

# Marketing Insights Dashboard

Select date range

Cost (\$)  
541.0K

Clicks  
3.4M

Conversions  
892.3K

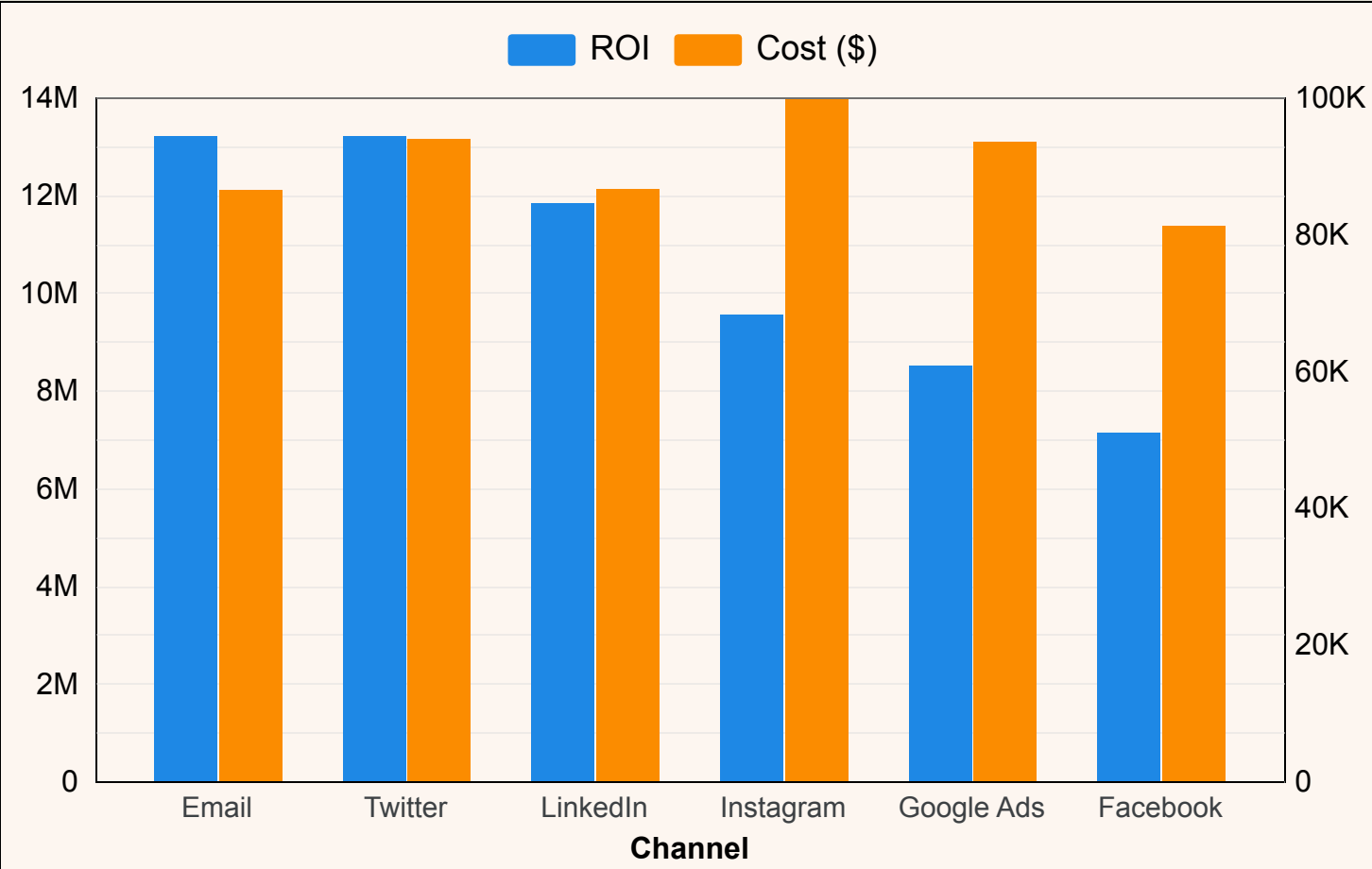
Conversion Rate (%)  
12.8K

Bounce Rate (%)  
22.6K

CPC (\$)  
333.6

CTR (%)  
13.2K

## COST vs ROI By Channel



Email and Twitter campaigns achieved strong ROI with minimal spend, whereas Instagram, Facebook, and Google Ads involved higher costs but yielded lower returns.

