

# TRENDWAVE MARKETING DASHBOARD

Campaign A

Campaign B

Campaign C

All



## Age Analysis



## Average of Spent by gender



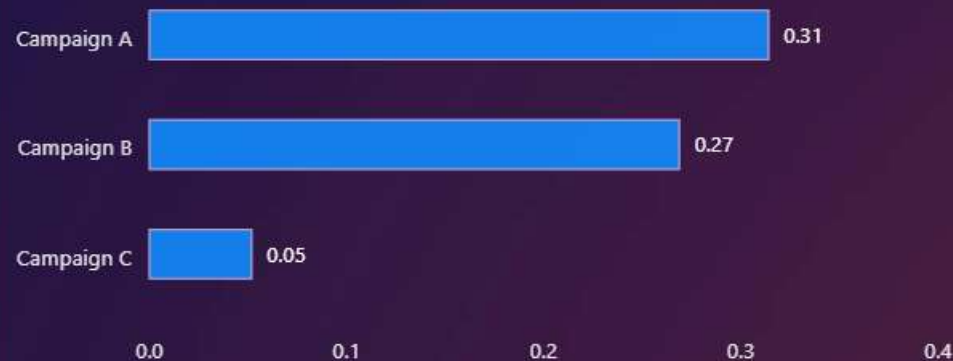
IMPRESSIONS

213.4M

CLICKS

38.39K

## Average Conversion Rate



## TOP 10 INTEREST GROUPS BY CONVERSION RATE



CONVERSIONS

3264

SALES

1079

[Clear Filters](#)

Age Group

All

Gender

All

Gender

F

M

Age Group

All



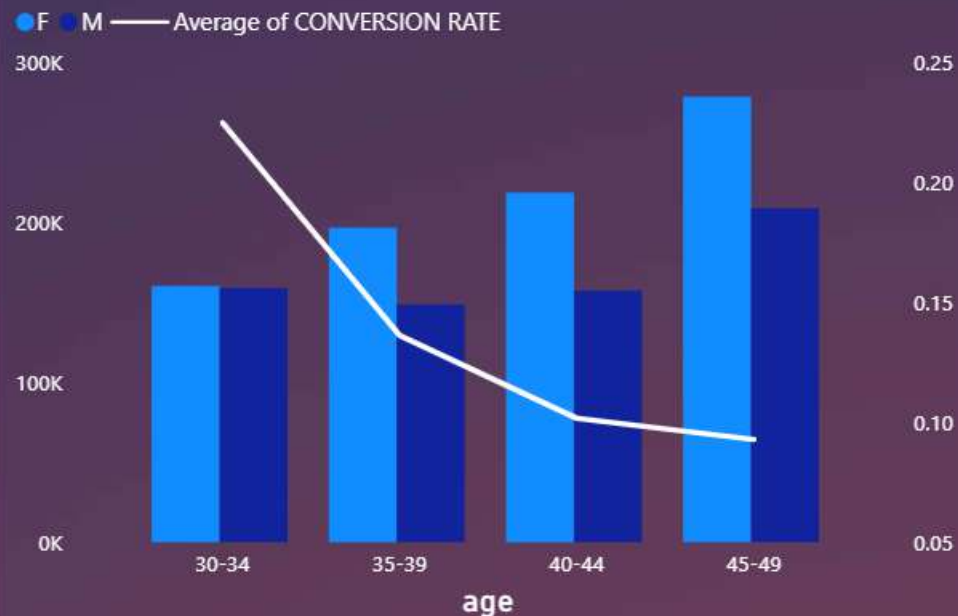
Average CTR by gender



Average of CPM by gender



Avg impressions and conversion rate



Avg spent and sales



Average Cost Per Acquisition

\$20.804

Average Cost per Click

\$1.456

[Clear Filters](#)

