

Start Date - End Date

01-07-2022 31-12-2022

Metrics

Conversion Rate

Product ID

All

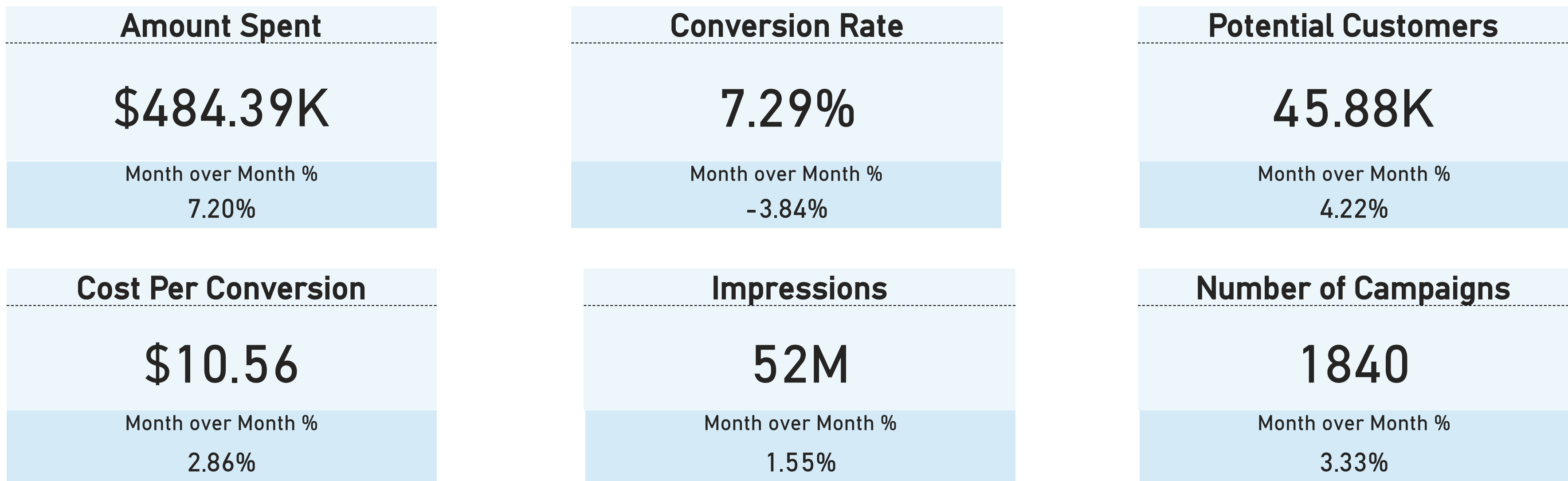
State

All

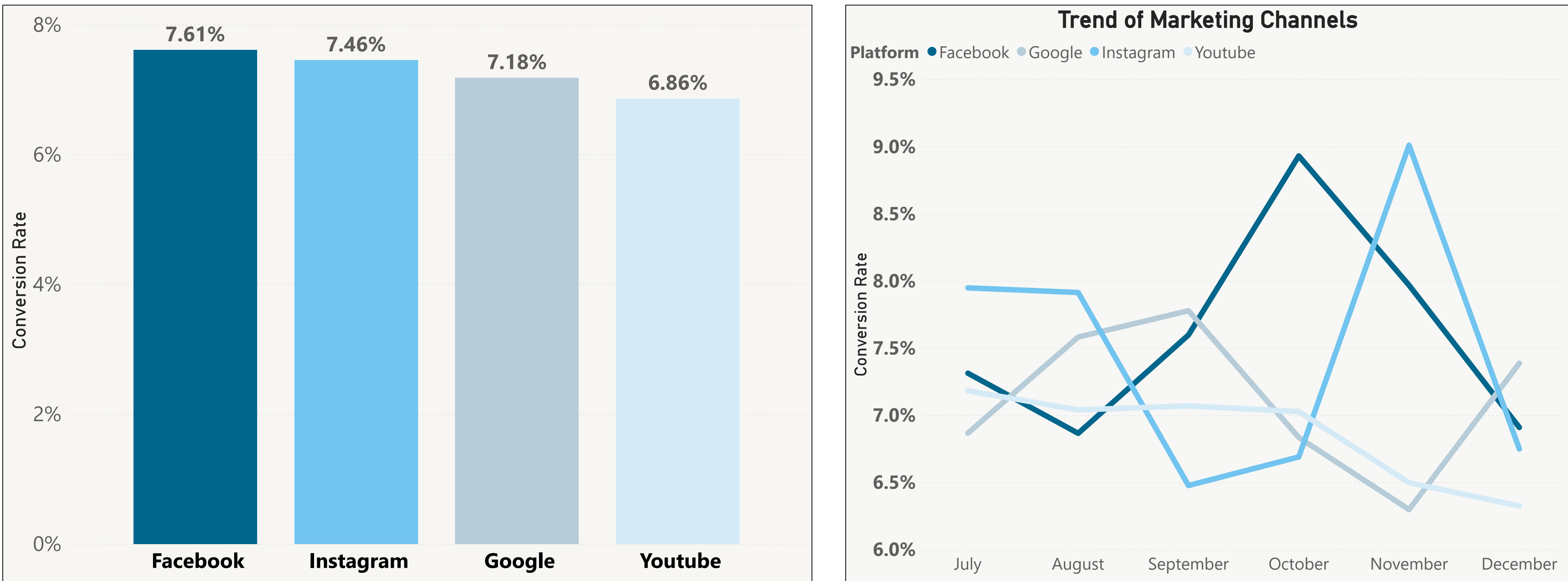
