



# Marketing Analysis

6.57

CONVERSION RATE



39K

TOTAL CONVERSION



Platform

All

Date

All

8M

TOTAL IMPRESION

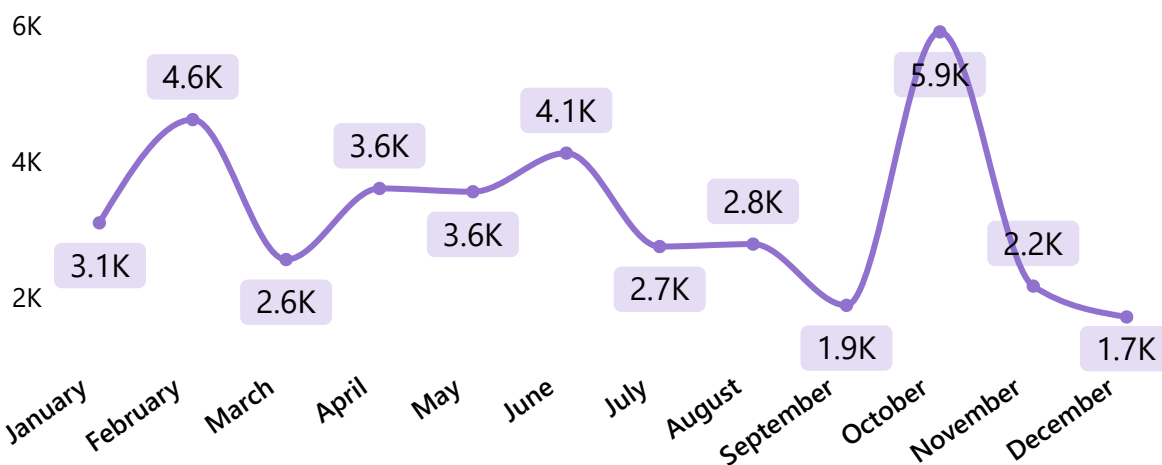


7.50

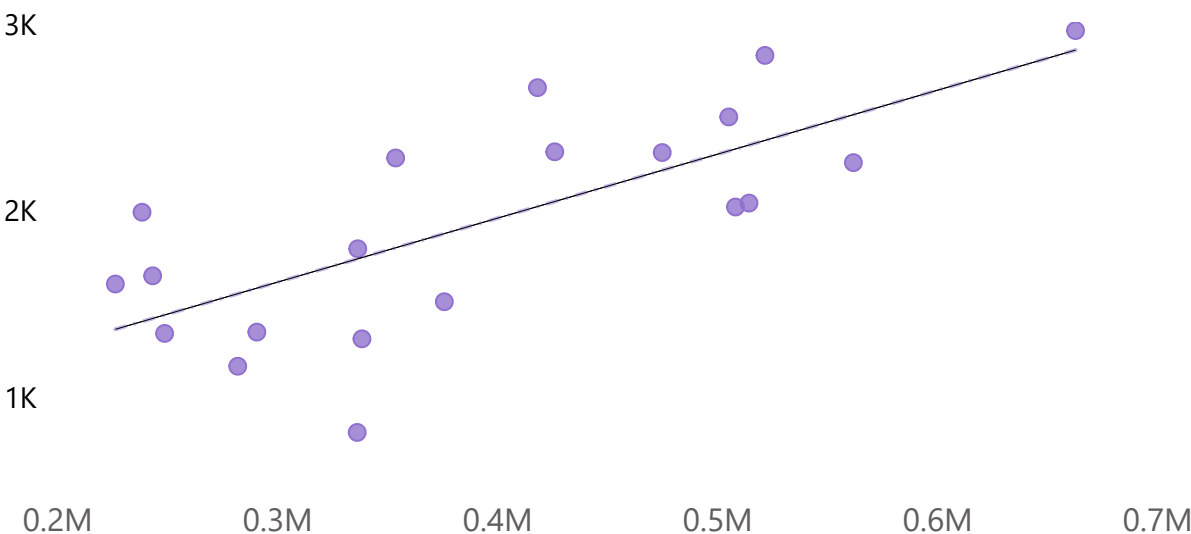
CLICK THR\_RATE