Campaign Name

All

Age Group

All



Campaign A

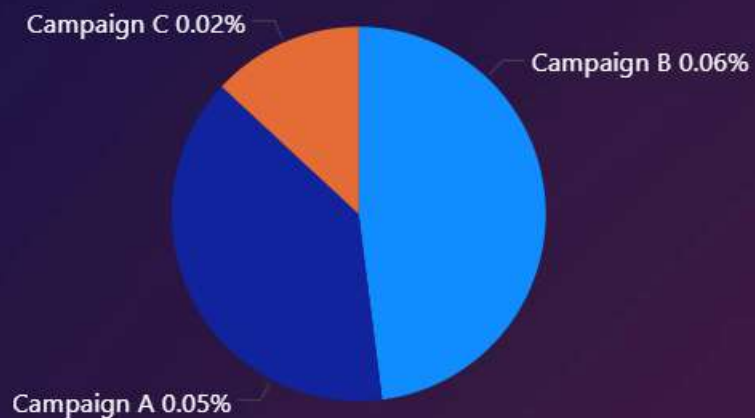
Campaign B

Campaign C

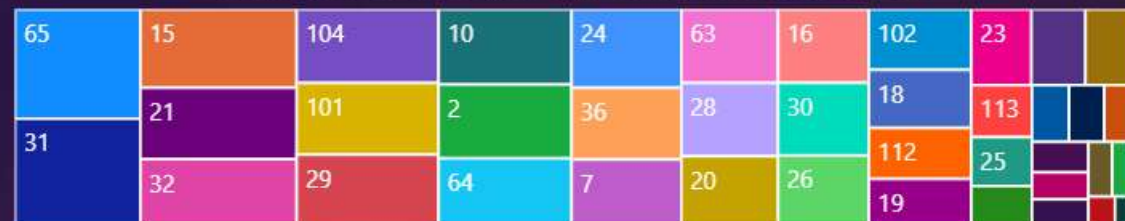
F

M

Avg CTR by campaign



Interest Groups by Conversion Rate



Avg spent and sales

Average Cost Per  
Acquisition

\$20.804

Average Cost per Click

\$1.456

Average Conversion  
Rate

15.308%

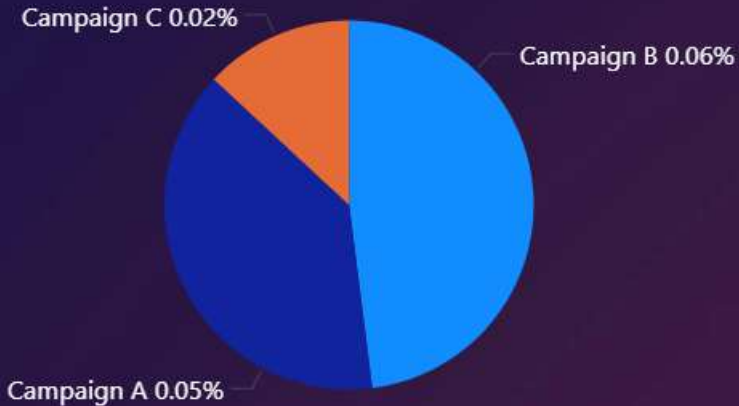
Average Conversion  
Rate

15.308%

# Age Analysis



## Avg CTR by campaign



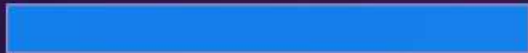
# Average Conversion Rate

Campaign A



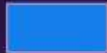
0.31

Campaign B



0.27

Campaign C



0.05

0.0

0.1

0.2

0.3

0.4

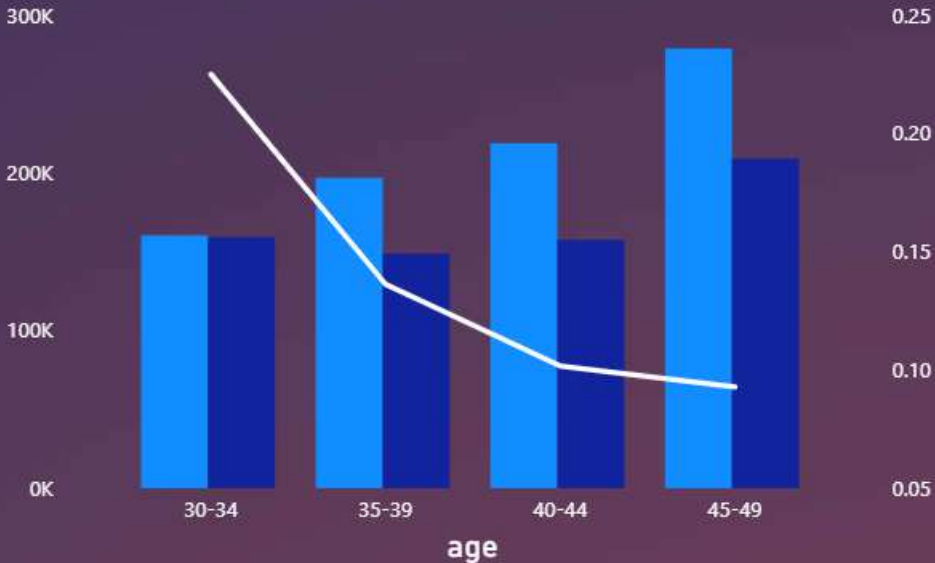
# Avg spent and sales

● Average Spent ..... Average Sales




# Avg impressions and conversion rate

● F ● M — Average of CONVERSION RATE







Campa...
 