Store ID

All

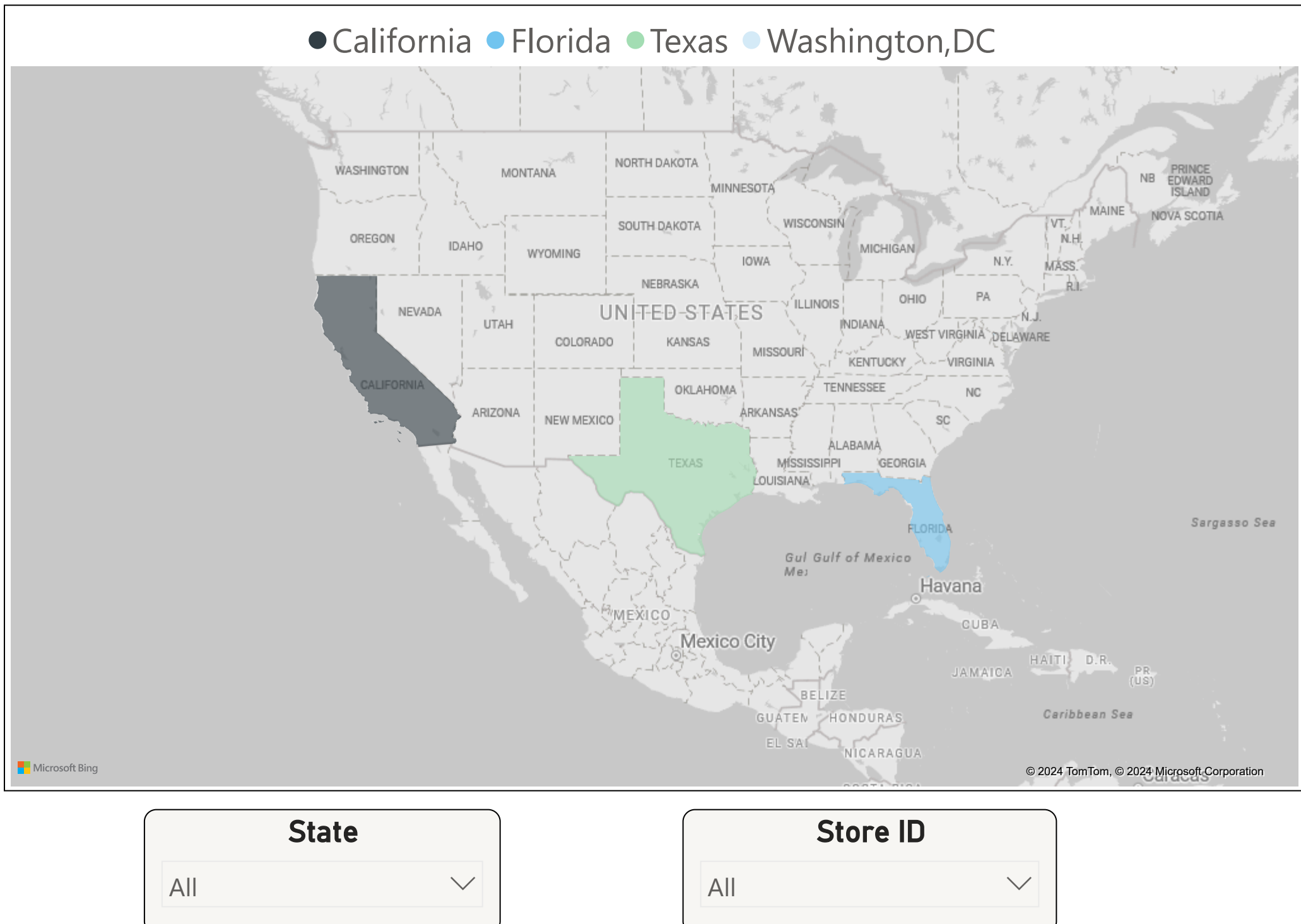
