

# Marketing Campaign Analytics Dashboard

## Category

Beverages

Groceries

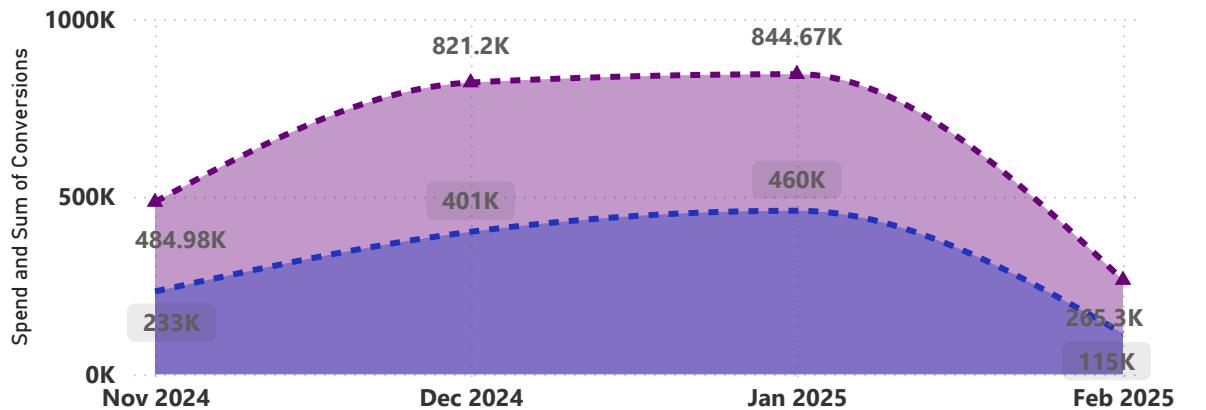
Household

Personal Care

Snacks

### Spend and Conversions Over Time

Spend - Sum of Conversions



\$142.51

ROAS

12M



Click

2.42M

Adv\_Spend

5.09%

CTR%

1M

CONVERSION

9.81%

Conversion Rate

\$9.97

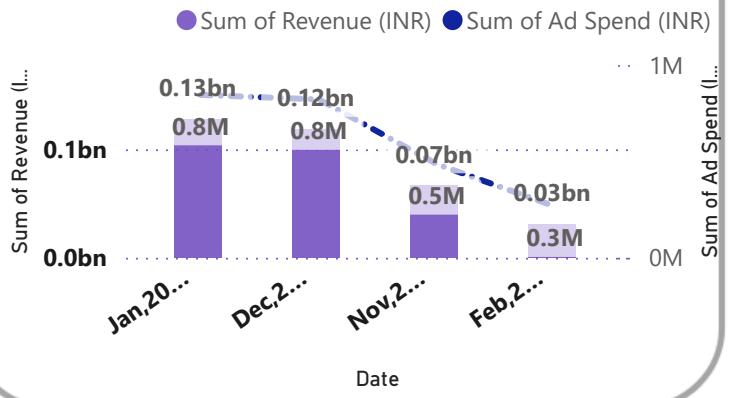
CPM (INR)

242M

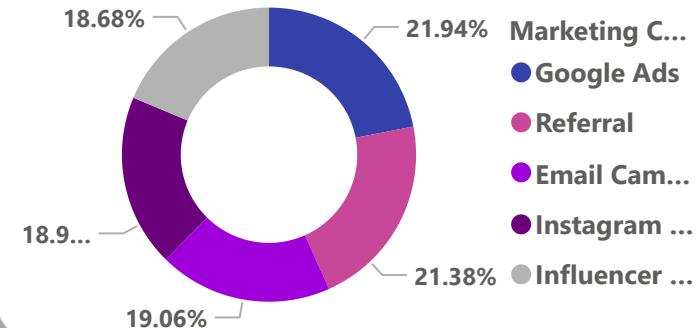
Impression

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

● Sum of Revenue (INR) ● Sum of Ad Spend (INR)



### Spend by Marketing Channel



### Impression and Clicks

● Impressions ● Clicks

