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SOCIAL MEDIA CAMPAIGN PERFORMANCE DASHBOARD

Please select a platform from the navigation pane on the left.

INSTAGRAM: Leads generated on a **Wednesday** have 1.1x more probability of conversion than any other day, supported by 1.1x less time taken for conversion and lowest 'Junk' rate.

FACEBOOK: Leads generated on a **Wednesday** have 1.4x more probability of conversion than any other day, supported by less than average time taken for conversion and less than average 'Junk' rate and 'Not Interested' rate.

LINKEDIN: Leads generated on a **Wednesday** have 2.6x more probability of conversion than any other day, supported by less than average time taken for conversion and less than average 'Junk' rate.

******Leads generated on Wednesday and Tuesday have only resulted in conversion.

GOOGLE: No recorded conversion

SEARCH: Leads generated on a **Wednesday** have 1.2x more probability of conversion than any other day, supported by 1.8x less time taken for conversion and average 'Junk' rate.

VIDEO: There are no clear trends





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INSTAGRAM

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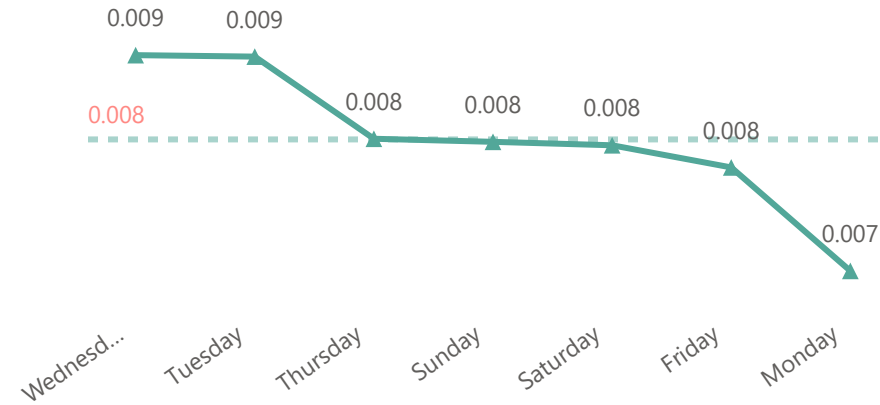
All

CAMPAIGN

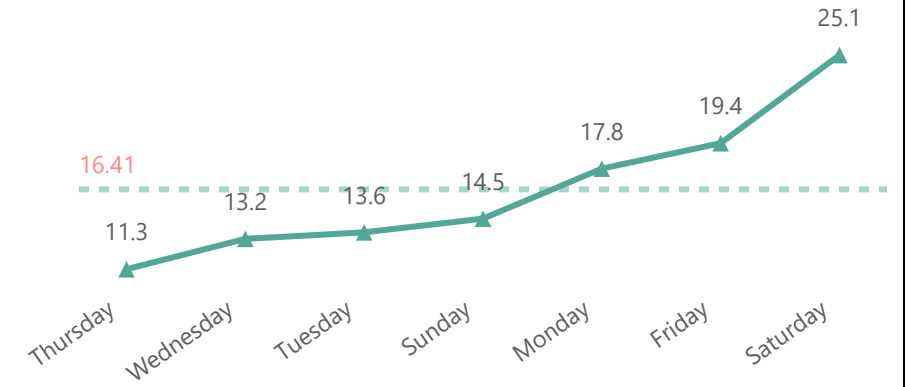
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Analyze Time