Key Performance Metrics



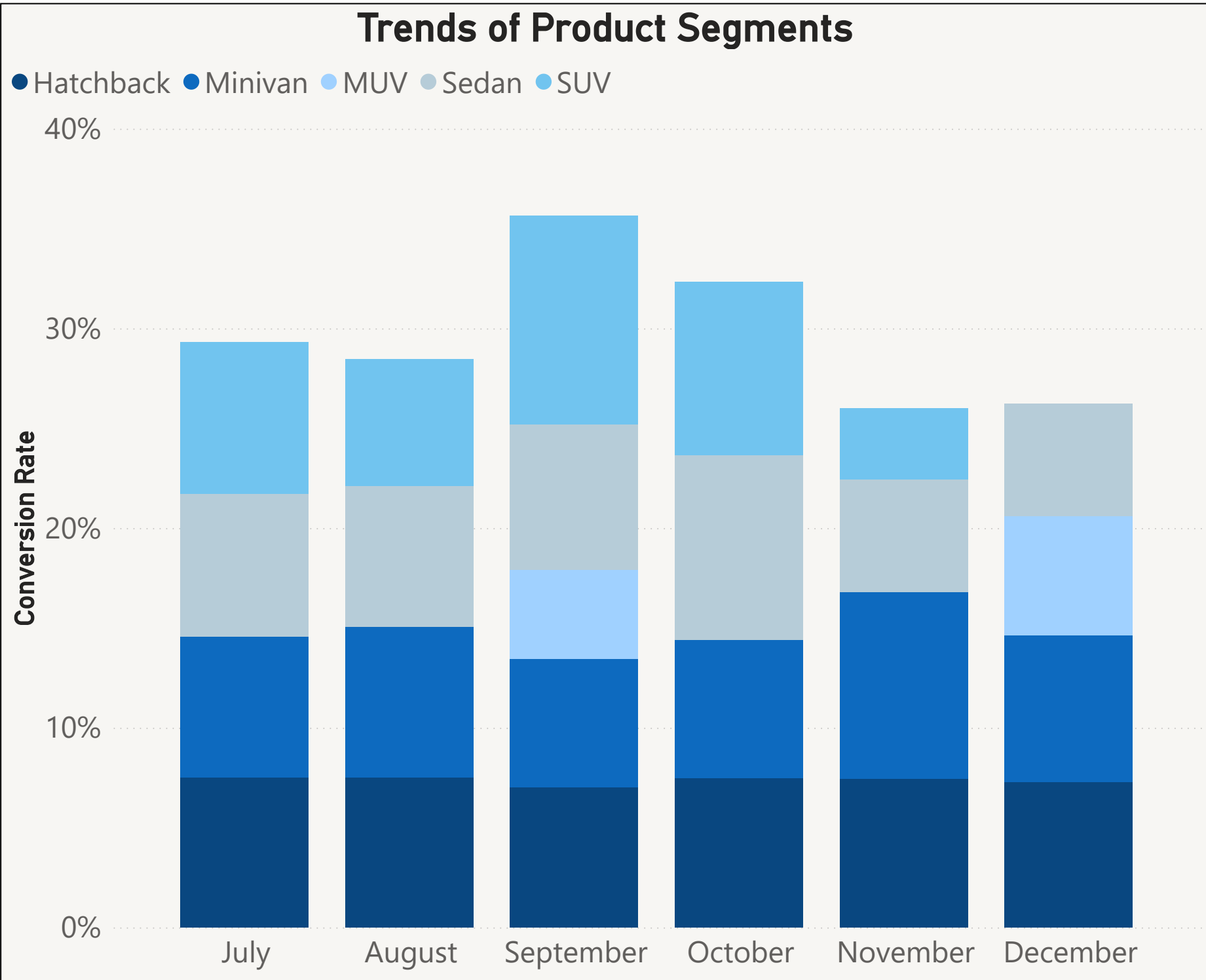
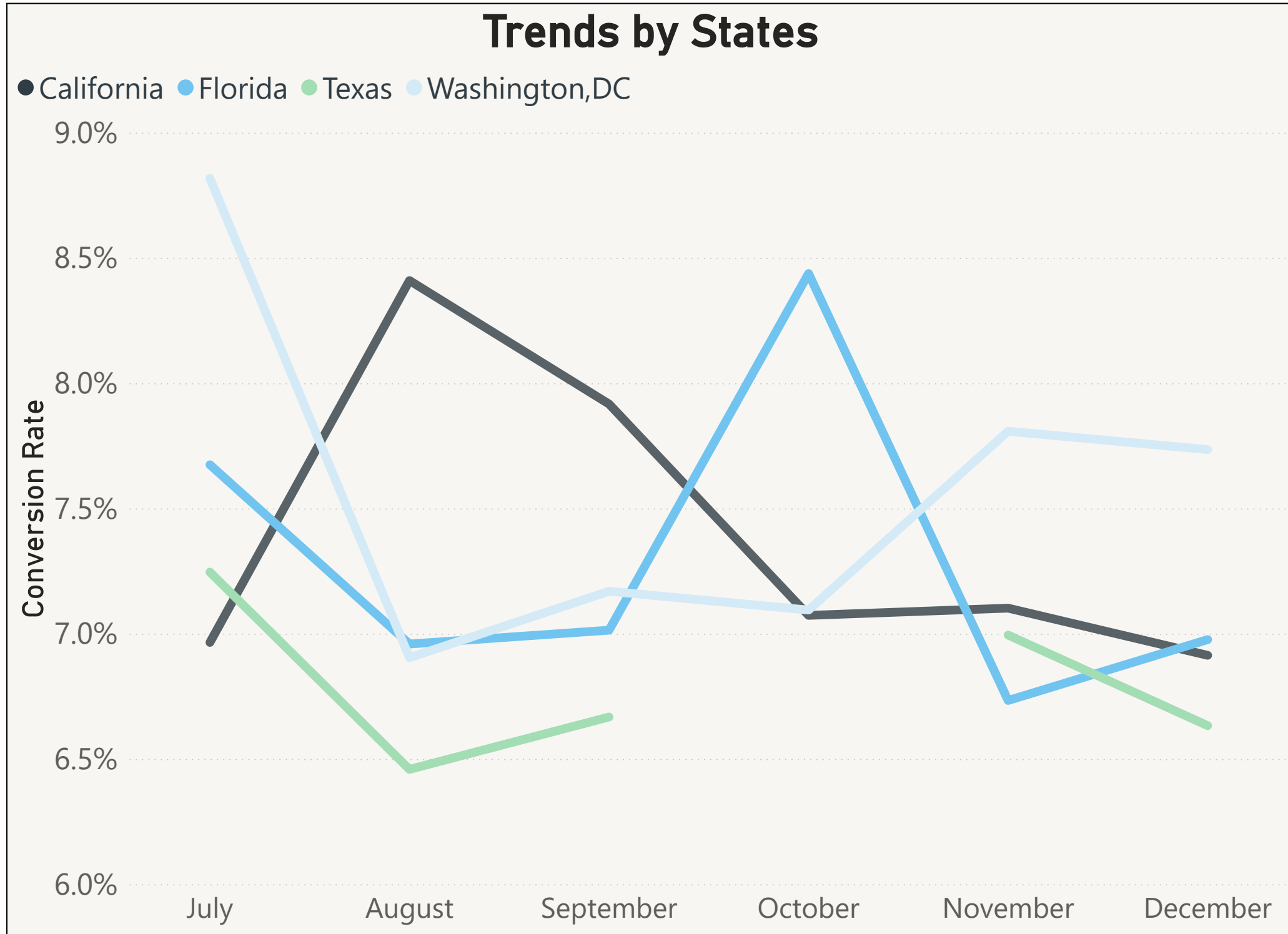
