

# Campaign Db

## Performance Analytics Report

2024-04-01 to 2024-04-10

TOTAL REVENUE

**\$34,050**

RETURN ON INVESTMENT

**266.9%**

ANOMALIES DETECTED

**1**

# Key Performance Indicators

<div>IMPRESSIONS</div> <div>898,000</div> <div>Total ad views</div>	<div>CLICKS</div> <div>26,300</div> <div>CTR: 2.93%</div>	<div>CONVERSIONS</div> <div>1,135</div> <div>Completed actions</div>
<div>REVENUE</div> <div>\$34,050</div> <div>Total earnings</div>	<div>AD SPEND</div> <div>\$9,280</div> <div>Investment</div>	<div>ROI</div> <div>266.9%</div> <div>Return on investment</div>

## KEY INSIGHT

Top performer: Back to School generated \$10,800 revenue with 260% ROI

## Executive Summary

In the analysis period from April 1 to April 10, 2024, marketing campaigns generated strong results, yielding 898,000 impressions, 26,300 clicks, and 1,135 conversions. Total revenue reached \$34,050 against a spend of \$9,280, resulting in an impressive ROI of 266.9%. The "Back to School" campaign led expenditures at \$10,800, while "Flash Friday" and "Summer Preview" followed closely. Notably, only one anomaly was detected during this period, indicating stable campaign performance. Overall, the data suggests effective allocation of marketing resources, with significant returns and room for further optimization to enhance future campaigns.

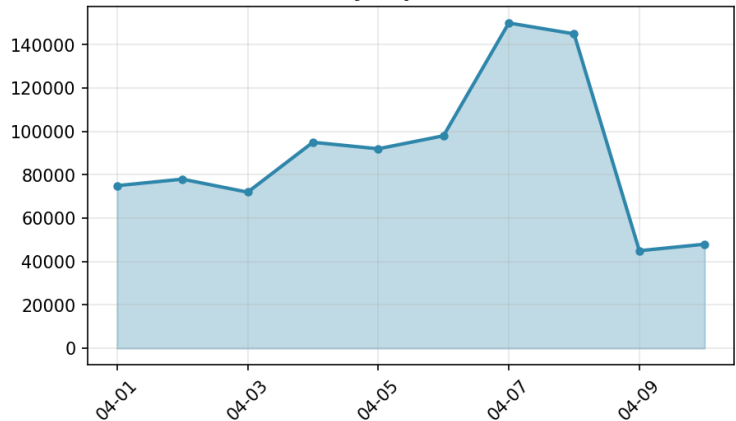
## ANOMALIES DETECTED (1)