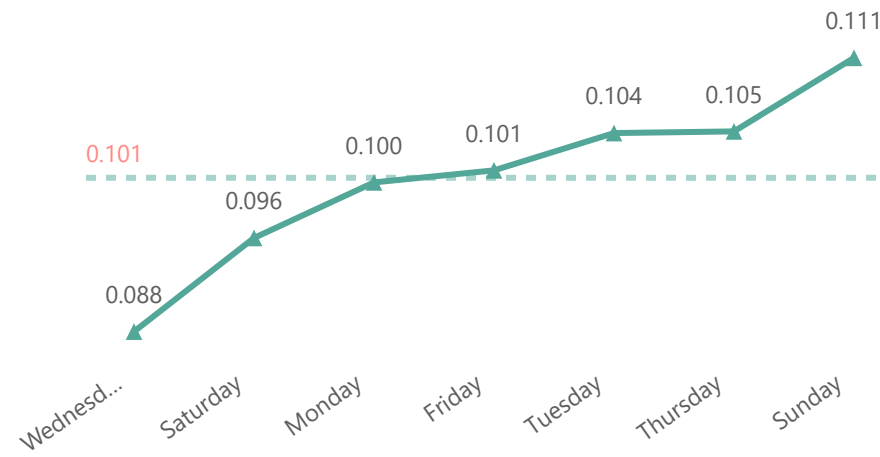
Probability by WeekDay



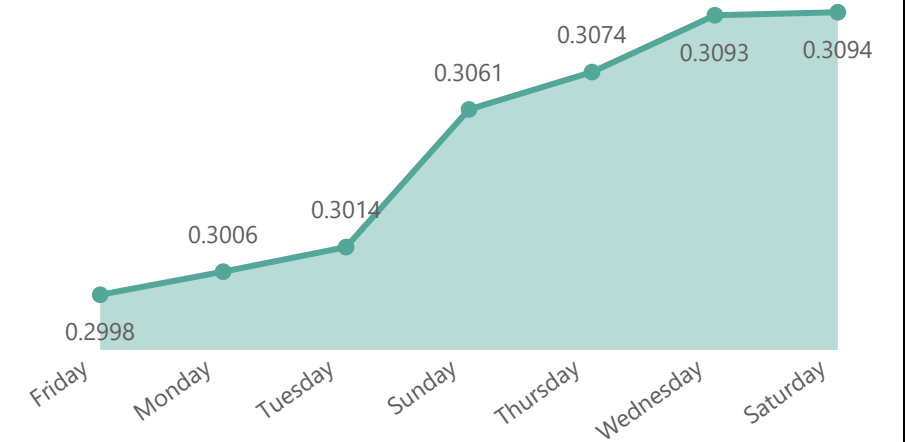
Average Age for Conversion



Junk Rate



NI Rate





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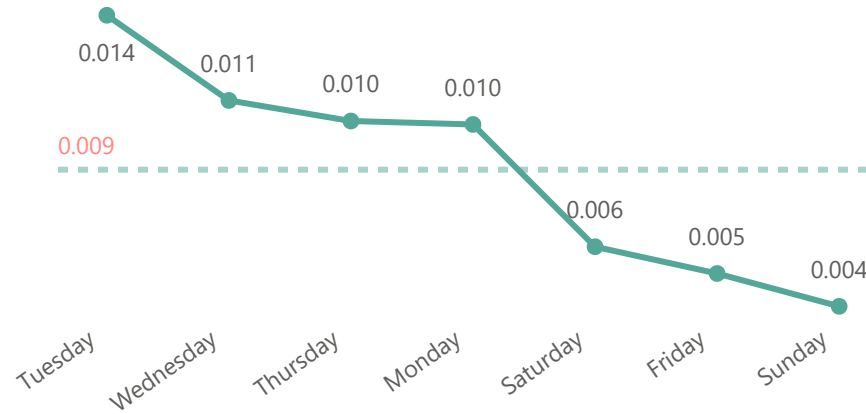
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CAMPAIGN

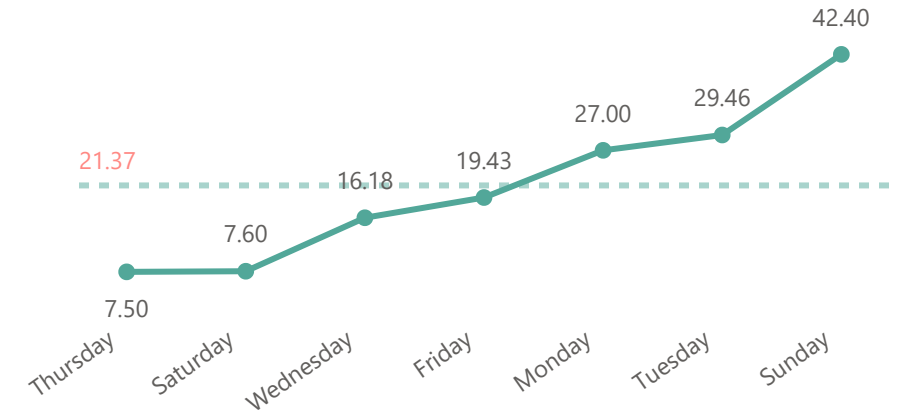
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Analyze Time