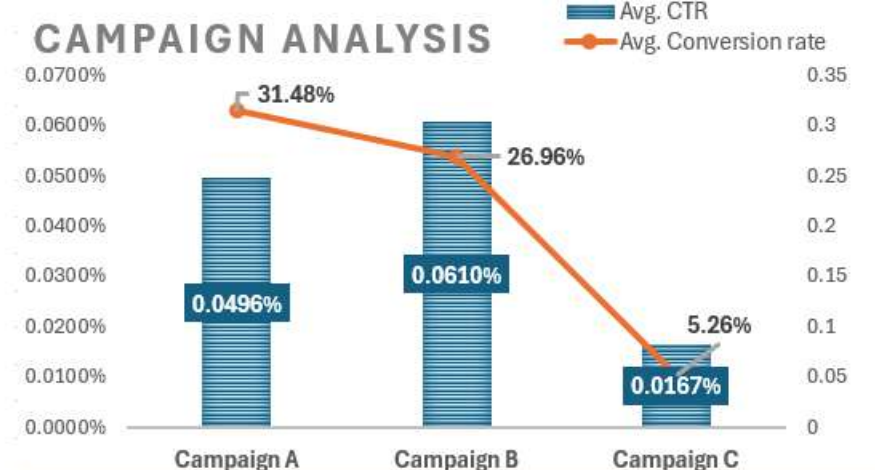
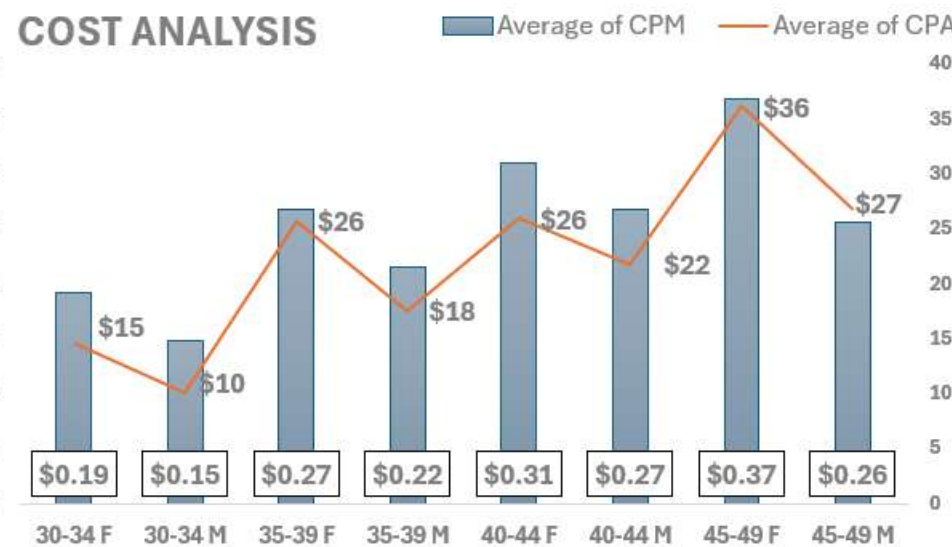