## DEMOGRAPHIC INSIGHTS

	Age Group	Gender	Device	Clicks	Impressions	CTR (%)	Bounce Rat...	Conversi..
1.	55+	Other	Desktop	7225	31532	22.91	28.39	49.67
2.	25-34	Other	Desktop	4452	11277	39.48	34.81	49.57
3.	35-44	Female	Mobile	5705	26082	21.87	39.54	49.5
4.	18-24	Male	Desktop	1354	10130	13.37	66.35	49.48
5.	18-24	Female	Desktop	12525	28667	43.69	30.77	49.39
6.	25-34	Female	Mobile	21995	46287	47.52	57.07	49.37
7.	18-24	Female	Tablet	18929	40733	46.47	28.21	49.22
8.	55+	Female	Tablet	14858	33249	44.69	23.39	49.19
9.	25-34	Other	Desktop	1227	46970	2.61	45.38	49.06
1...	35-44	Male	Desktop	4097	27210	15.06	48.25	48.82
1...	45-54	Female	Desktop	7405	28091	26.36	41.79	48.6

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## Regional Engagement



North America and Europe demonstrated the highest regional engagement, indicating strong campaign performance in these areas.

## PERFORMANCE OF AD FORMAT & CAMPAIGN TYPE

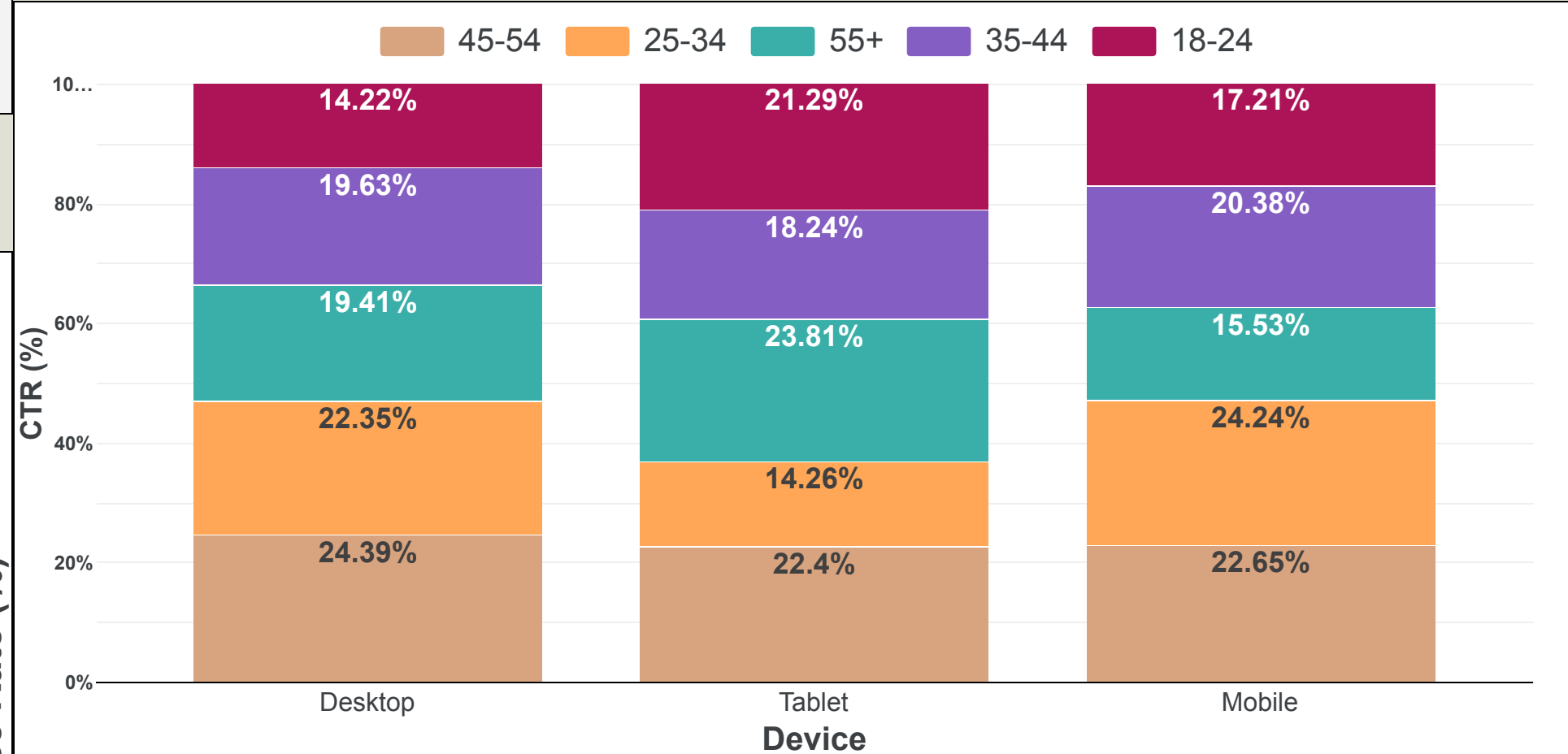
	Ad Format	Campaign Type	AVG CPC	Conversion Rate (%)	CTR (%)
1.	Video	Consideration	19.23	1,265.35	1,409.66
2.	Video	Awareness	16.82	1,055.6	1,135.2
3.	Video	Conversion	18.08	972.24	926.68
4.	Text	Consideration	42.7	1,554.37	1,636.81
5.	Text	Conversion	47.65	962.75	899.33
6.	Text	Awareness	35.62	945.42	885.02
7.	Image	Consideration	38.29	1,133.73	1,176.77
8.	Image	Awareness	9.49	844.24	953.61
9.	Image	Conversion	31.74	1,181.61	1,086.75
10.	Carousel	Awareness	22.49	808.36	882.47
11.	Carousel	Consideration	27.53	990.28	988.29
12.	Carousel	Conversion	23.96	1,067.41	1,216.47

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Text ads for consideration campaigns achieved the highest conversion rate despite having the highest CPC, while video ads offered strong performance at a lower cost.