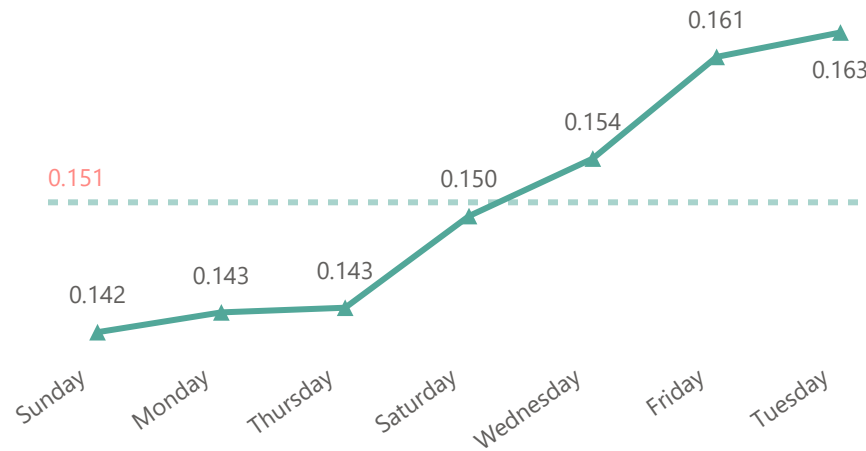
Probability by WeekDay



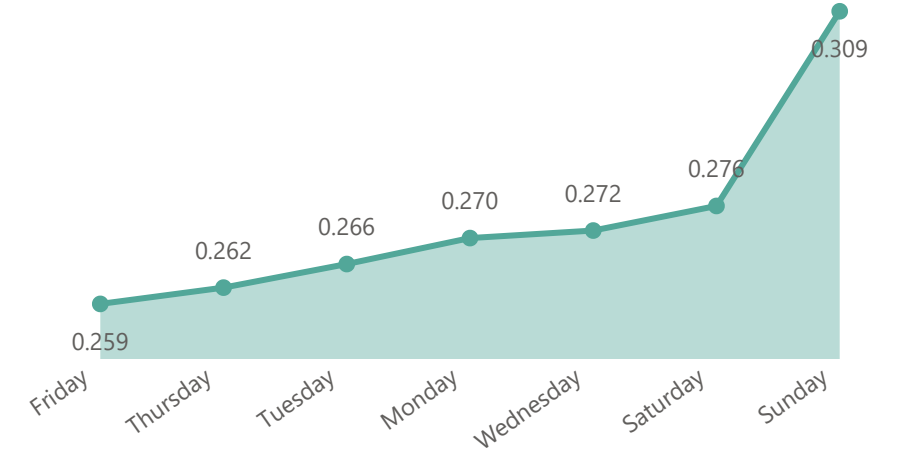
Average Age for Conversion



Junk Rate



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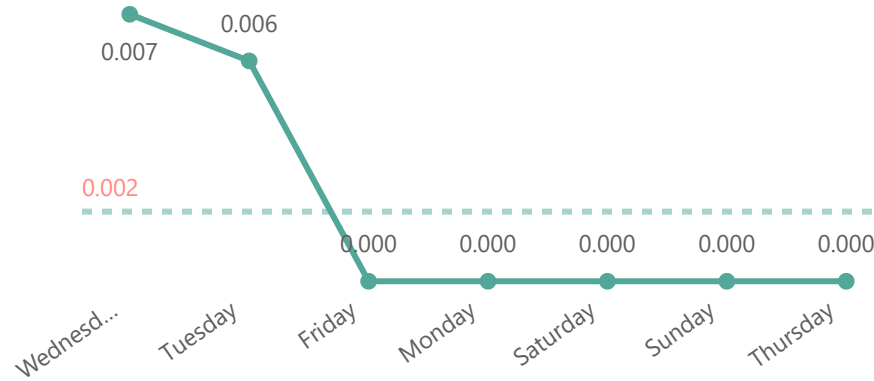
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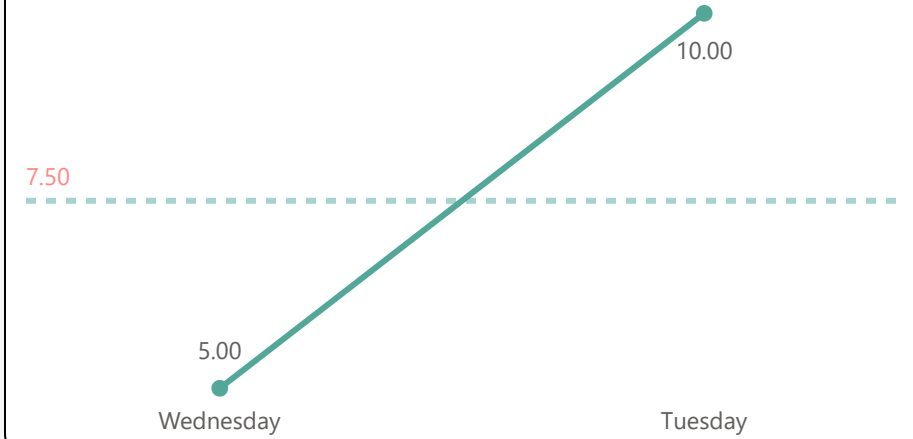
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Analyze Time

