

MARKETING CAMPAIGN ANALYSIS



ONYX
DATA

Ad type

- ☐ Collection
- ☐ Discount

Location

- ☐ Birmingham
- ☐ London
- ☐ Manchester

Channel

- ☐ Facebook
- ☐ Instagram
- ☐ Pinterest

Campaign

- ☐ Fall
- ☐ Spring
- ☐ Summer

Device

- ☐ Desktop
- ☐ Mobile

9.9K

Number of Ads

14.65M

Total Impressions

181.59K

Clicks Generated

40K

Total conversions

£163.25K

Ad Amount Spent

£1.73M

Conversions Value

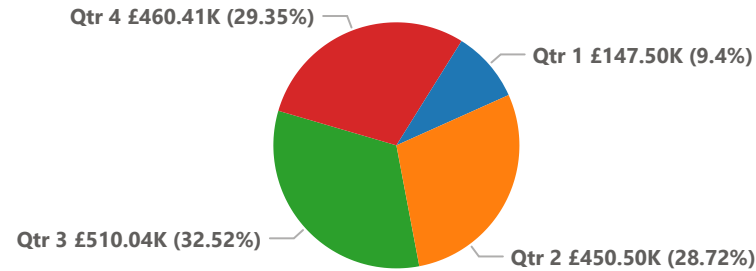
£1.57M

Profit

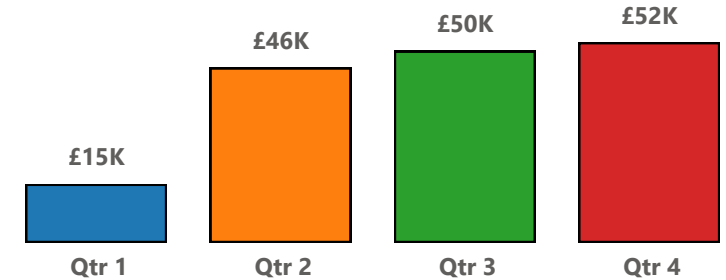
£43.02

Average Revenue per User

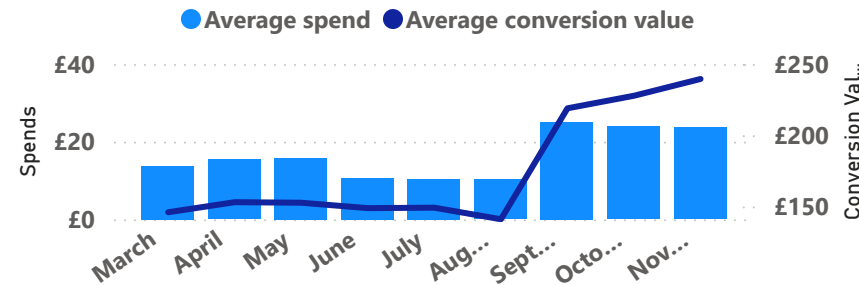
Profits by Quarter



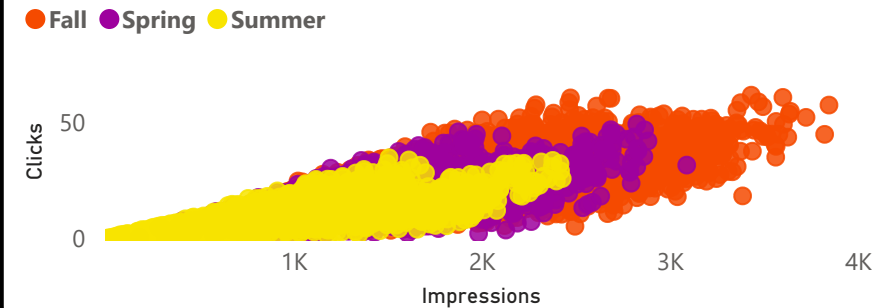
Quarterly Ad Expenditure



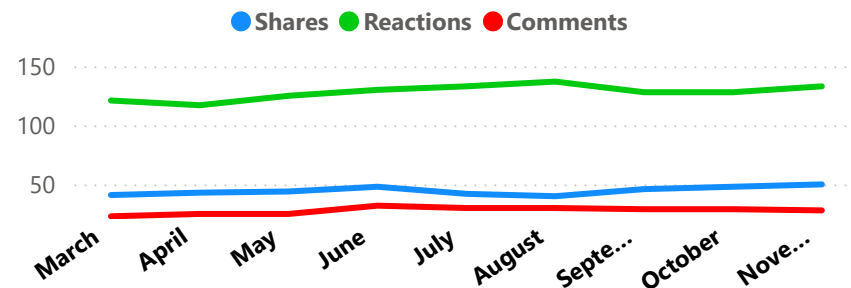
Month wise Ad spend vs Conversions



Impressions and Clicks by Campaigns



Social Media Engagement



Conversion Value Distribution

