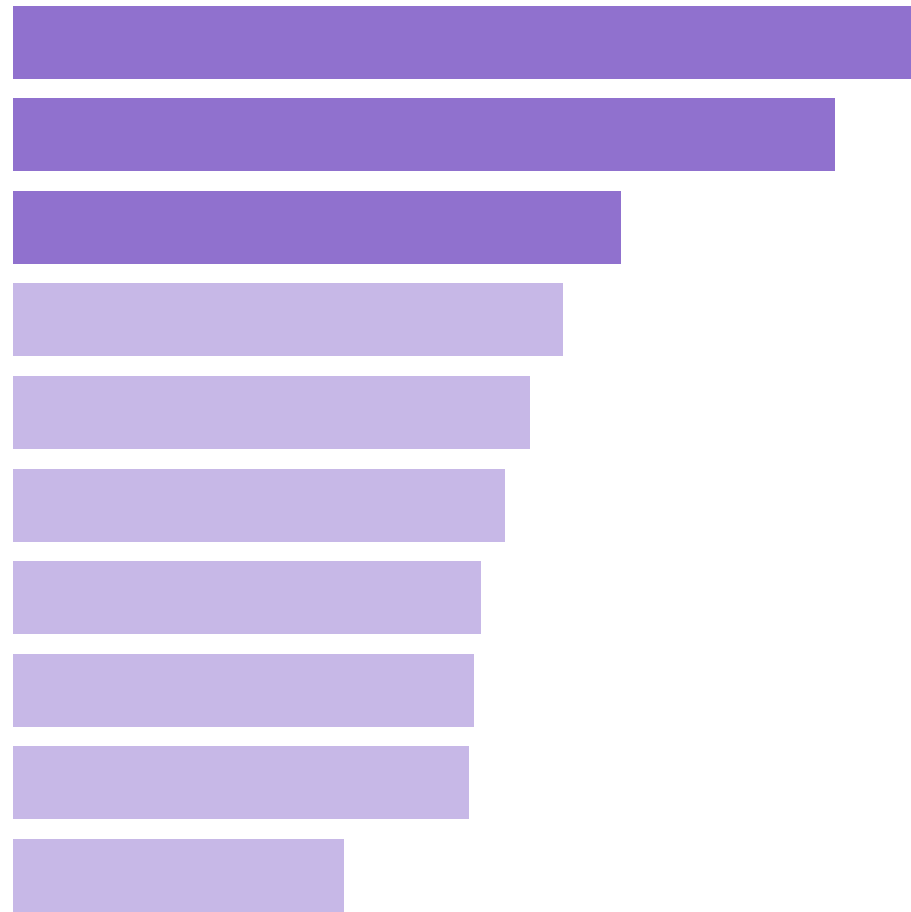
Product Launc...

Ramadan Pro...

Year End Recap

Product Launc...

New Year Boost



Marketing Analysis



43.04

COST PER CLICK

508K

Total Budget

14

ROI

Platform

All

6.55

COST PER ACQUISITION

50

Budget Utilization (%)