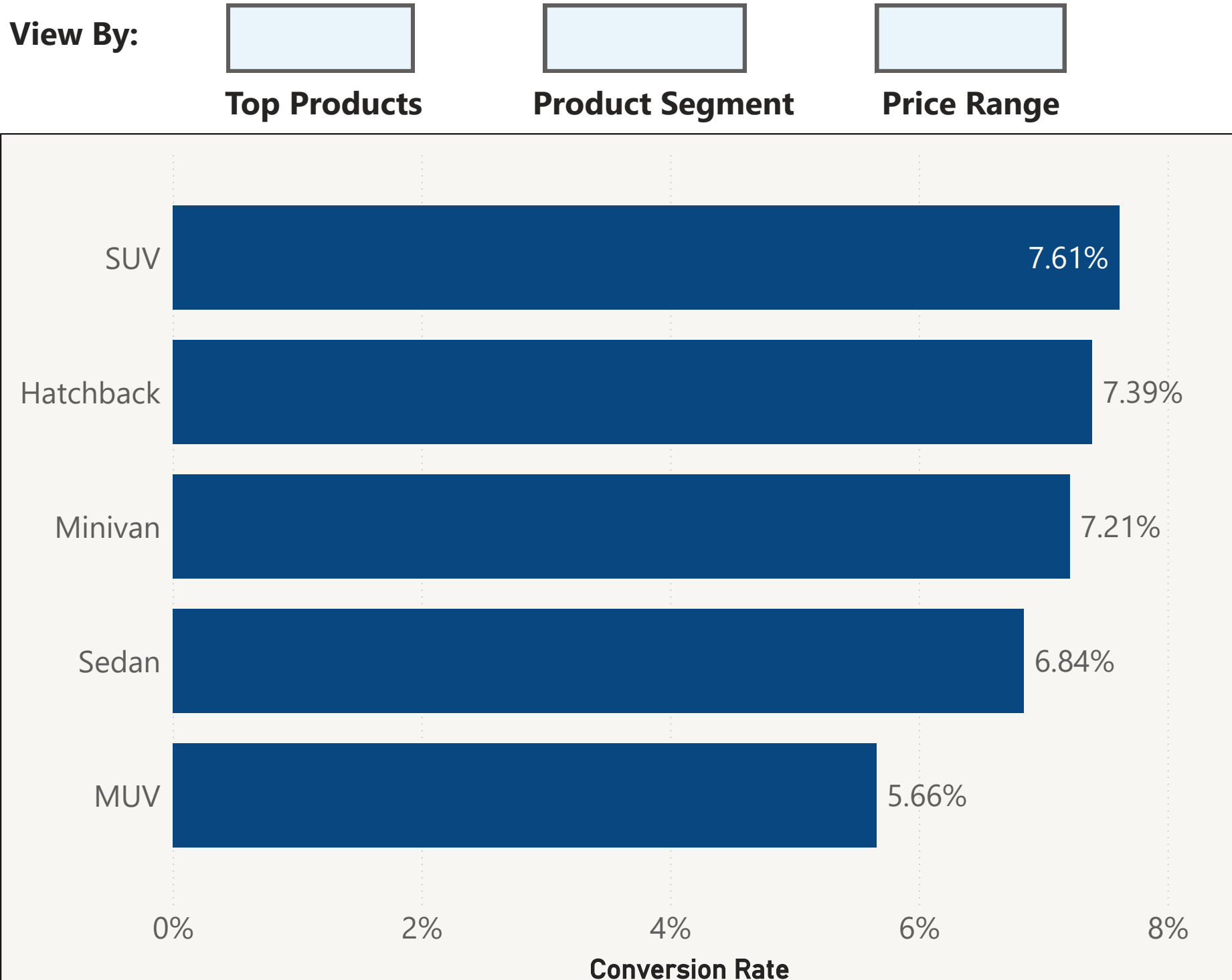
Marketing Channels Analysis



