

Marketing Campaign Analysis Equations:

Here are the key equations used to analyze the campaign performance:

1. Click-Through Rate (CTR):

- **Equation:** $CTR = (Clicks / Impressions) \times 100$
- **Explanation:** Measures of the percentage of people who clicked on the ad out of those who saw it. A higher CTR indicates a more engaging ad.

2. Conversions:

- **Equation:** $Conversions = Conversion\ Rate \times Clicks$
- **Explanation:** Calculates the number of customers who made a purchase based on the conversion rate and clicks. It shows sales volume.

3. Total Cost:

- **Equation:** $Total\ Cost = Conversions \times Acquisition_Cost$
- **Explanation:** Computes the total campaign cost based on the number of customers and the cost to acquire each one. It shows your spending.

4. Revenue:

- **Equation:** $Revenue = Total\ Cost \times (ROI + 1)$
- **Explanation:** Calculates the total revenue from the campaign based on the cost and ROI. It shows how much you earned from sales.

5. Profit:

- **Equation:** $Profit = Total\ Cost \times ROI$
- **Explanation:** Computes net profit after deducting the cost. It shows your actual earnings.

6. Cost per Conversion:

- **Equation:** $Cost\ per\ Conversion = Acquisition_Cost$
- **Explanation:** Indicates the cost to acquire a single customer. Helps compare the cost to the product price.

7. Conversion Rate:

- **Equation:** $Conversion\ Rate = (Conversions / Clicks) \times 100$

- **Explanation:** Measures of the percentage of clicks that turned into customers. It shows the ad's efficiency in converting clicks to sales.