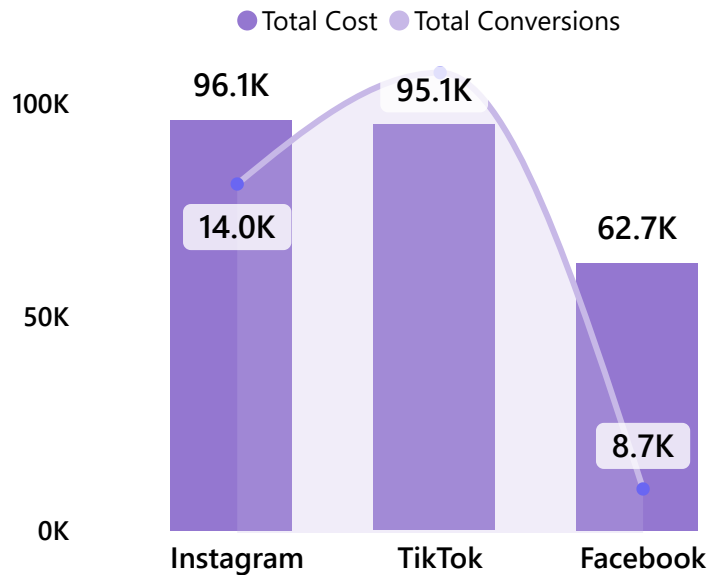
10.76

Engagement Rate

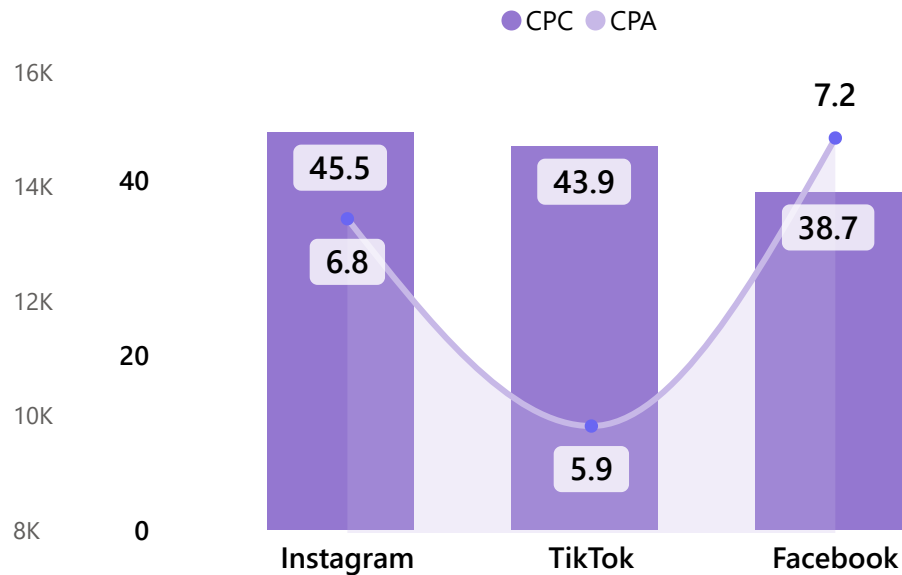
Date

All

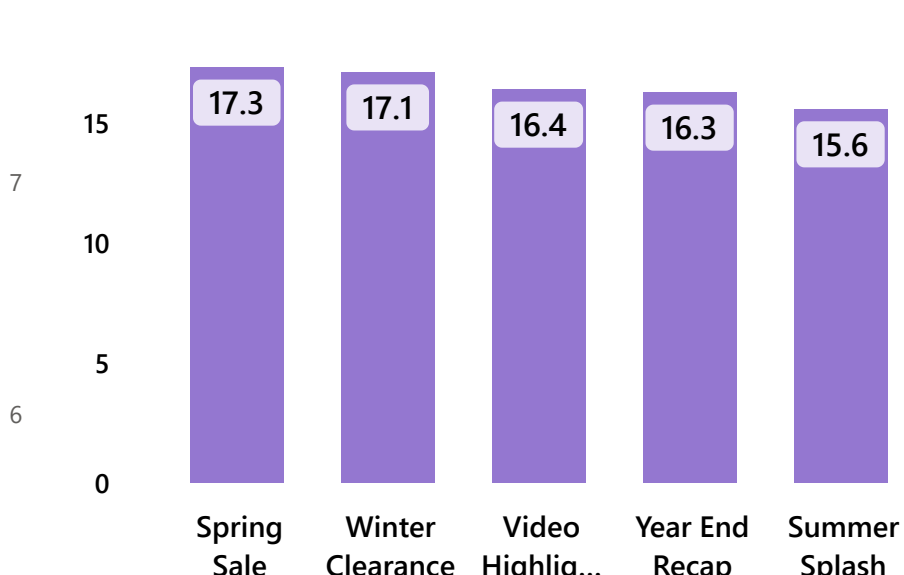
Platform Performance Analysis



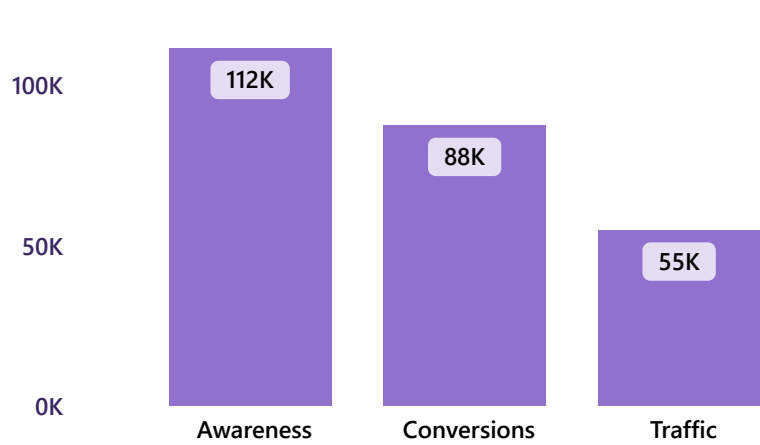