Monthly Conversions Trend

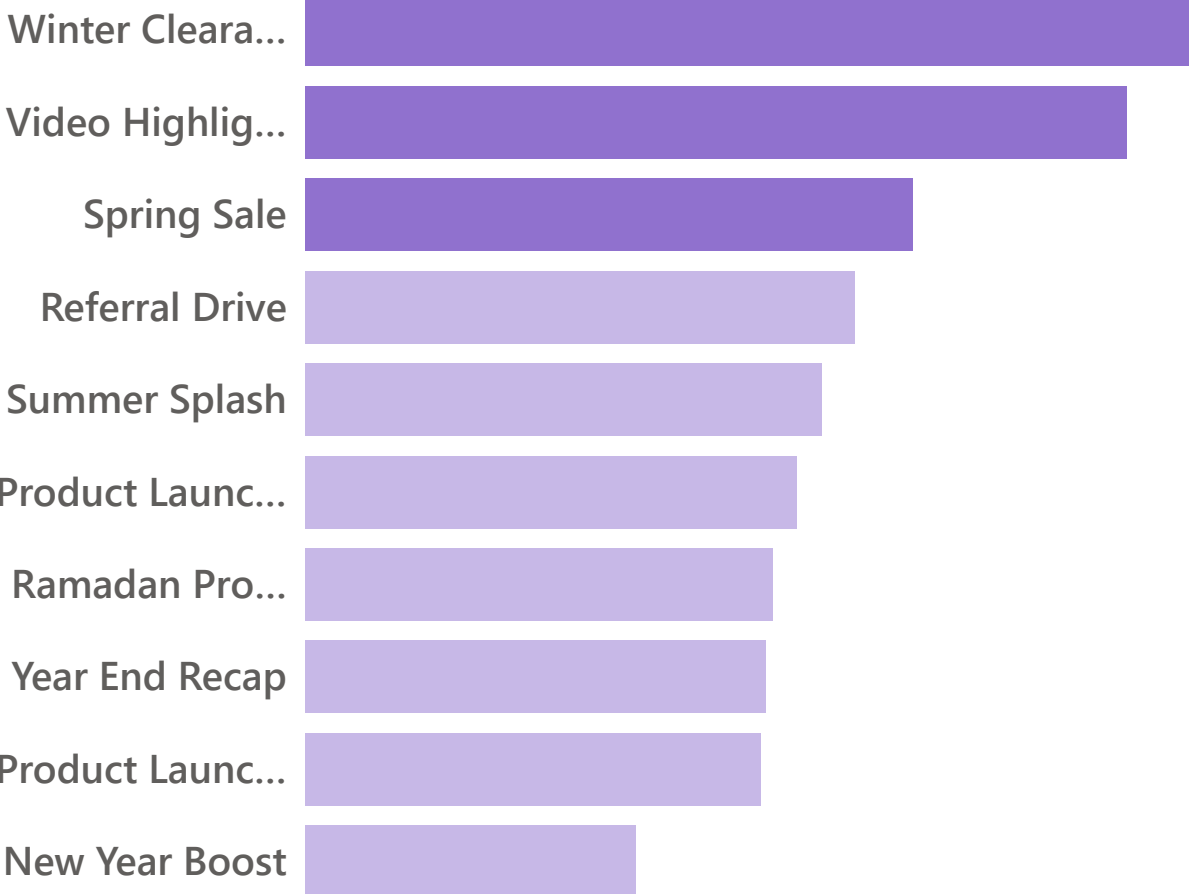


Campaign Performance vs Budget



Total Conversions	Total Impressions	Engagement Rate	Conversion Rate	CTR
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Campaigns Performance