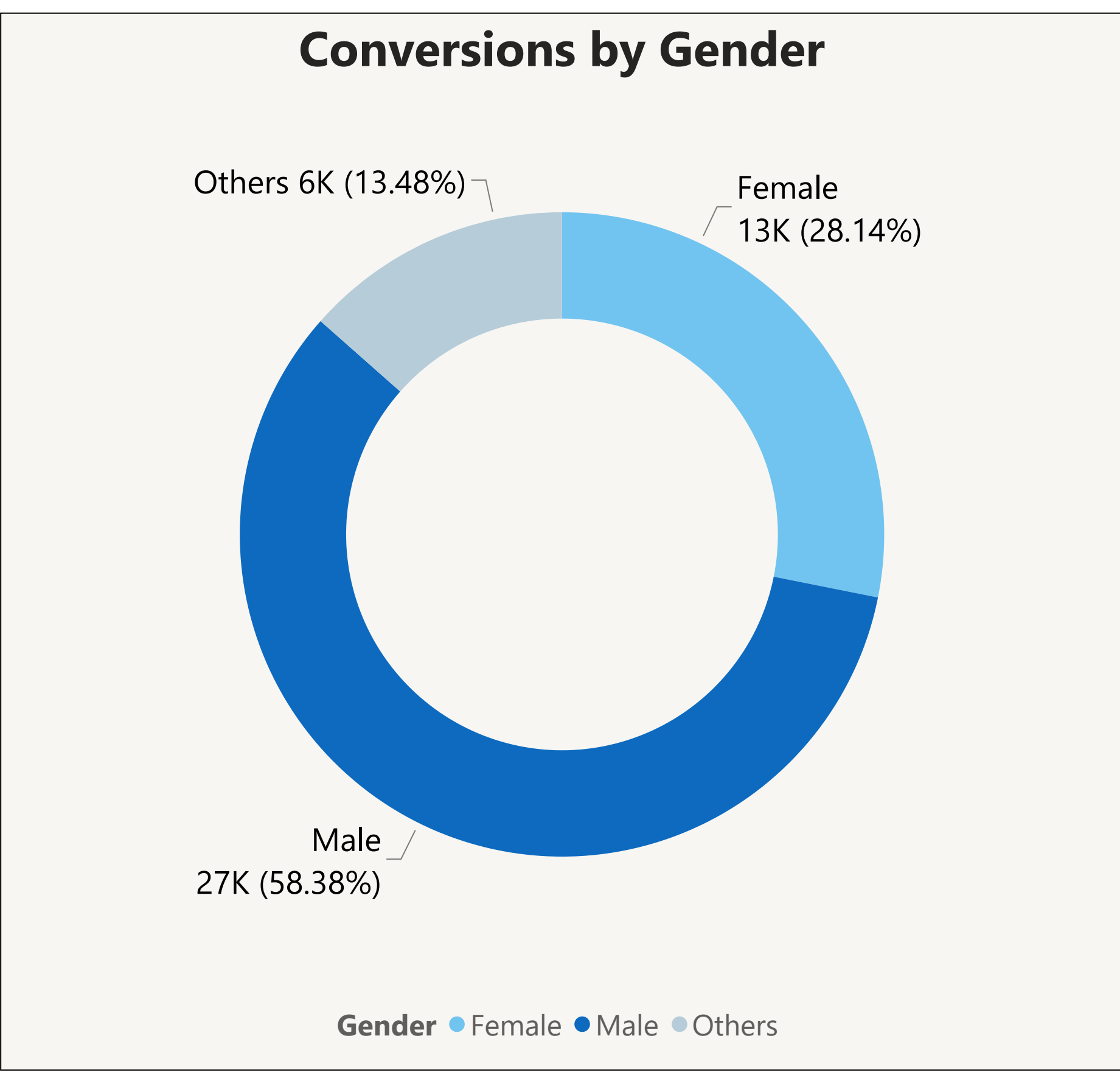