Platform Performance Analysis



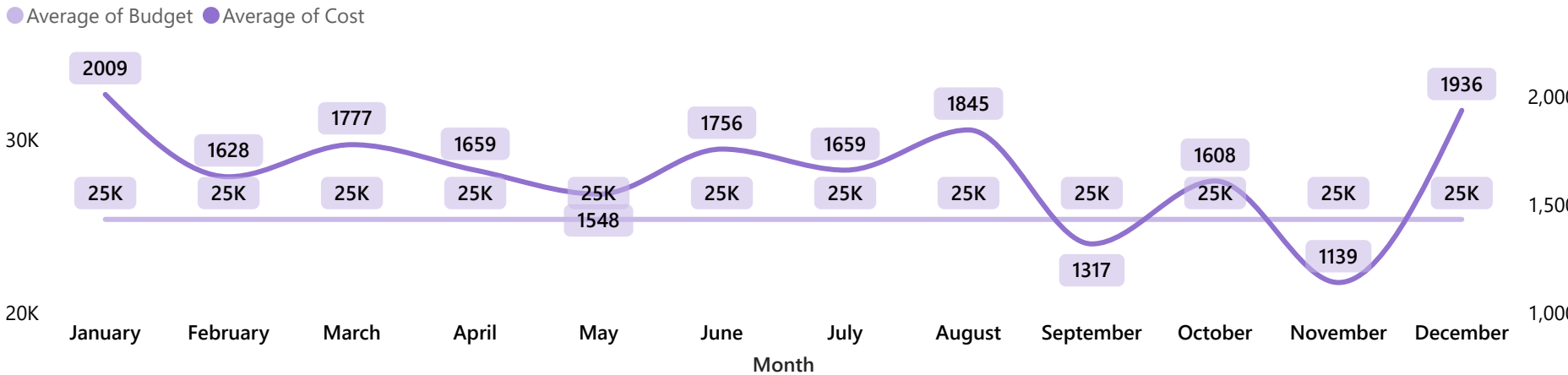
Platform Performance Analysis



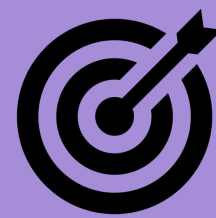
Objective-Based Spending



Ad Spend Trend: Average Budget and Cost by Month