## Device Pattern



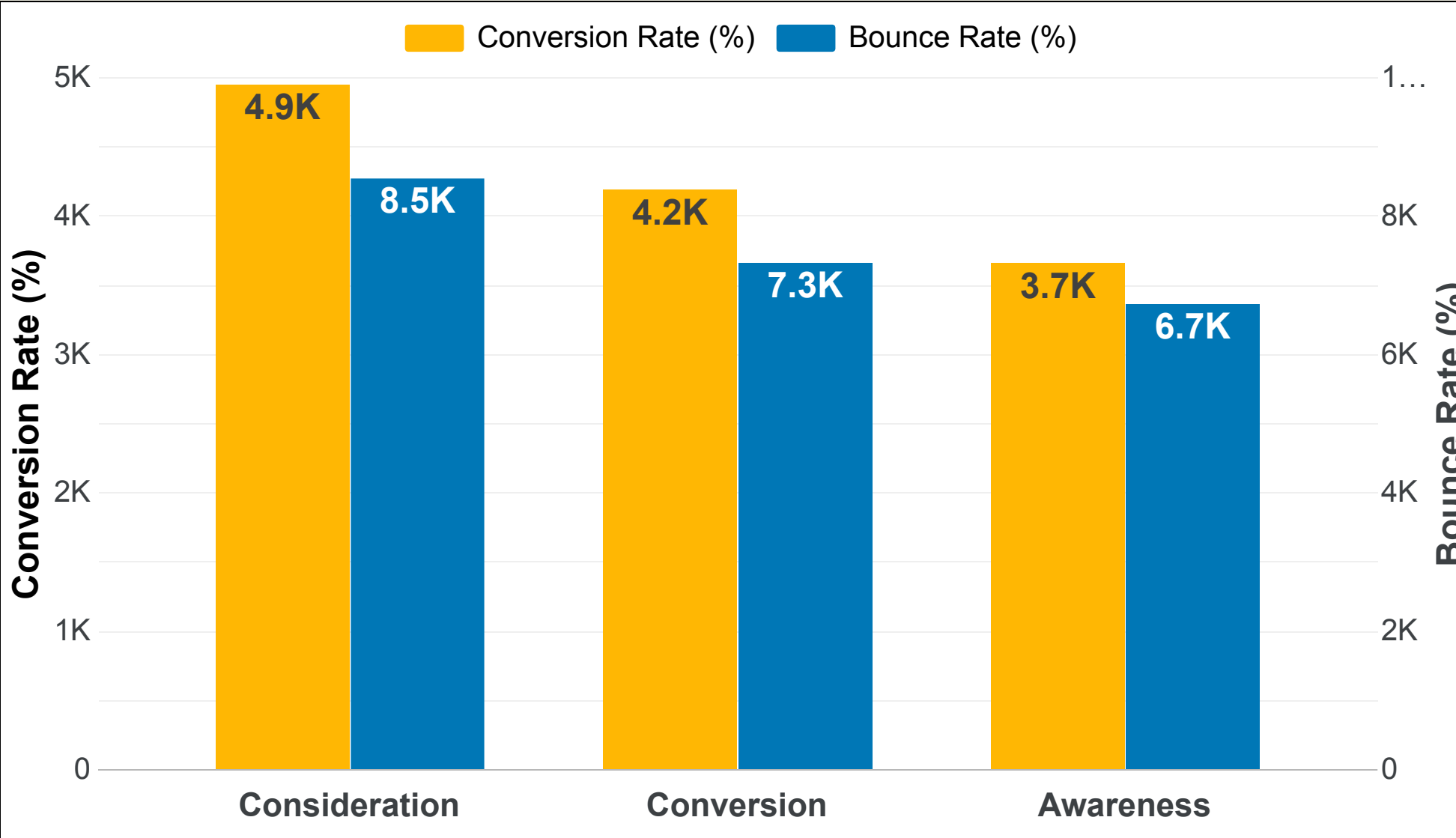
Older age groups (45–54 and 55+) consistently show higher CTRs across all devices, especially on desktops

Instagram and Email achieved the highest impressions and conversions with moderate CPC, while Twitter had the highest CPC but still delivered strong ROI—indicating differing cost-efficiency dynamics across platforms.

## Channel Comparison Table

	Channel	Impressions	Clicks	CPC (\$)	Conversion ...	ROI
1.	Instagram	2,472,506	634,912	54.1	2,263.87	9.5M
2.	Email	2,073,968	618,266	44.53	2,356.9	13.2M
3.	Google Ads	2,203,119	577,731	57.01	1,893.94	8.5M
4.	Twitter	2,267,756	550,624	87.89	2,339.49	13.2M
5.	LinkedIn	2,024,086	544,576	47.41	2,165.17	11.8M
6.	Facebook	1,987,448	503,757	42.69	1,761.99	7.1M
	Grand total	13,028,883	3,429,866	333.63	12,781.36	63.4M

## Campaigns with high bounce rates and low returns



Consideration campaigns had the highest conversion rates but also experienced the highest bounce rates, indicating strong initial interest but lower sustained engagement.

Channel

Age Group

✓ Device

Conversi...

✓ Desktop

4.9K

✓ Tablet

4.5K

✓ Mobile

3.4K

✓ Campaign Type

Bounce Rat...

✓ Consideration

8.5K

✓ Conversion

7.3K

✓ Awareness

6.7K