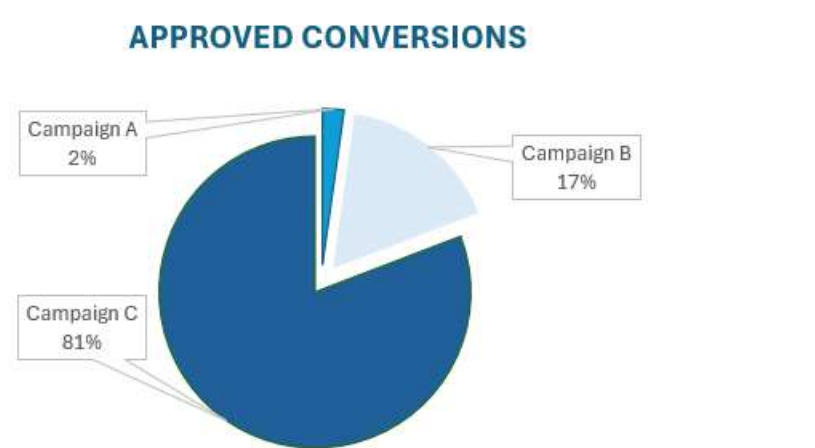
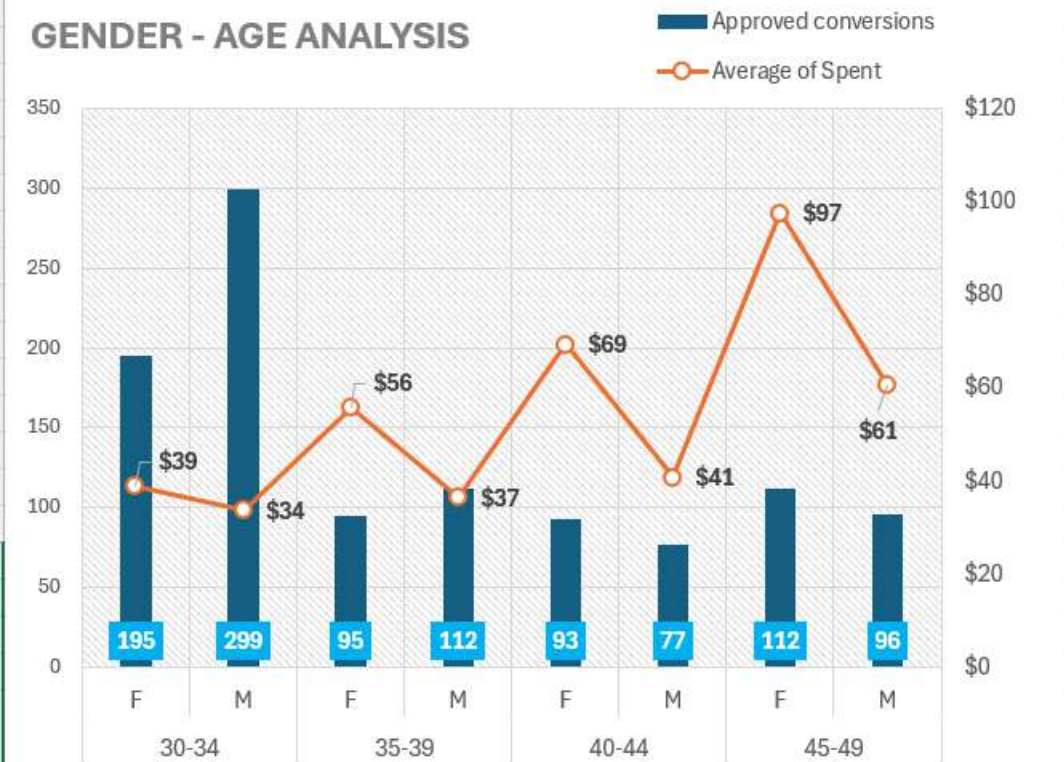
Campaign A
 Campaign B
 Campaign C