# Marketing Analysis

43.04  
COST PER CLICK

508K  
Total Budget

14  
ROI

Platform  
All

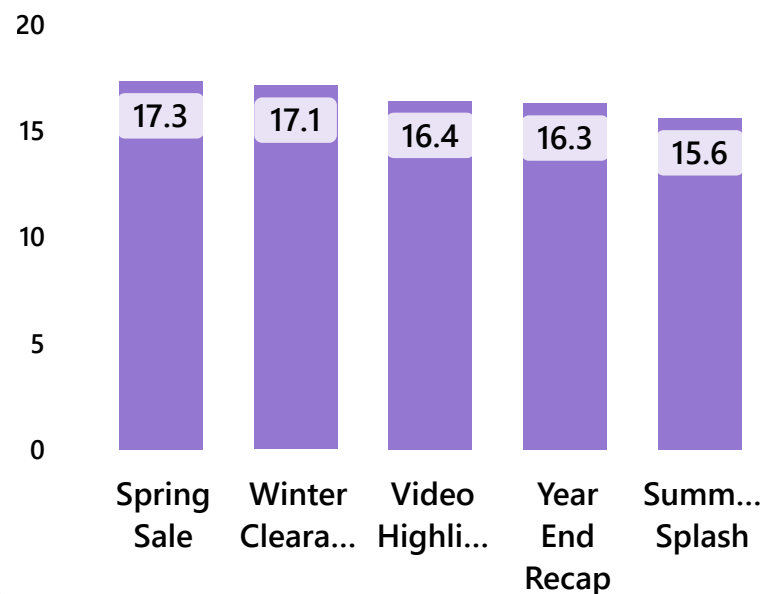
6.55  
COST PER ACQUISITION

50  
Budget Utilization (%)

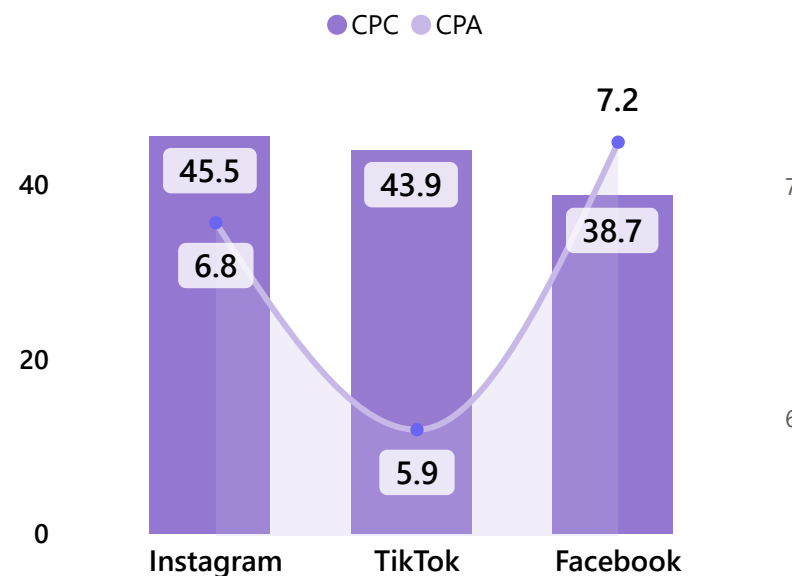
10.76  
Engagement Rate

