

DIGITAL MAKETING DASHBOARD

MD 1

MD 2

KPI

- **YouTube Blogger** campaign stands out with 16M clicks and 15M in revenue.
- Other campaigns like **Banner Partner** and **Instagram Blogger** generated around 6M revenue each but differ slightly in clicks.
- **Facebook and Google campaigns** seem to be generating less revenue compared to influencer and social media categories.
- **YouTube Blogger** and **Instagram campaigns** (especially Tier 2) are driving both high ROMI and a significant number of clicks.
- **Social media-based campaigns** dominate in both clicks and returns, reinforcing their efficiency compared to other categories like **media and search**

Marketing Dashboard

Category

All

139K

Average of revenue

420M

Max of impressions

445K

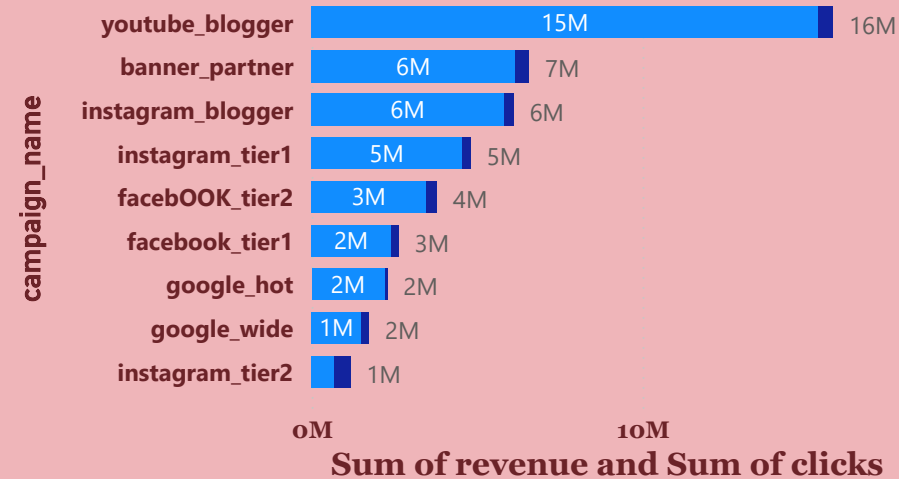
Top clicks acc to camp name

99K

Average of mark spent

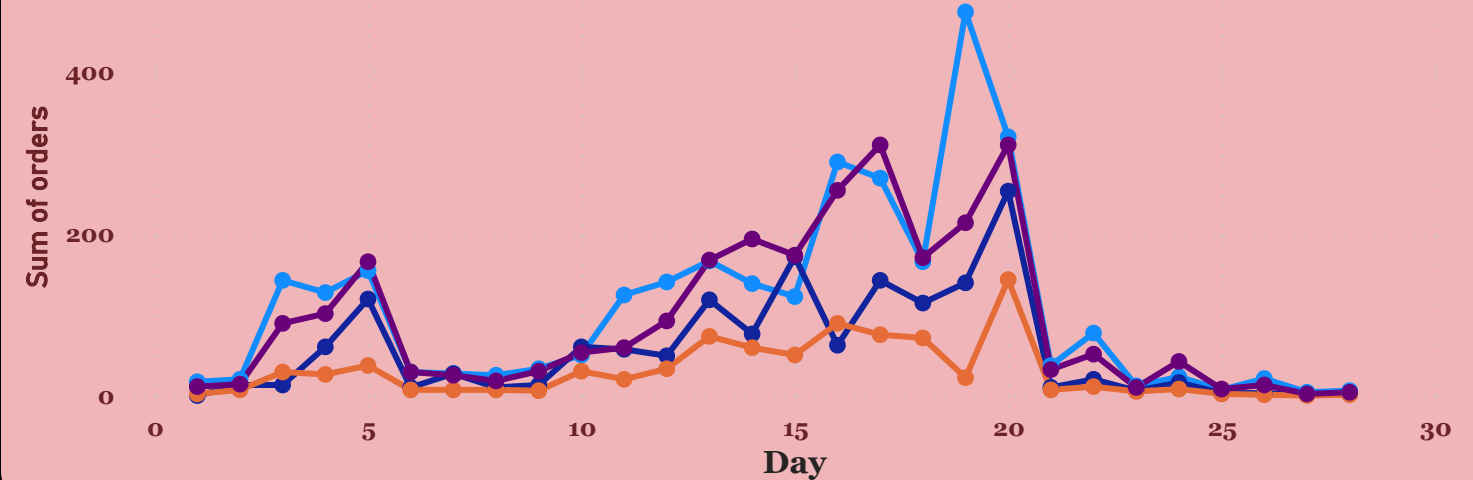
Sum of revenue and Sum of clicks by campaign_name