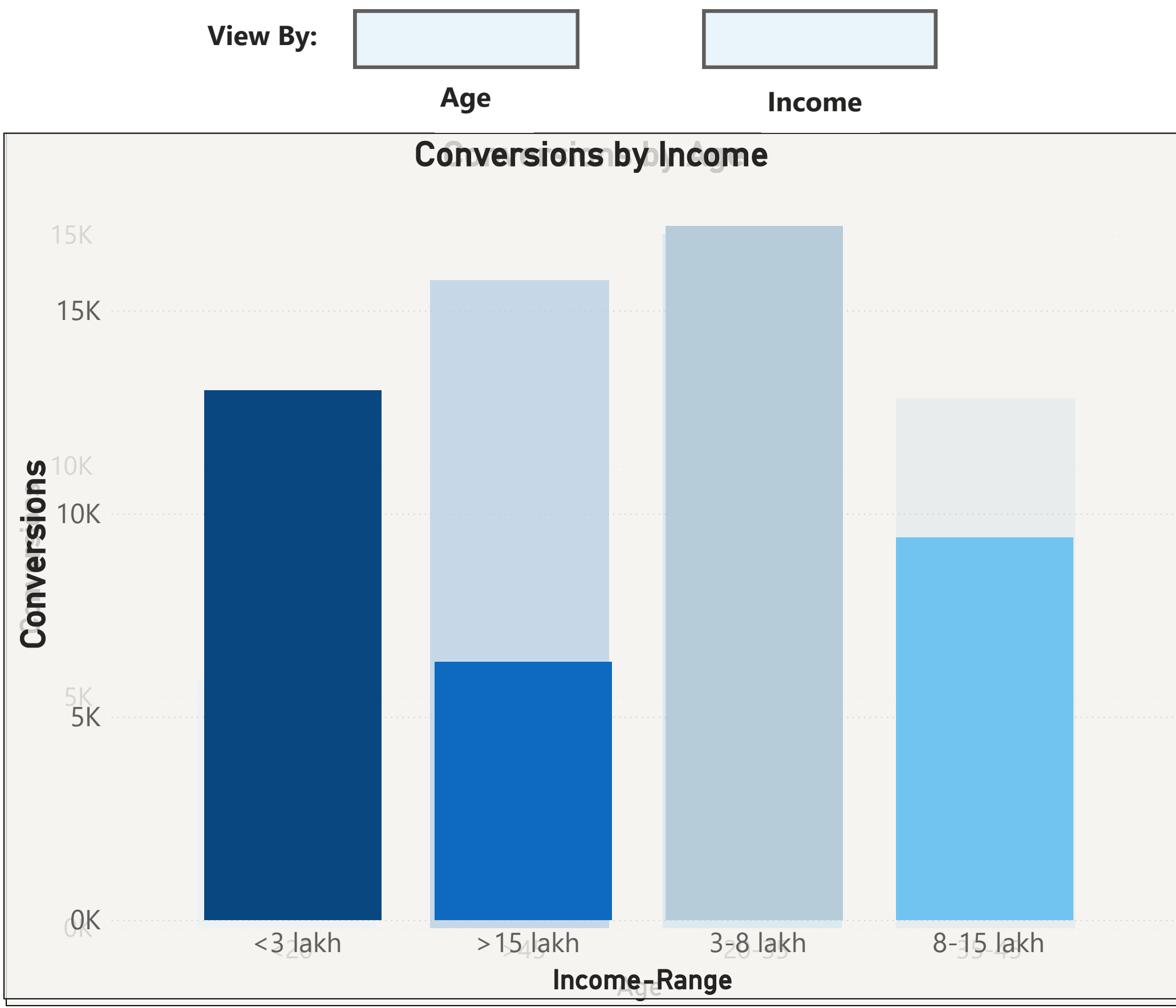
Location Analysis



