

SOCIAL MEDIA CAMPAIGN PERFORMANCE TRACKER

14M

Sum of Impressions

1M

Sum of Clicks

1M

Sum of Engagements

257K

Sum of Conversions

511K

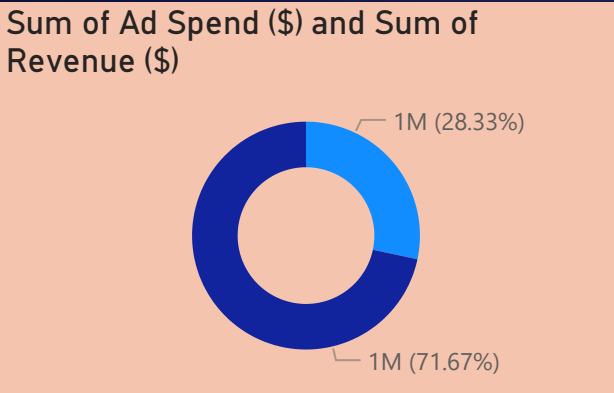
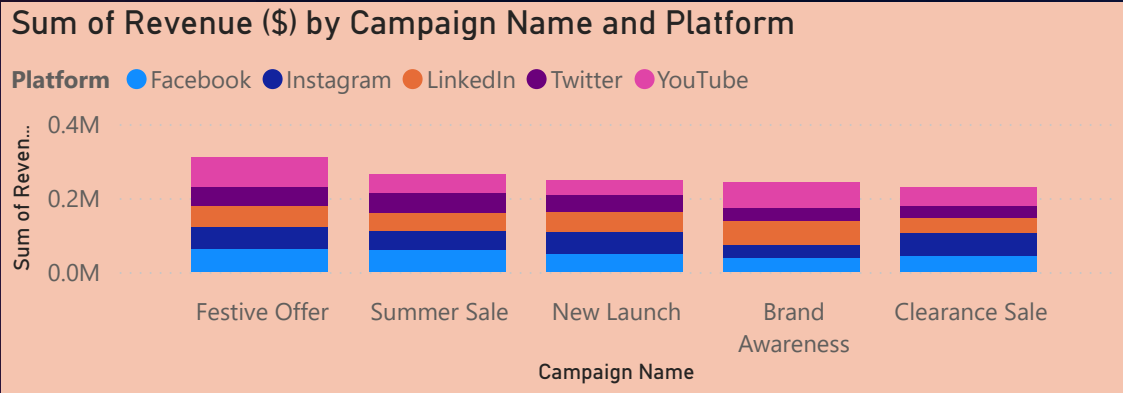
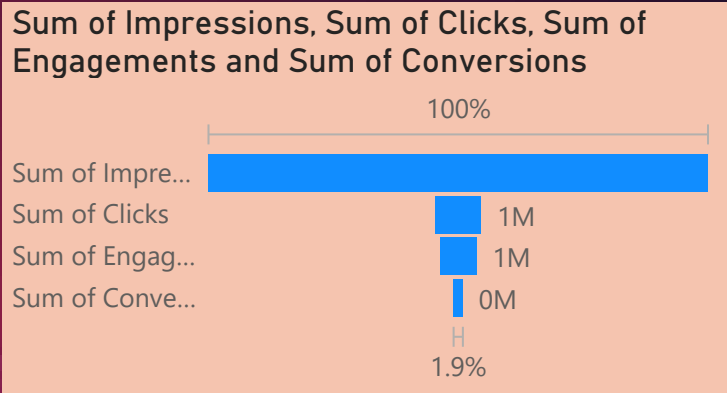
Sum of Ad Spend (\$)

1M

Sum of Revenue (\$)

153.02

ROI (%)



Year	Quarter	Month	Day	Platform	Campaign Name	Sum of Impressions	Sum of Clicks	Sum of CTR (%)	Sum of Engagement Rate (%)	Sum of Conversions	Sum of Ad Spend (\$)	ROI (%)
2025	Qtr 1	February	10	LinkedIn	Festive Offer	54056	6354	23.02	13.25	1281	3504	25.00
2025	Qtr 1	January	9	YouTube	Summer Sale	31453	6776	49.11	46.43	1028	2696	229.97
2025	Qtr 1	March	14	LinkedIn	Festive Offer	63124	9045	29.51	16.20	1433	2656	126.62
2025	Qtr 1	February	12	Facebook	Festive Offer	29405	6326	98.76	20.76	589	2618	84.07
2025	Qtr 1	February	10	Facebook	Festive Offer	112858	7307	18.57	18.09	1098	2603	20.05
2025	Qtr 1	February	3	LinkedIn	Brand Awareness	46906	4736	32.13	27.81	548	2540	185.83
2025	Qtr 1	March	16	LinkedIn	Festive Offer	57900	3348	10.31	4.93	684	2366	68.68
2025	Qtr 1	February	2	LinkedIn	Clearance Sale	57305	3978	11.33	14.73	1393	2268	60.80
2025	Qtr 2	April	5	YouTube	Festive Offer	72083	5561	13.69	2.93	700	2182	240.05
2025	Qtr 1	March	16	LinkedIn	Summer Sale	52350	6790	31.22	28.39	803	2133	332.96
2025	Qtr 1	February	16	Facebook	Summer Sale	42701	1775	15.72	64.12	922	2111	355.33
Total						13864435	1264790	6,684.54	5,317.40	257062	511490	153.02