Sum of revenue Sum of clicks



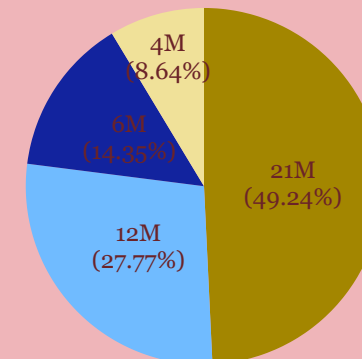
Sum of orders by Day and category

category influencer media search social



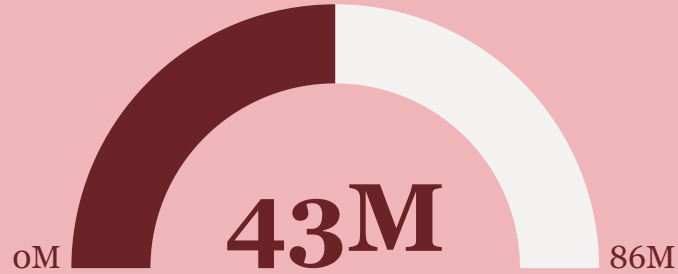
Sum of revenue by category

Category influencer social media search



Marketing Dashboard

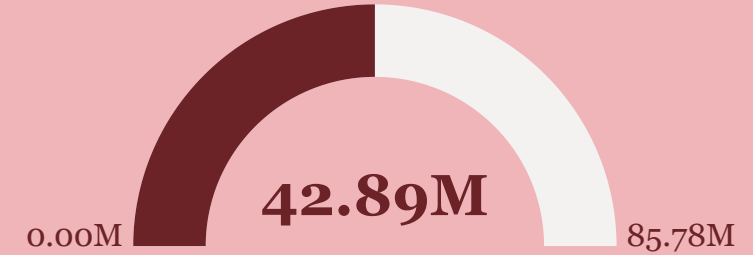
Sum of revenue



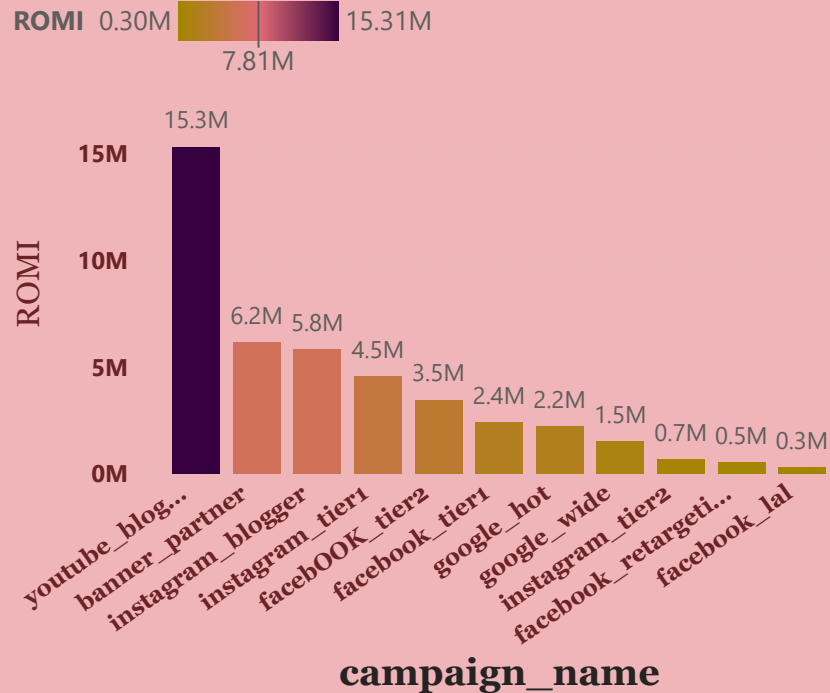
Average of orders



ROMI



ROMI by campaign_name



category

social

campaign_...