Date  
All

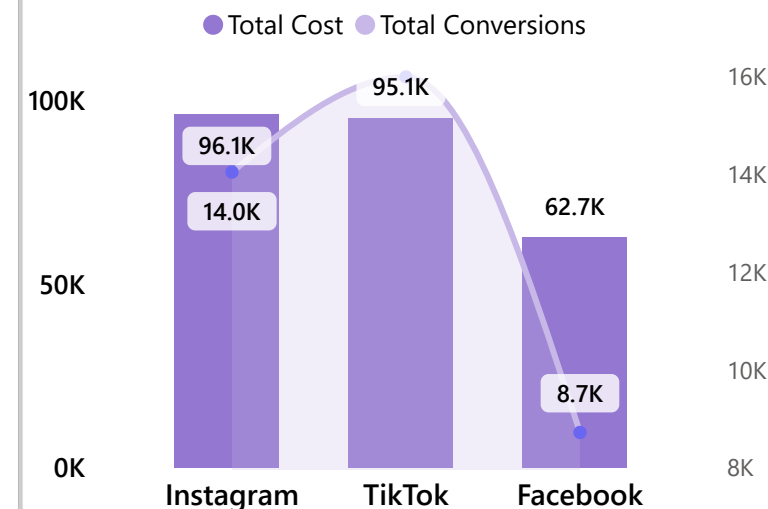
Most Efficient Campaigns by ROI



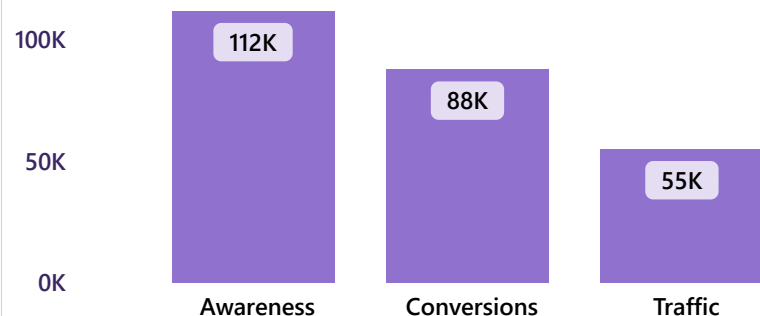
Platform Performance Analysis



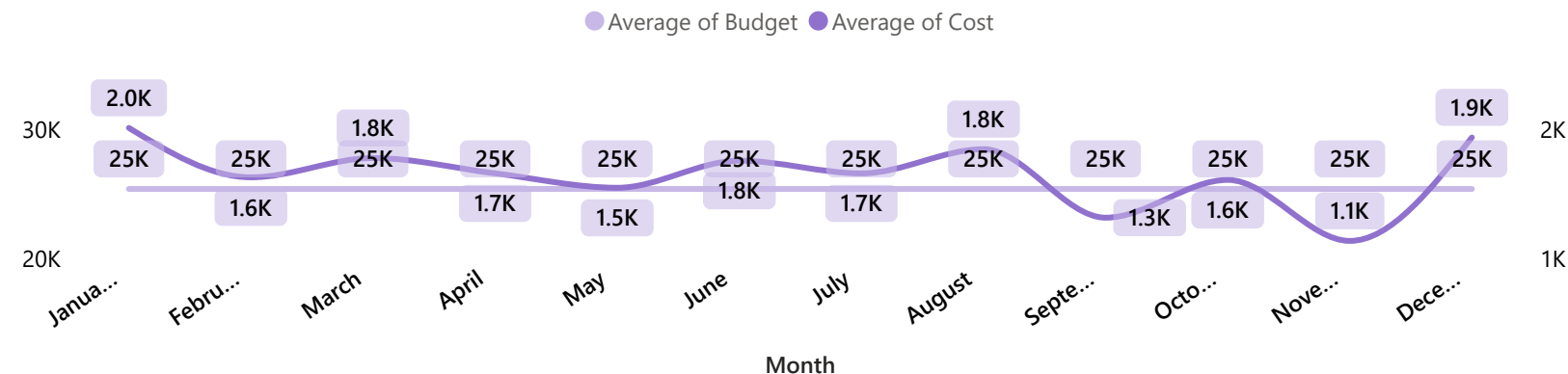
Which Platform Costs More... and Converts Better?



