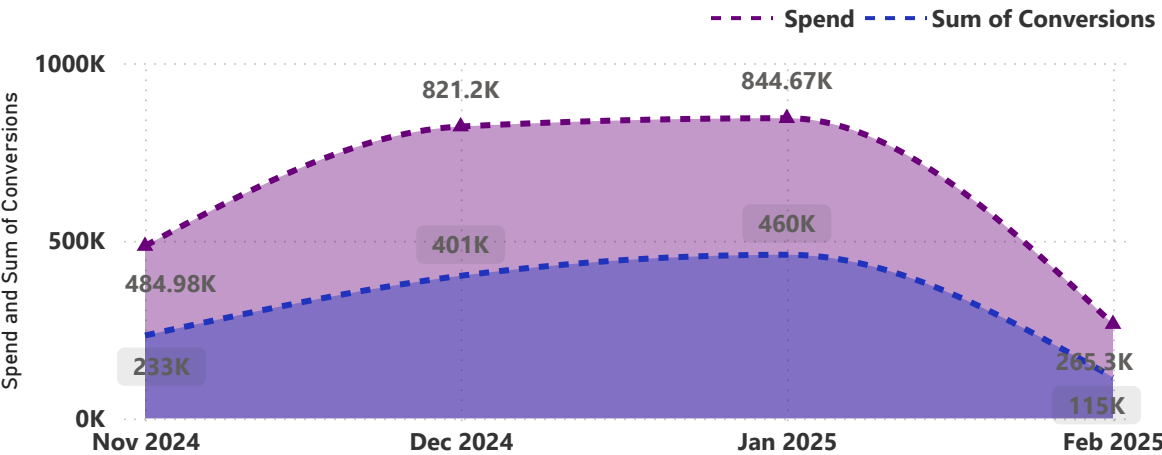


# Marketing Campaign Analytics Dashboard

Category

- Beverages
- Groceries
- Household
- Personal Care
- Snacks

Spend and Conversions Over Time



\$142.51

ROAS



12M

Click



2.42M

Adv\_Spend

5.09%

CTR%

1M

CONVERSION



9.81%

Conversion Rate

\$9.97

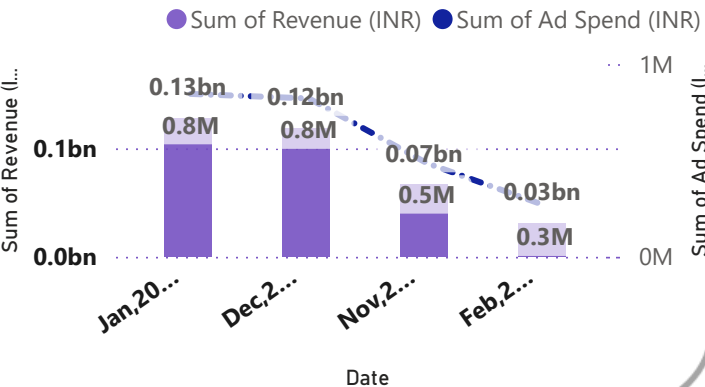
CPM (INR)



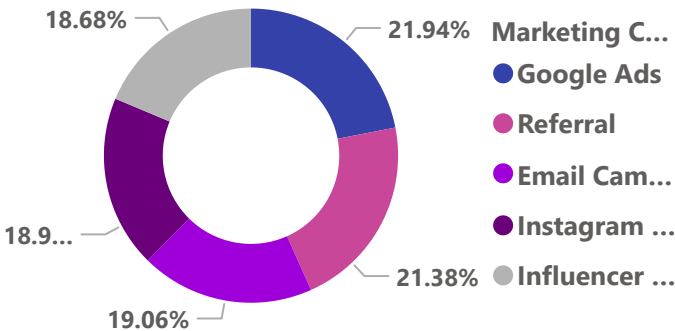
242M

Impression

Sum of Revenue (INR) and Sum of Ad Spend (INR) by Date



Spend by Marketing Channel



Impression and Clicks