Marketing Analysis



10.76

Engagement Rate

7M

Total Risk

3

Ad Types Used

20

Campaign Count

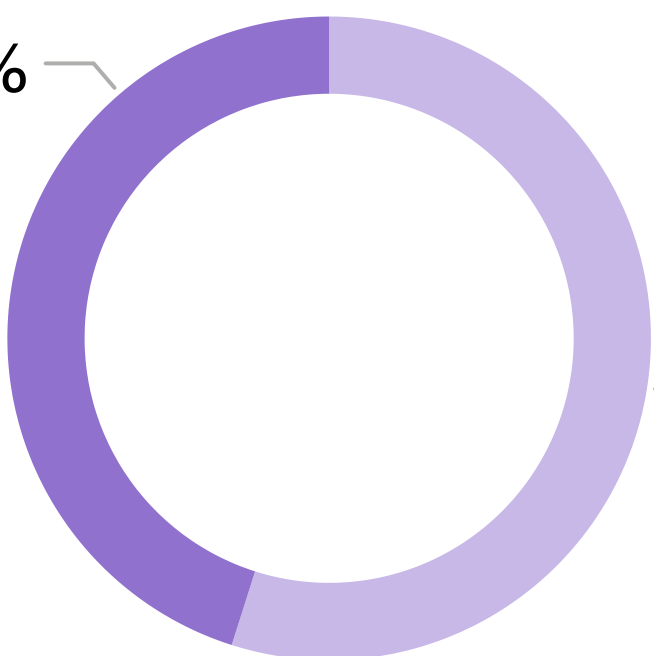
Total Risk

Total Impressions

Engagement Rate