Gender
 

F
 M

Age
 

30-34
 35-39
 40-44

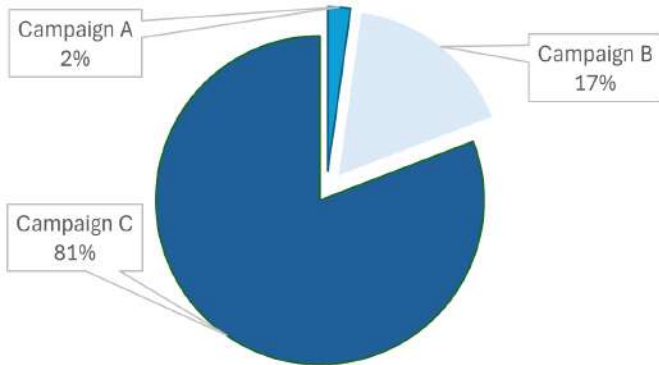


COST PER MILE		COST PER ACTION	
\$0.498		\$20.80	
COST PER CLICK		CLICK THROUGH RATE	
\$1.46		0.0362%	

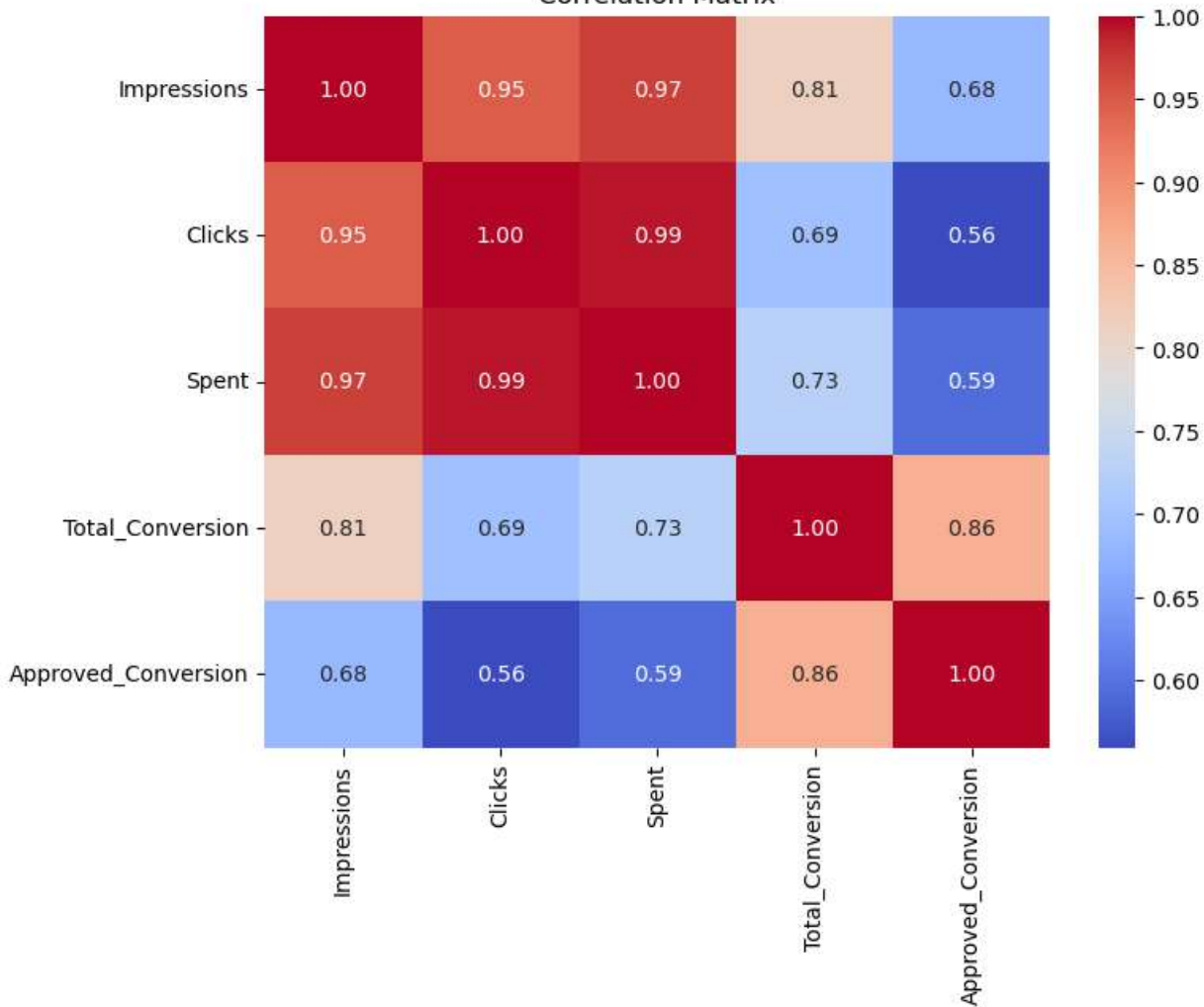
# TOP 10 INTEREST GROUPS BY CONVERSION RATE