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

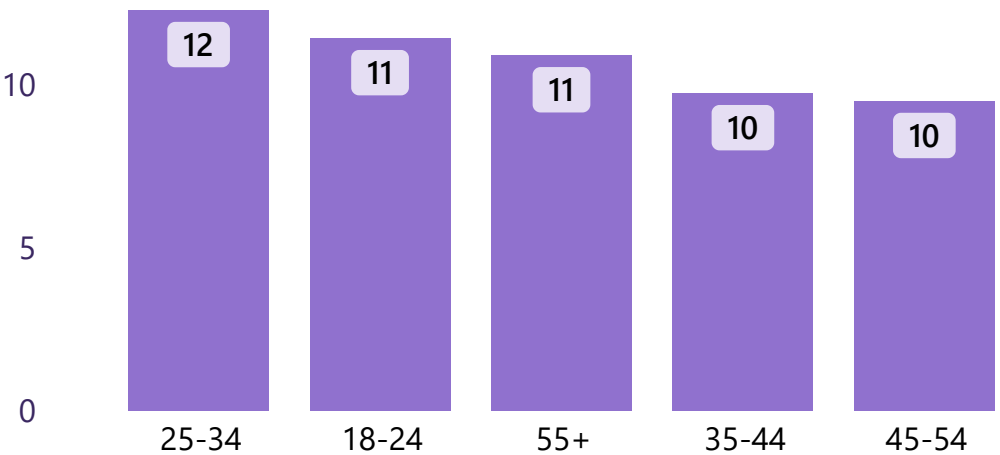
Platform

All

Date

All

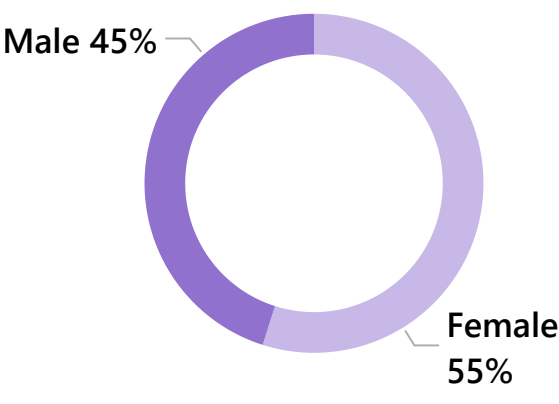
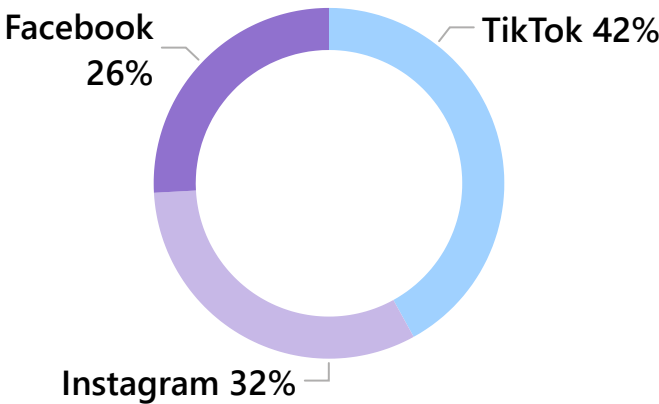
Audience Engagement by Age