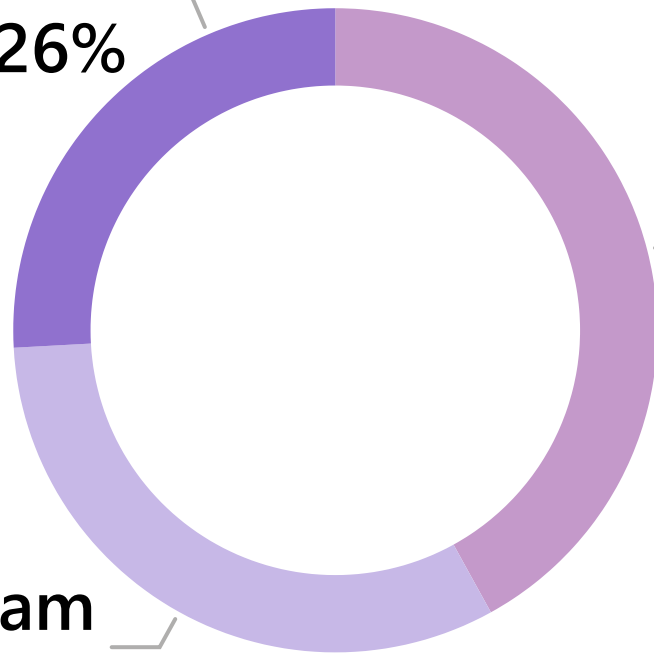


Male 45%



Female 55%

Facebook 26%



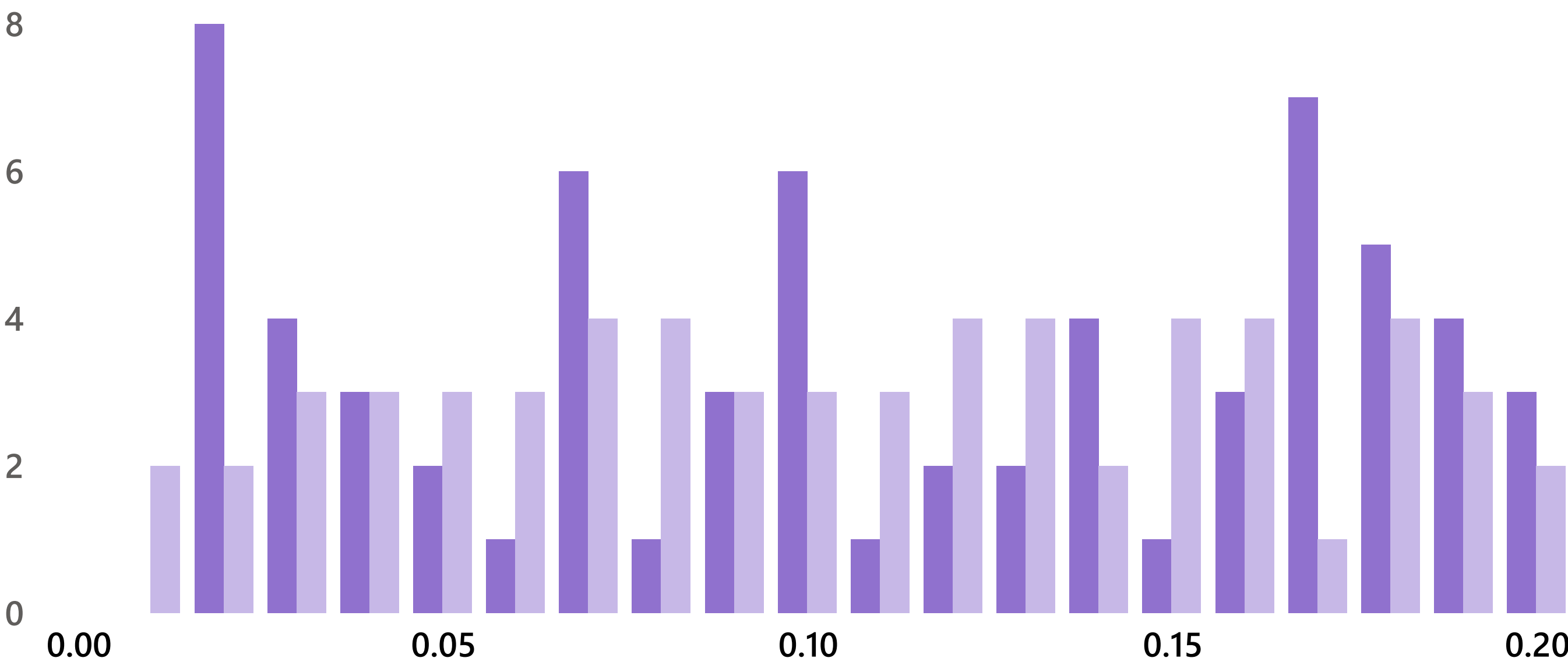
TikTok 42%

Instagram 32%



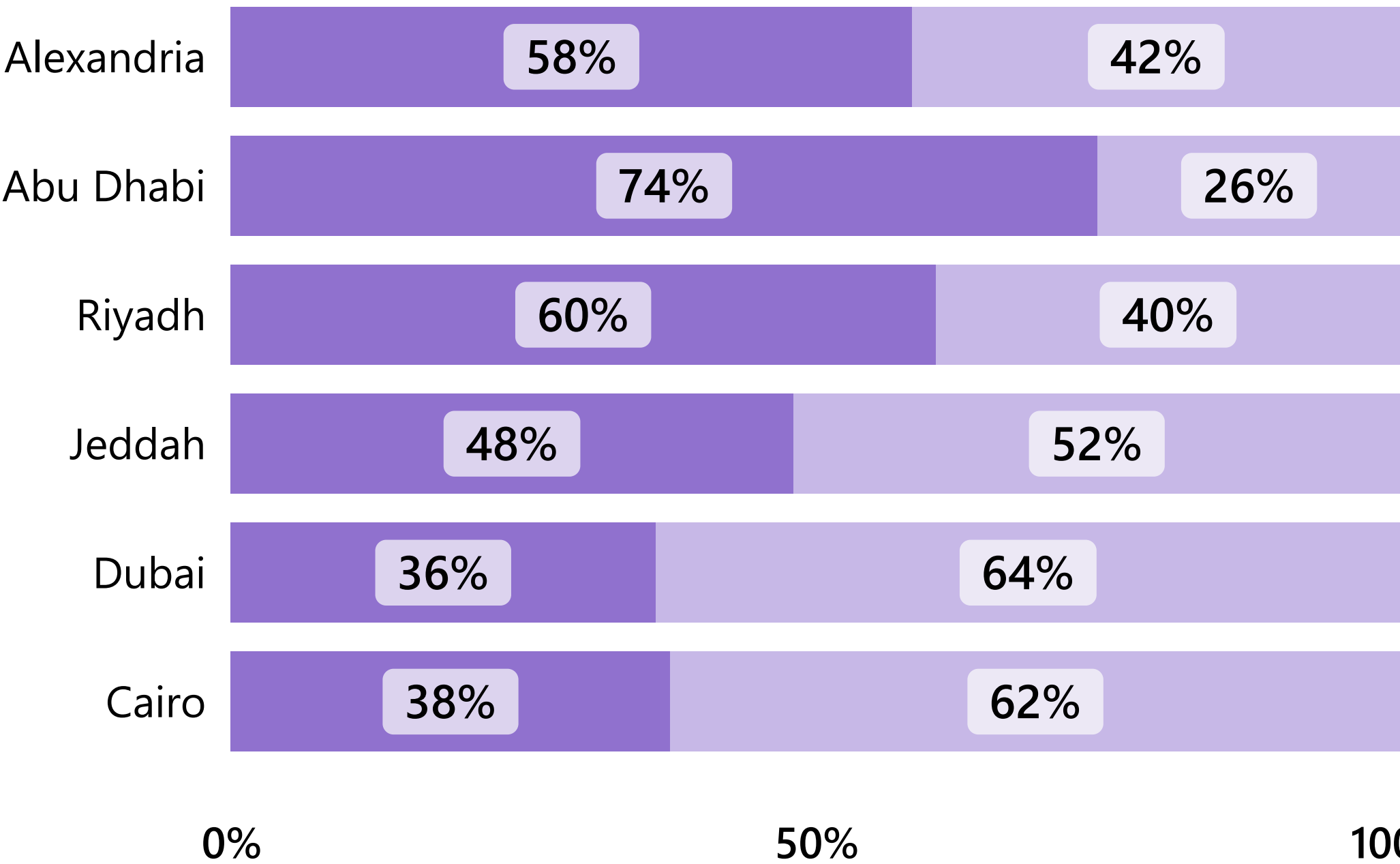
Who Engages More? Age & Gender Insights