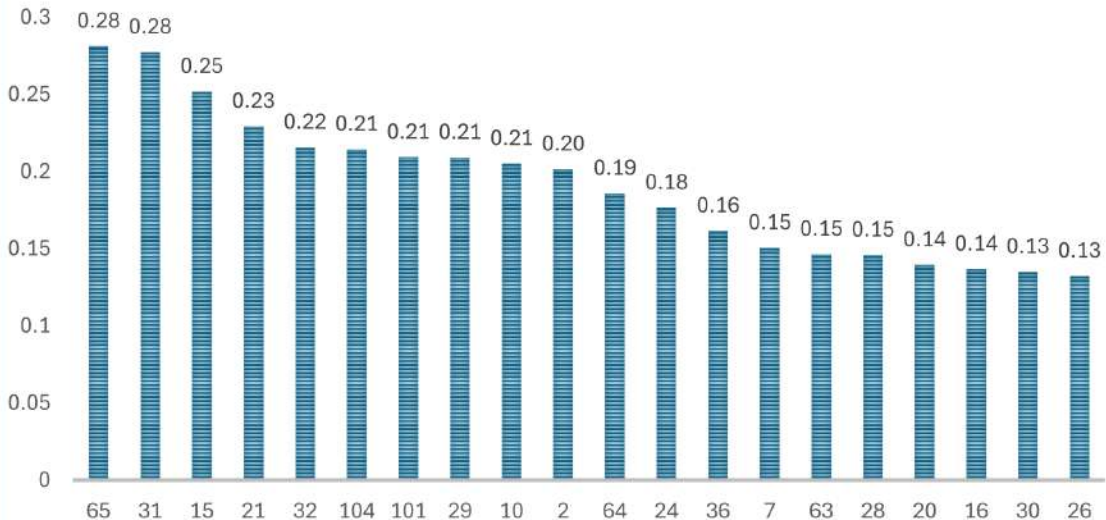
## APPROVED CONVERSIONS



Correlation Matrix



# TOP 20 INTEREST GROUPS BY CONVERSION RATE



# METRICS USED

METRIC	DEFINITION	FORMULA
COST PER CLICK	Represents the cost of getting a user to click on an ad. It measures how much a business pays for every click on their ad.	COST / CLICKS
CLICK THROUGH RATE	Represents the percentage of users who click on an ad after seeing it. It measures the effectiveness of an ad in getting users to click through to a website or landing page.	CLICKS / IMPRESSIONS
COST PER ACQUISITION	Represents the cost of acquiring a new customer through an ad campaign. It measures how much a business pays for every new customer acquired through their ad.	COST / APPROVED CONVERSIONS
COST PER MILE	Represents the cost of displaying an ad to 1,000 people. In other words, it measures how much a business pays for every 1,000 ad impressions.	(COST / IMPRESSIONS)*1000
CONVERSION RATE	Represents the percentage of users buying after clicking the AD.	APPROVED CONVERSIONS / CLICKS

# GENDER - AGE ANALYSIS

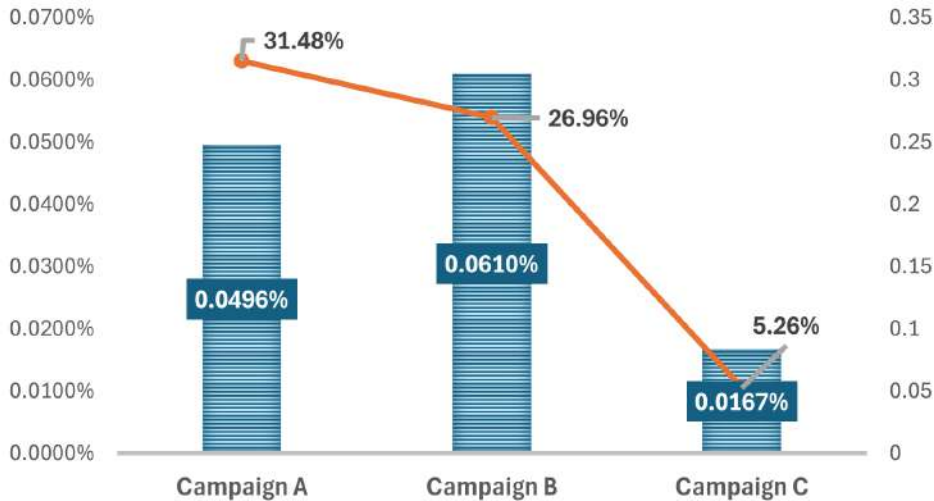
Approved conversions

Average of Spent



# CAMPAIGN ANALYSIS

Avg. CTR Avg. Conversion rate





# COST ANALYSIS

Average of CPM

Average of CPA