Total Risk

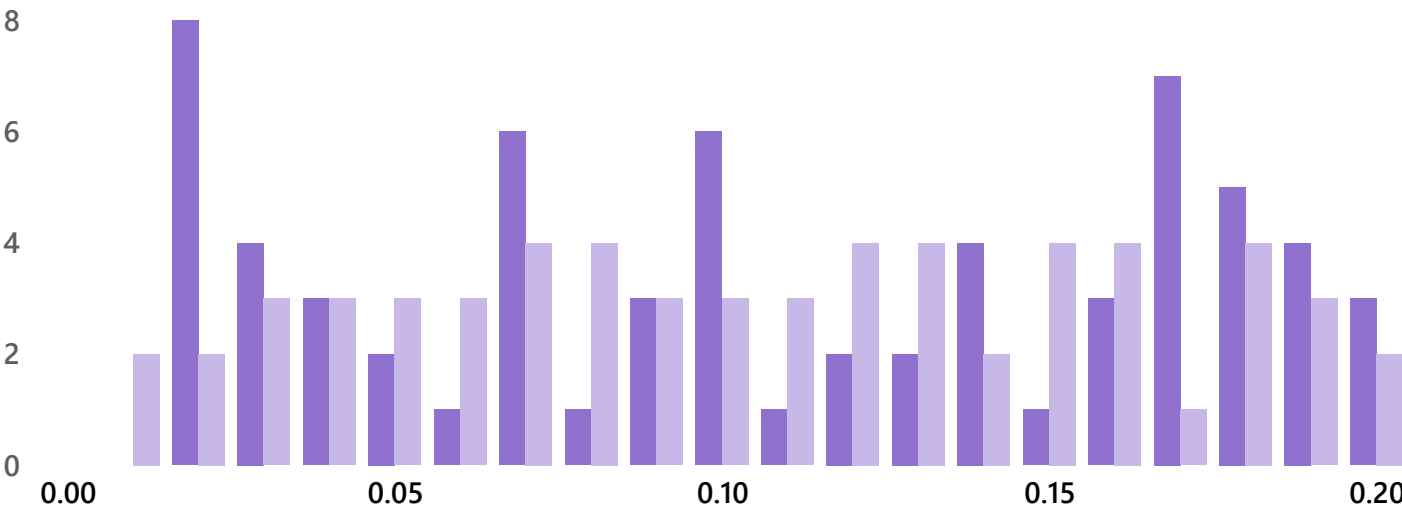
Total Impressions

Engagement Rate



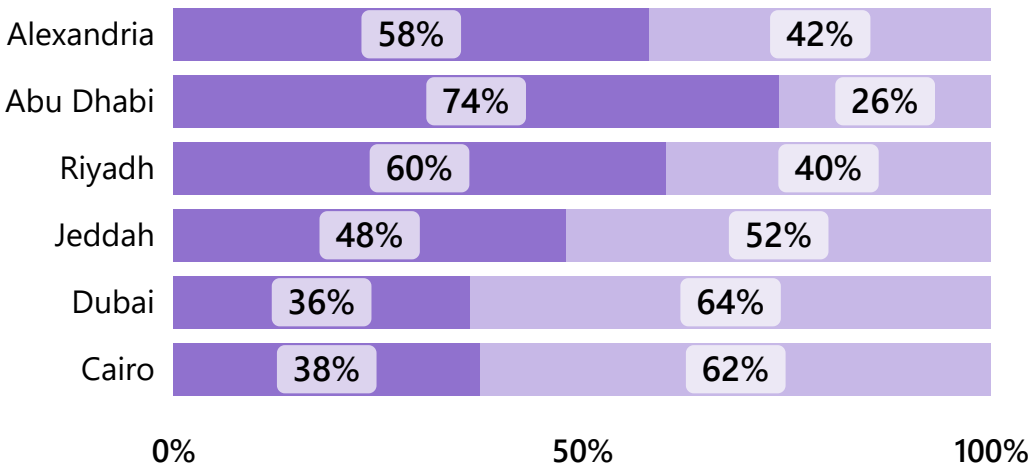
Who Engages More? Age & Gender Insights

Female Male



Audience Reach by Location and Gender

Female Male



# Marketing Analysis

Date

▼