Female Male

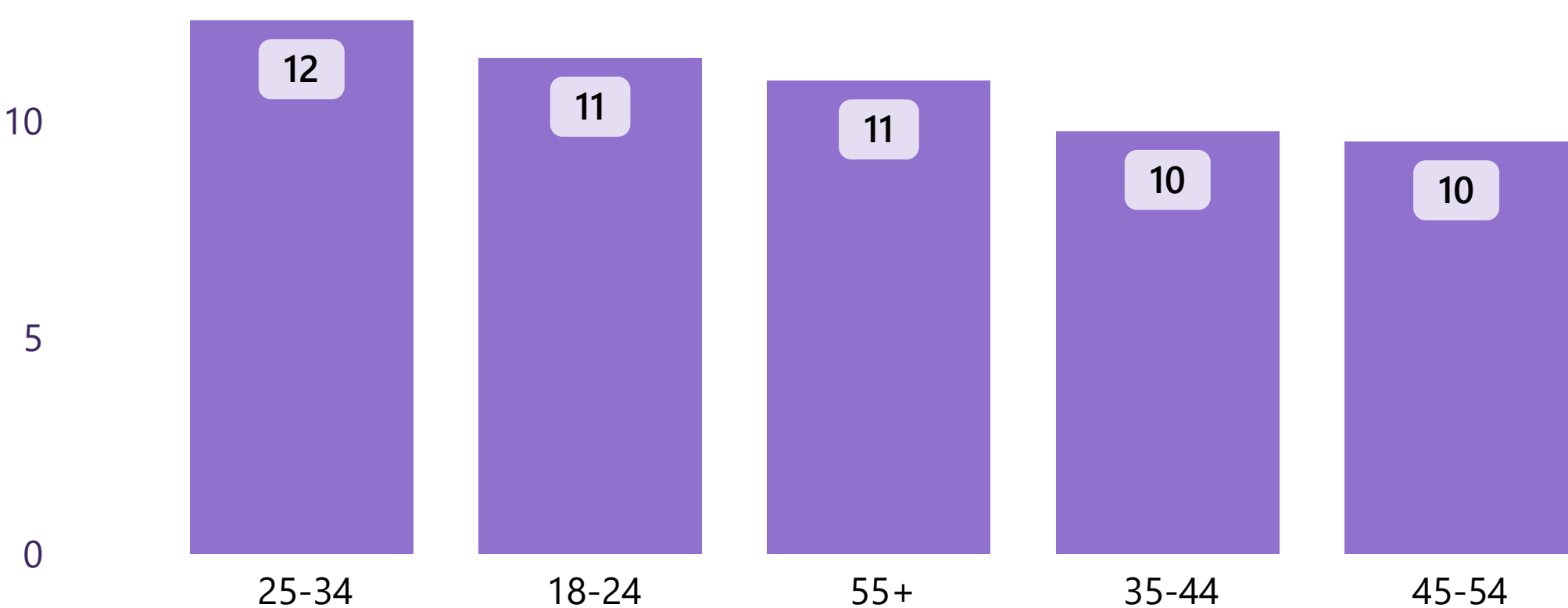


Audience Reach by Location and Gender

Female Male



Audience Engagement by Age



Marketing Analysis

Facebook
Lowest Platform

CAMPAIGN_011
