

# Social Media Advertisement Analytics

## Social Media Campaigns

Facebook

Instagram

Pinterest

Twitter

Campaign

300K

Channels

4

Campaign ID

☐ 100001

☐ 100003

Total Channels

☐ Facebook

☐ Instagram

Target Audience

☐ All Ages

☐ Men

Segments

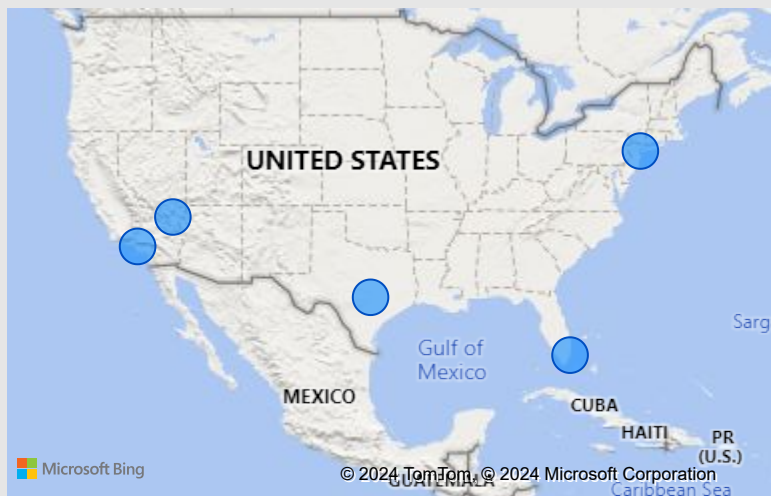
☐ Fashion

☐ Food

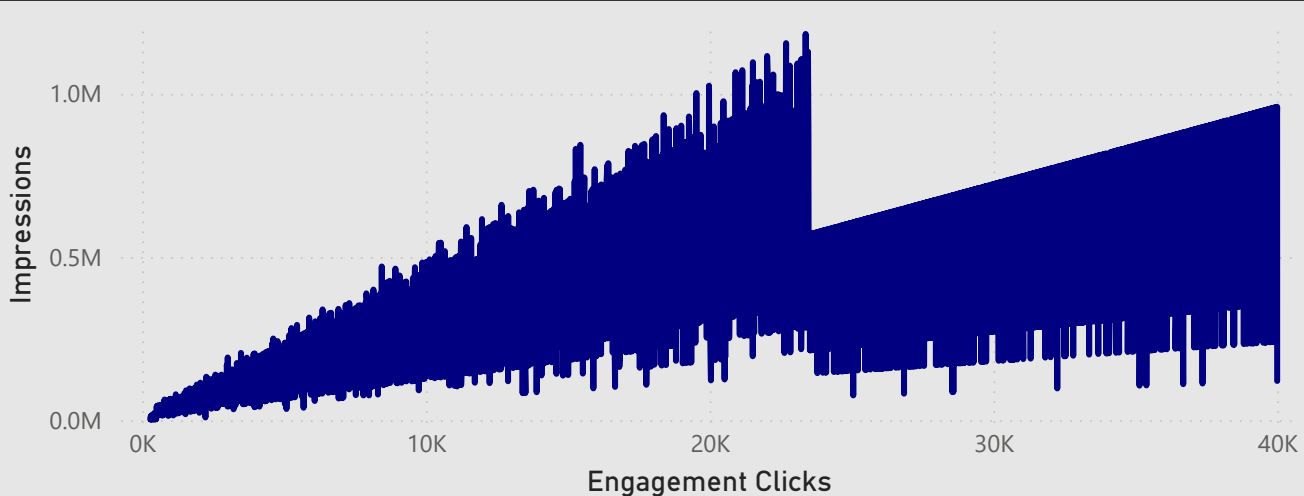
Most used Channel

Twitter

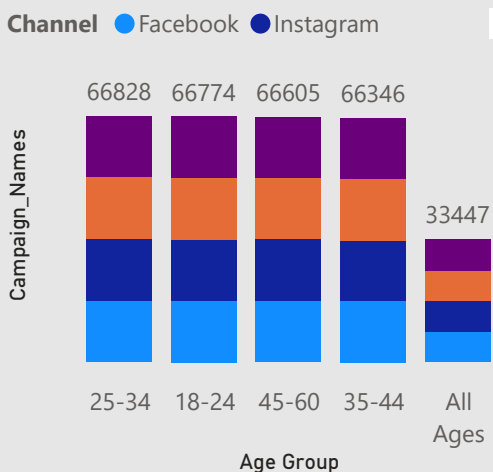
Target Audience by Location



Impressions and Count of Target\_Audience by Engagement Clicks



Channel Used by Ages



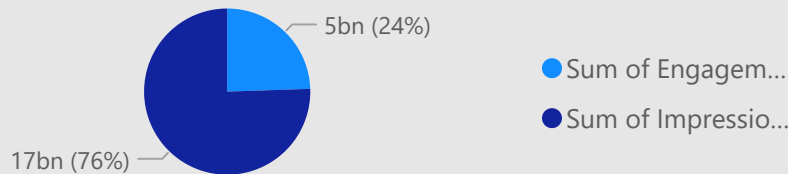
Performane of Campaigns

Campaign_Names	Engagement Clicks	Engagement_Score