All

▼

Platform

▼

All

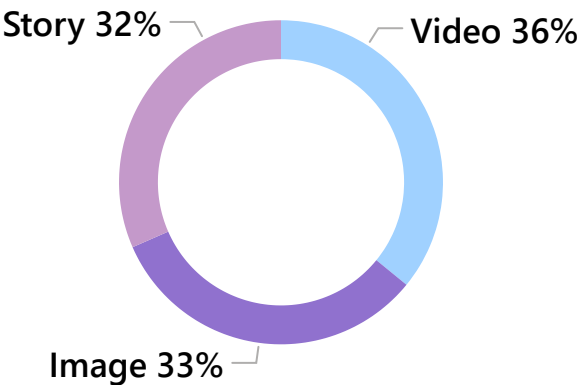
▼

Facebook  
Lowest Platform

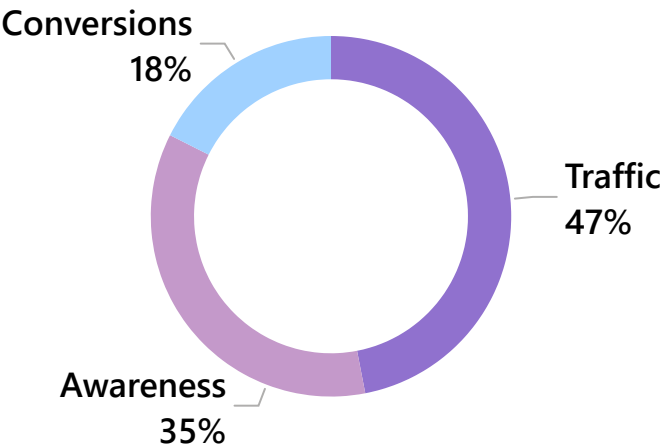
CAMPAIGN\_011  
Top Campaign

TikTok  
Top Platform

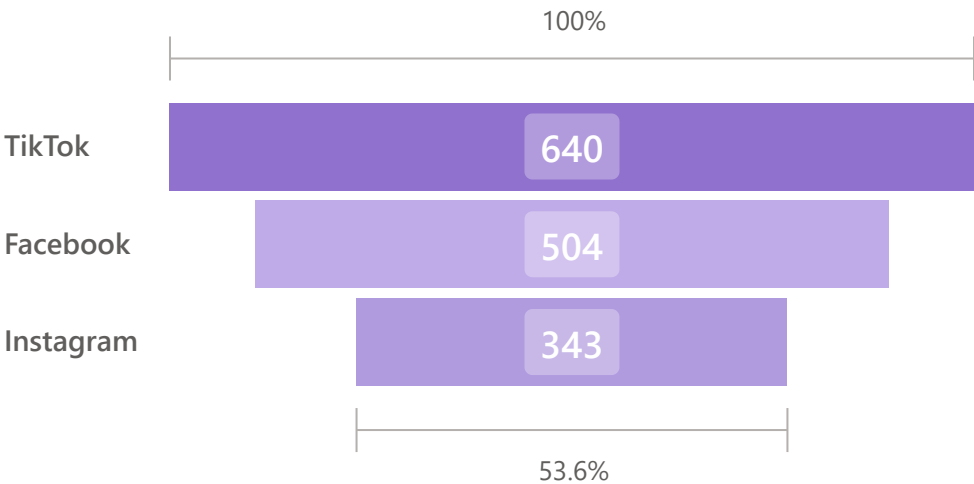
Effectiveness of Each Ad Type (CTR%)