Top Campaign

TikTok
Top Platform

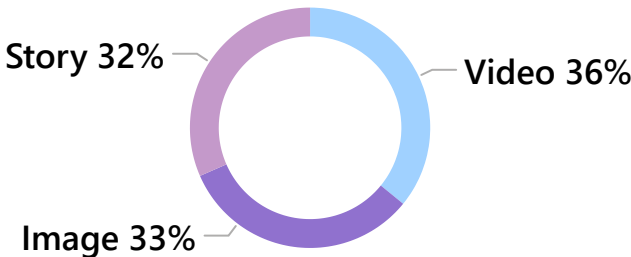
Platform

All

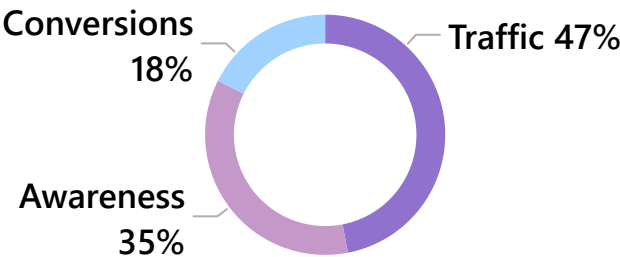
Date

All

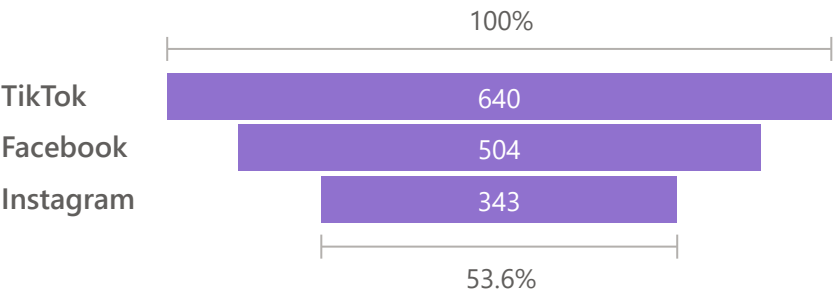
Effectiveness of Each Ad Type (CTR%)