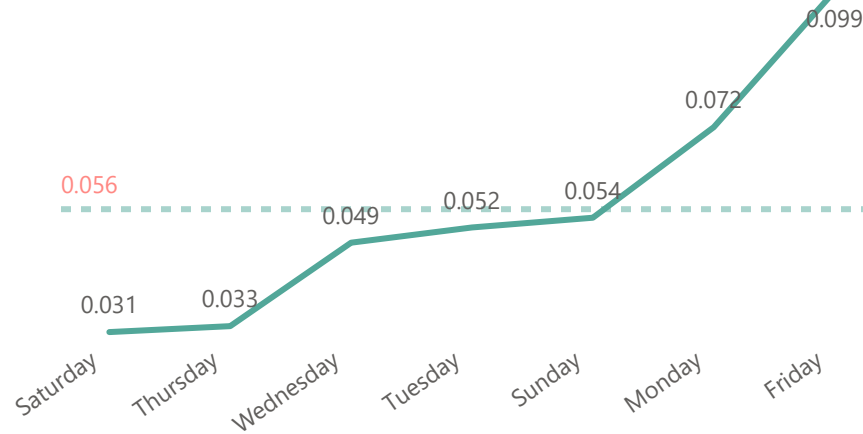
Probability by WeekDay



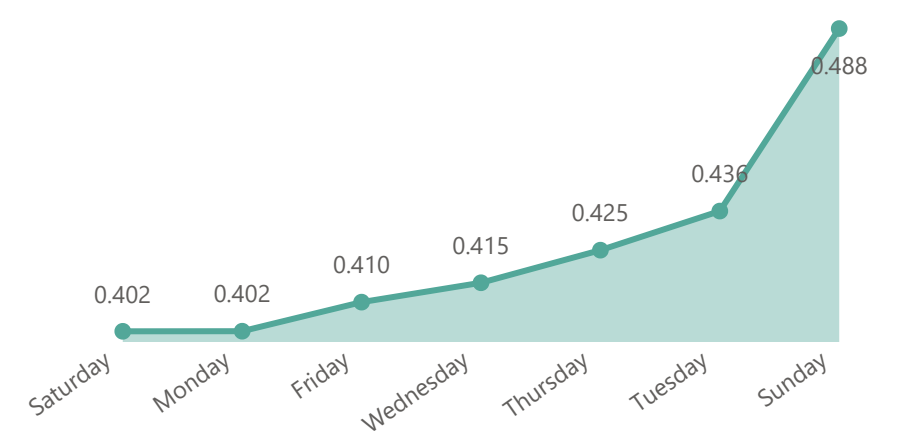
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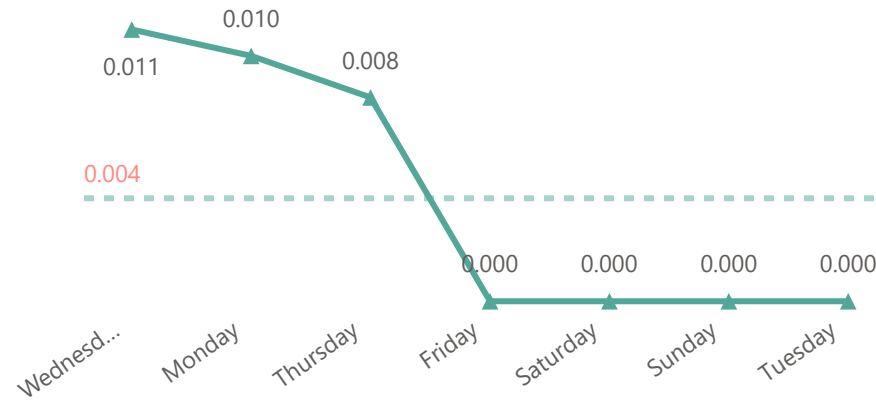
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CAMPAIGN