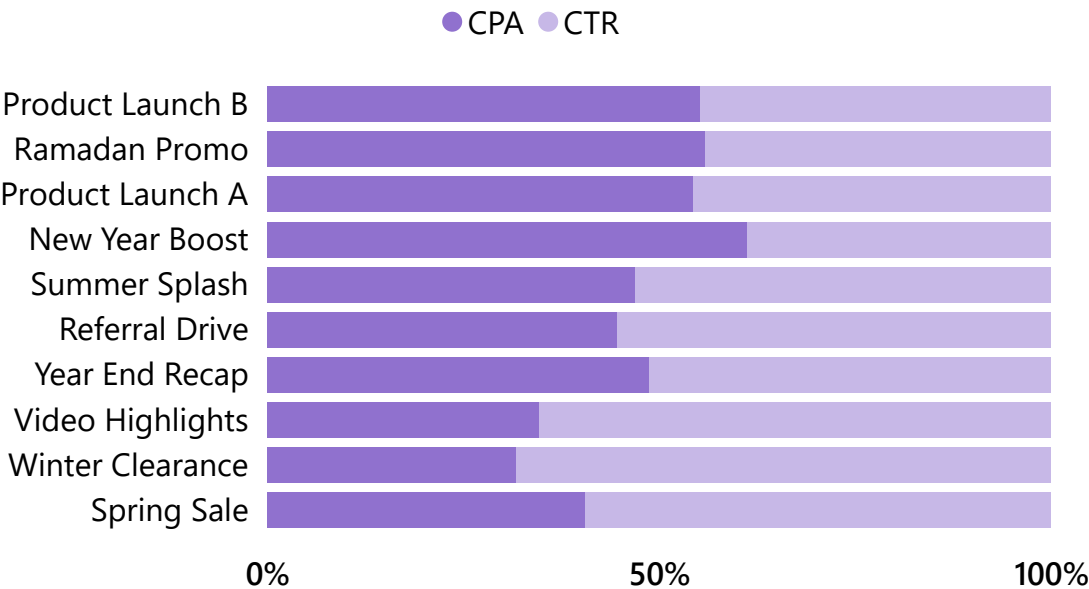
Performance by Campaign Goal



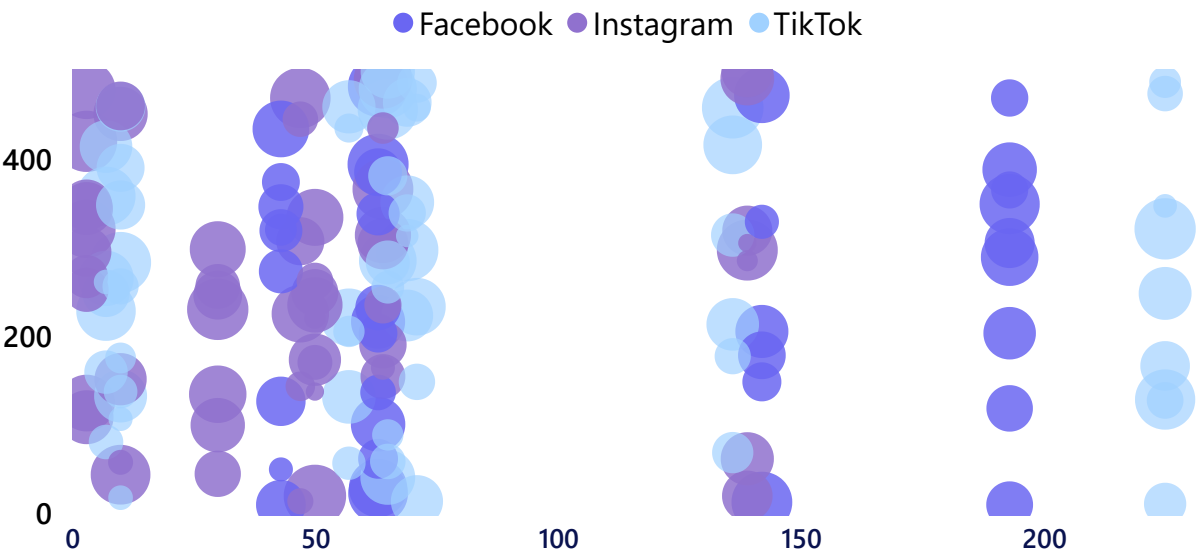
Average duration campaign per Platform



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 Recap	TikTok	6	38	6	376K	388K	7
Total		7	43	7	7867K	6643K	7