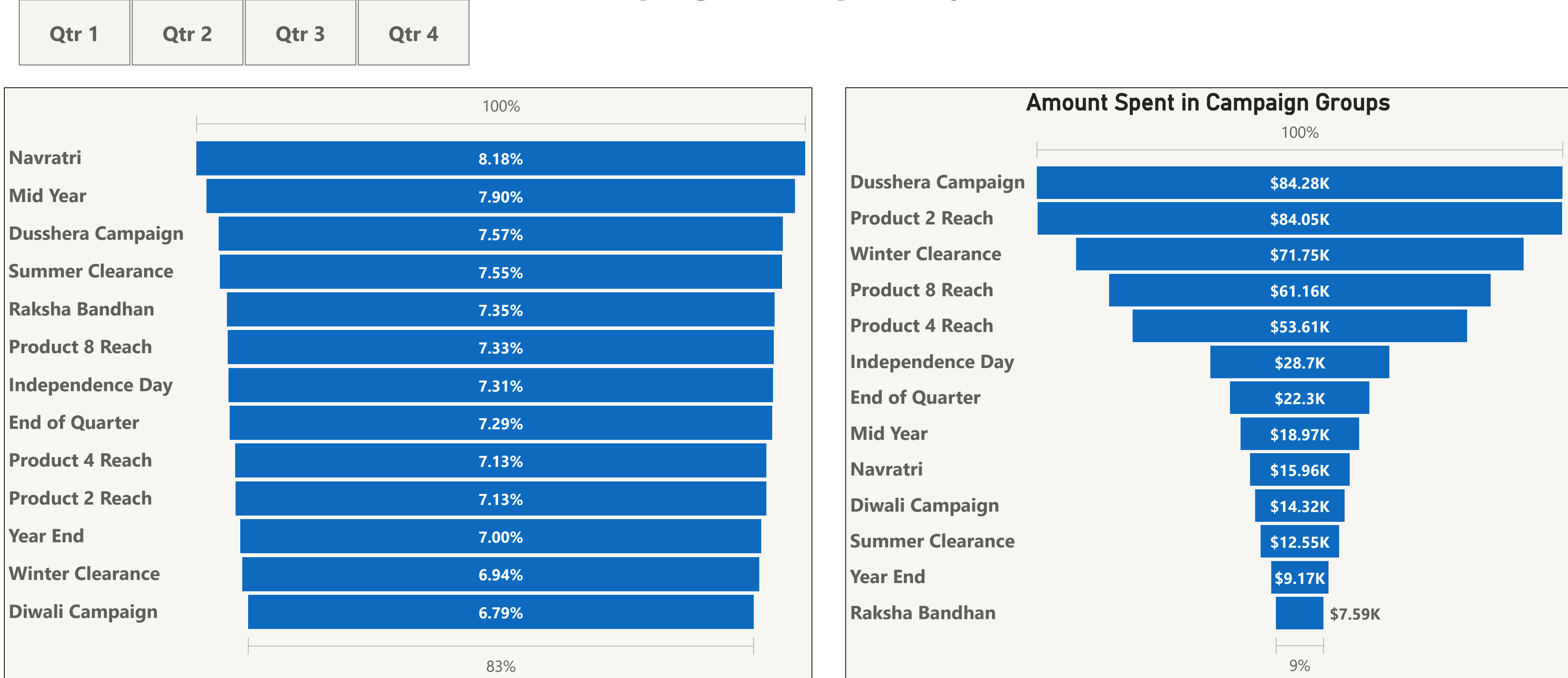
Product Analysis



Demographic Analysis



Campaign Group Analysis



Individual Campaign Details

Performing Category

All

Unique ID	Campaign ID	Budget	Spent	Store ID	State	Platform	Ad Medium	Product	Conversions	Conversion rate (%)
5461	Campaign 263	\$242	\$224	FLD01	Florida	Facebook	Display	Minivan	11	0.03%
5462	Campaign 264	\$60	\$67	FLD01	Texas	Facebook	Interactive	Hatchback	15	0.07%
5463	Campaign 309	\$40	\$41	FLD01	Florida	Instagram	Display	Hatchback	12	0.05%
5464	Campaign 263	\$55	\$65	FLD01	Florida	Facebook	Display	Minivan	8	0.12%
5465	Campaign 309	\$371	\$403	FLD01	Florida	Instagram	Display	Hatchback	8	0.07%
5466	Campaign 310	\$313	\$293	SDG01	California	Facebook	Search	Minivan	8	0.02%
5467	Campaign 264	\$313	\$314	DLS01	Texas	Facebook	Interactive	Hatchback	5	0.02%
5468	Campaign 263	\$234	\$217	FLD01	Florida	Facebook	Display	Minivan	81	0.19%
5469	Campaign 309	\$118	\$128	FLD01	Florida	Instagram	Display	Hatchback	3	0.02%
5470	Campaign 311	\$376	\$297	LAG01	California	Youtube	Video	Sedan	15	0.05%
5471	Campaign 264	\$508	\$592	DLS01	Texas	Facebook	Interactive	Hatchback	7	0.06%
5472	Campaign 310	\$220	\$167	SDG01	California	Facebook	Search	Minivan	22	0.08%
5473	Campaign 311	\$278	\$274	LAG01	California	Youtube	Video	Sedan	83	0.20%
5474	Campaign 264	\$38	\$38	DLS01	Texas	Facebook	Interactive	Hatchback	23	0.31%
5475	Campaign 263	\$358	\$297	FLD01	Florida	Facebook	Display	Minivan	5	0.06%
5476	Campaign 310	\$408	\$403	SDG01	California	Facebook	Search	Minivan	51	0.27%
5477	Campaign 309	\$210	\$251	FLD01	Florida	Instagram	Display	Hatchback	15	0.05%
Total		\$4,98,289	\$4,84,389						45883	0.09%