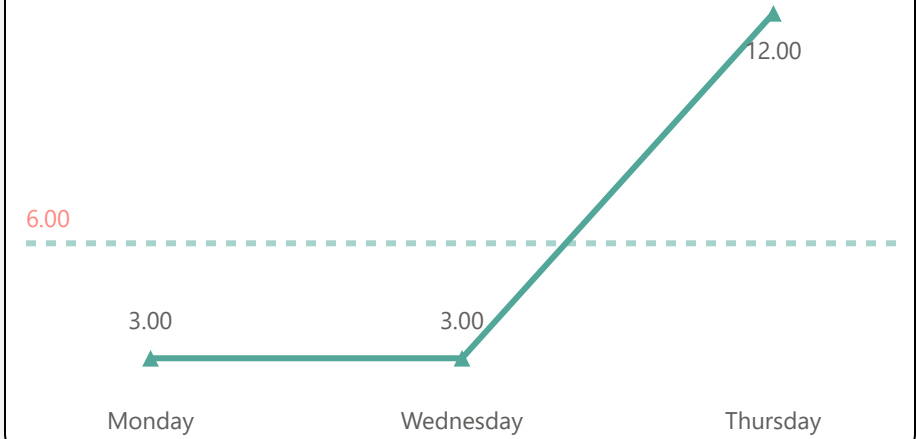
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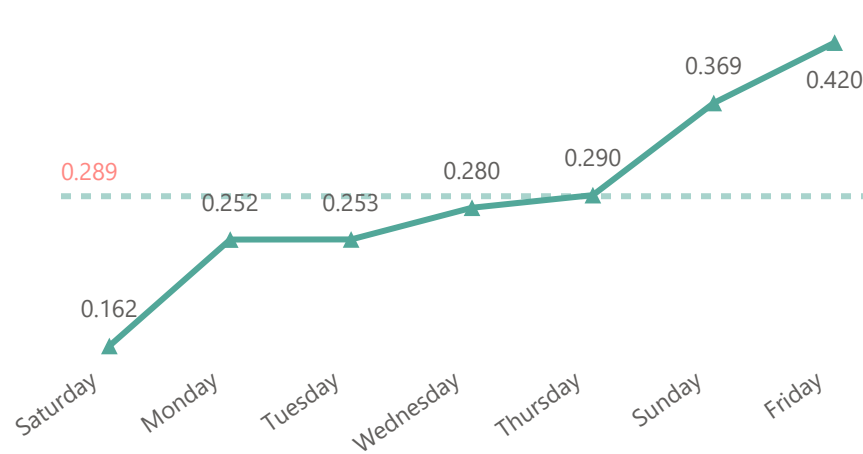
Probability by WeekDay