\* Flash Friday - unusual metrics on 2024-04-07

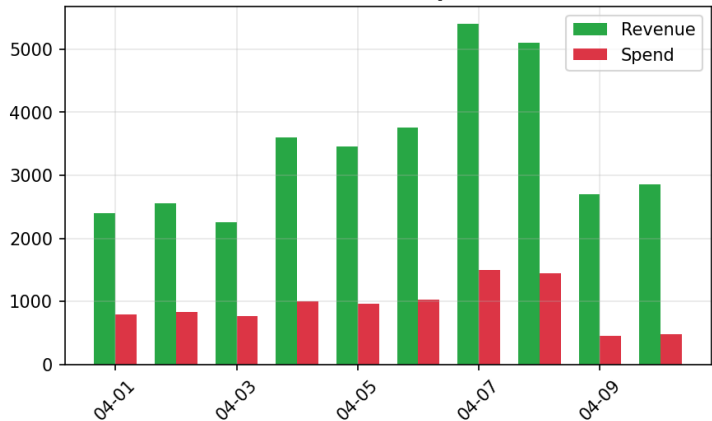
# Performance Dashboard

## Performance Dashboard

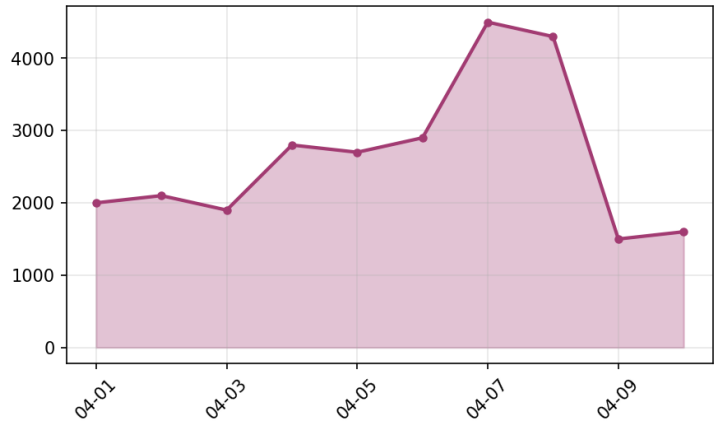
Daily Impressions



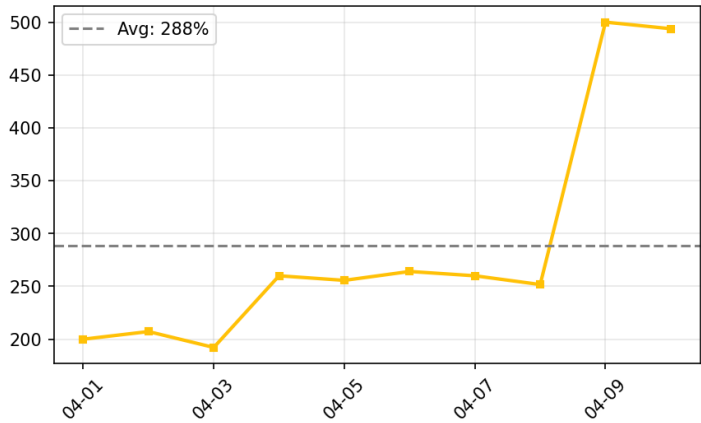
Revenue vs Spend



Daily Clicks

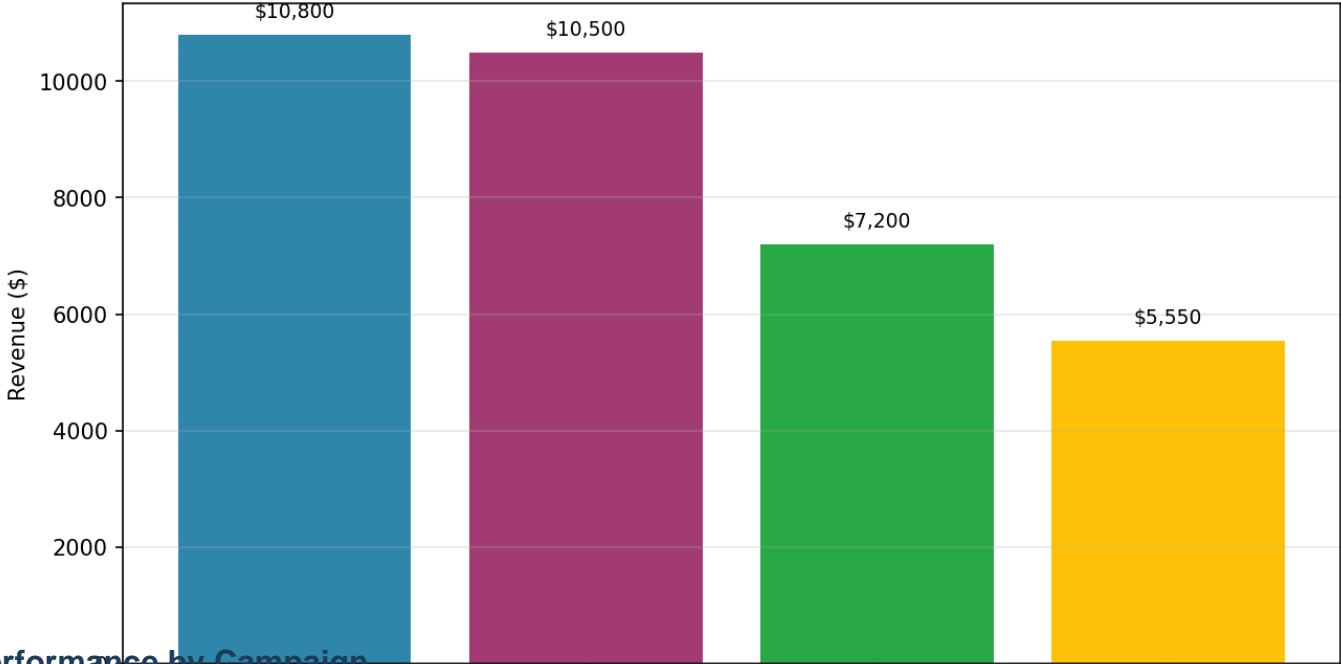


Daily ROI %



# Campaign Performance

Revenue by Campaign



Performance by Campaign

Campaign	Impressions	Clicks	Revenue	Spend	ROI
Back to School	285,000	8,400	\$10,800	\$3,000	260%
Flash Friday	295,000	8,800	\$10,500	\$2,950	256%
Summer Preview	225,000	6,000	\$7,200	\$2,400	200%
Loyalty Rewards	93,000	3,100	\$5,550	\$930	497%

# Strategic Recommendations

AI-powered insights to optimize your campaigns

1

Increase budget for Back to School campaign to maximize ROI.

2

Analyze the anomaly to understand its impact on performance.

3

Test new ad creatives for Flash Friday to boost engagement.

4

Explore upsell strategies for Loyalty Rewards to increase conversions.

*These recommendations are generated by AI based on your data patterns. Review and adapt them to your specific business context.*