Brand Awareness	1369340856	327865
Increase Sales	1359777768	327884
Market Expansion	1354673335	326863
Product Launch	1362309152	328153

Overall Campaign Performance

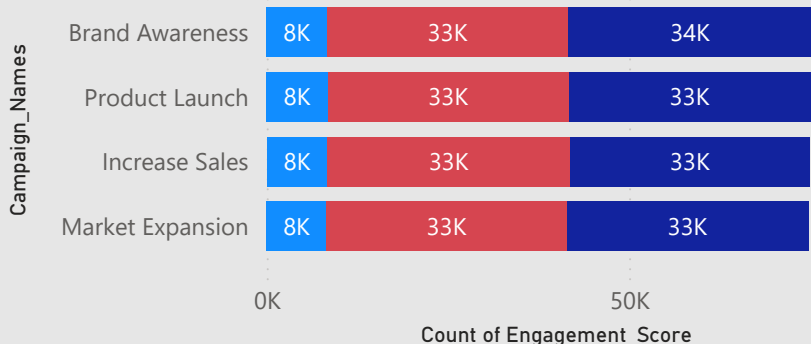
Campaign Names	ROI Rates	Conversion Rate	Acquisition_Cost
Market Expansion	0.75	0.14	\$1,000.05
Market Expansion	2.90	0.07	\$1,000.12
Market Expansion	6.65	0.21	\$1,000.22
Brand Awareness	1.01	0.02	\$1,000.27

Engagement Clicks and Impressions



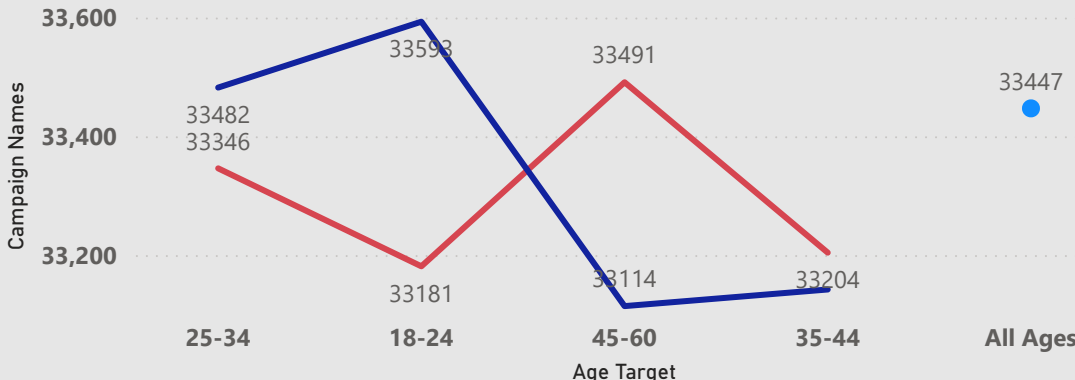
Total Campaign

Target Audience ● All Ages ● Men ● Women



Campaign\_Names by Age Target and Target\_Audience

Target Audience ● All Ages ● Men ● Women



Sum of Engagement\_Score by Engagement Clicks