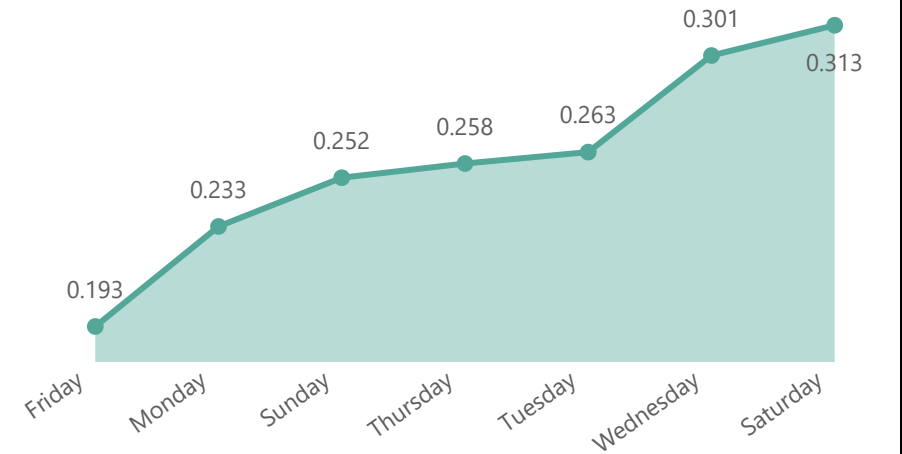
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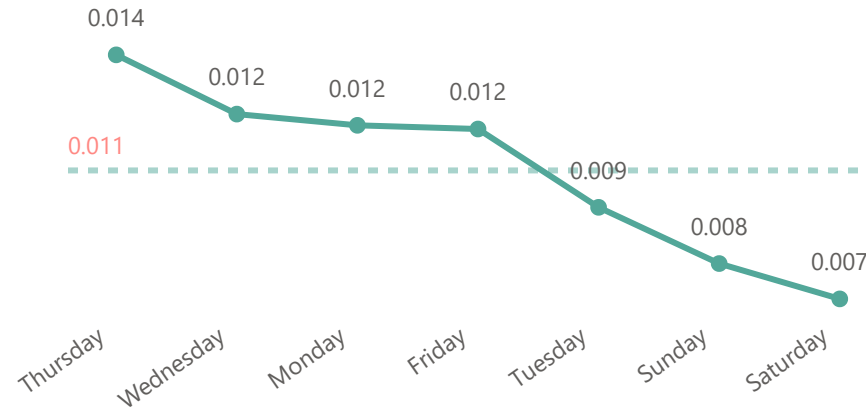
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CAMPAIGN

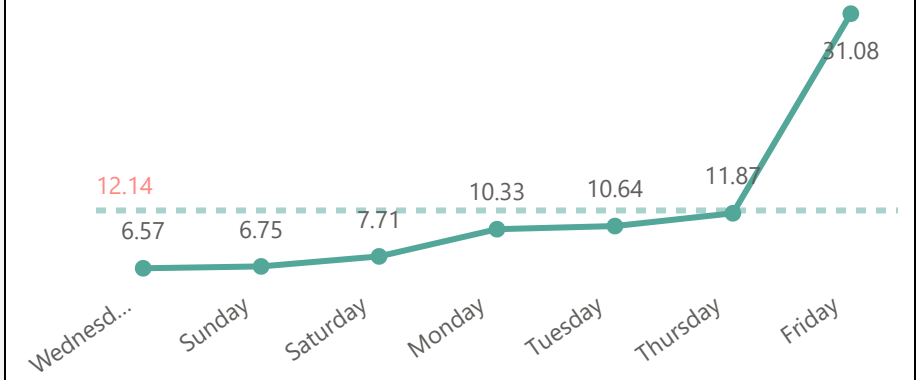
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Analyze Time