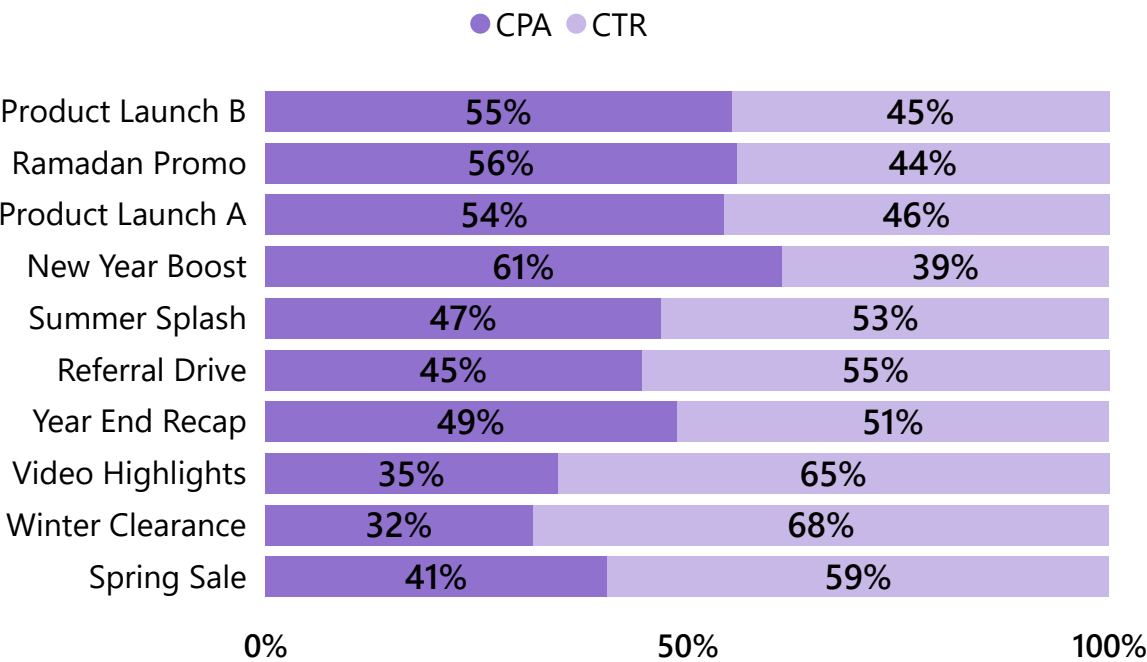
Performance by Campaign Goal



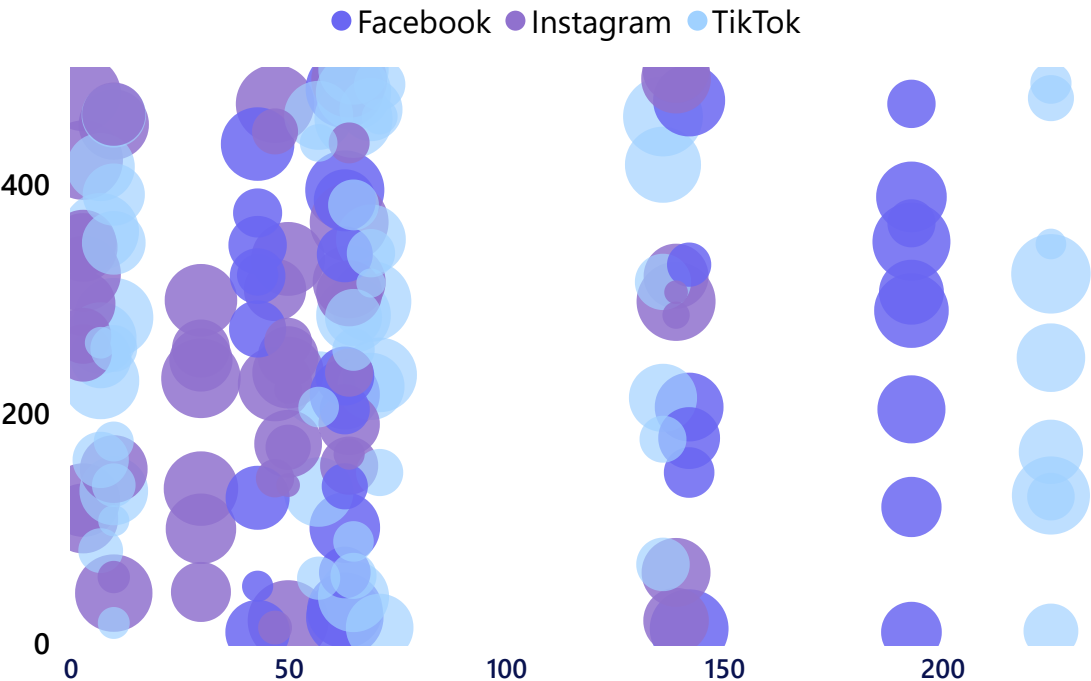
Average duration campaign per Platform



Audience Reach by Location and Gender



Campaign Duration vs Conversions



Campaign Name	Platform	CPA	CPC	CTR	Total Impressions	Total Risk	Conversion Rate
Black Friday	Facebook	12	45	6	336K	299K	4
Brand Awareness	Facebook	7	53	7	337K	453K	7
Holiday Countdown	Facebook	7	32	10	505K	221K	5
Product Launch B	Facebook	8	57	6	291K	277K	7
Spring Sale	Facebook	5	27	8	562K	469K	5
Engagement Push	Instagram	11	43	10	339K	290K	4
Influencer Collab	Instagram	6	50	7	418K	332K	9
Mega Weekend	Instagram	7	37	7	515K	411K	5
Product Launch A	Instagram	7	53	6	663K	201K	7
Ramadan Promo	Instagram	8	52	6	282K	191K	7
Referral Drive	Instagram	6	52	7	354K	212K	9
Winter Clearance	Instagram	6	33	12	227K	499K	6
Autumn Awareness	TikTok	5	44	6	249K	264K	8
Back to School	TikTok	5	47	9	239K	201K	9
Cyber Week	TikTok	7	53	9	243K	156K	8
Flash Sale	TikTok	6	53	6	426K	502K	9
New Year Boost	TikTok	7	63	4	508K	502K	9
Summer Splash	TikTok	6	48	7	522K	463K	8
Video Highlights	TikTok	6	26	11	475K	312K	5
Year-End Review	TikTok	6	38	6	276K	288K	7
Total		7	43	7	7867K	6643K	7

Campaign Name	CTR	CPC	CPA
⊕ Winter Clearance	11.84	33.09	5.52
⊕ Video Highlights	10.81	25.87	5.74
⊕ Holiday Countdown	10.32	31.78	6.62
⊕ Engagement Push	10.09	43.22	11.23
⊕ Back to School	9.14	46.73	5.11
⊖ Summer Sale	8.52	52.10	6.72