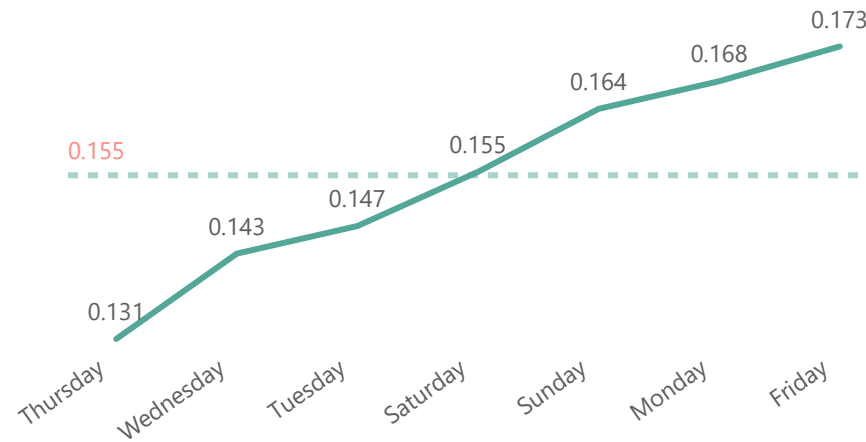
Probability by WeekDay



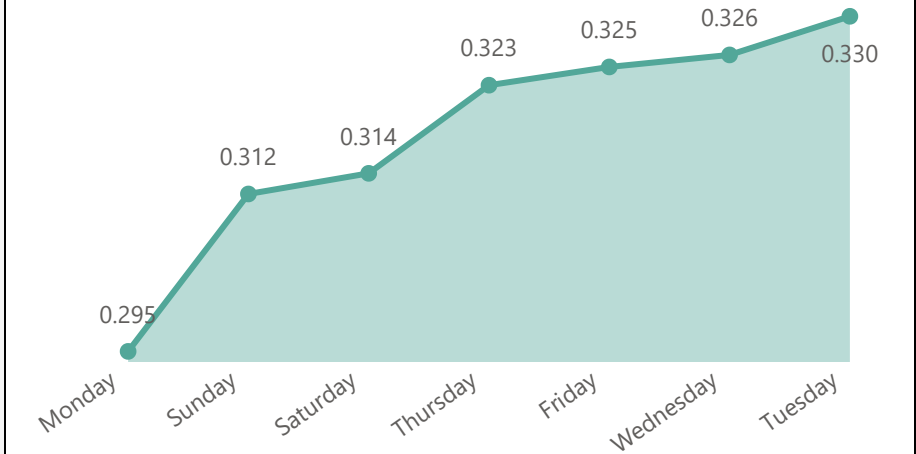
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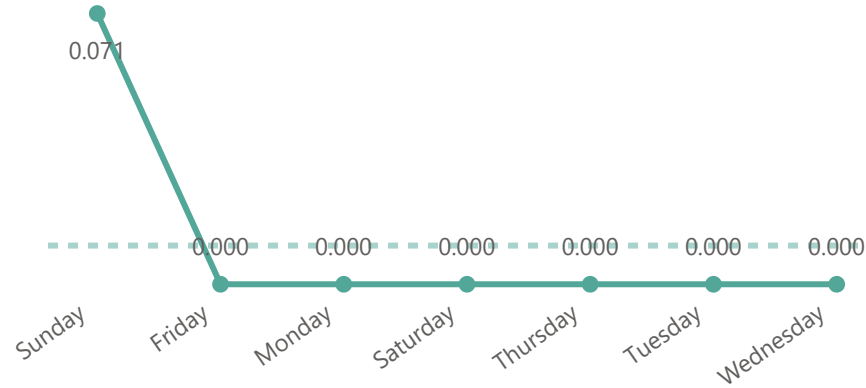
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CAMPAIGN

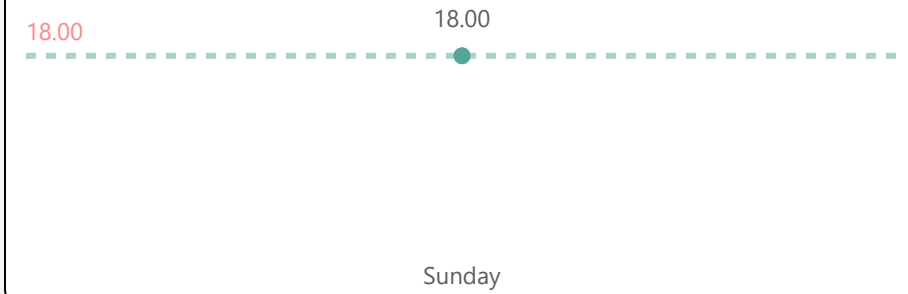
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Analyze Time

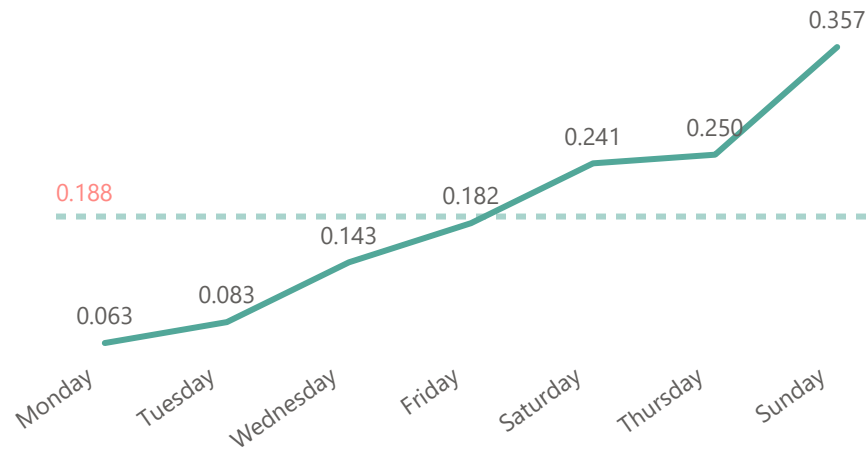
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