

1.01bn

Total Impressions

25.99M

Total Clicks

1.97M

Total Conversions

63.73M

Total Cost

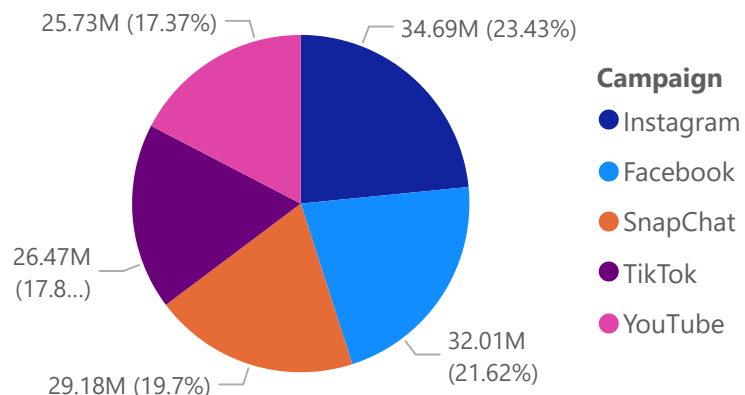
148.09M

Total Revenue

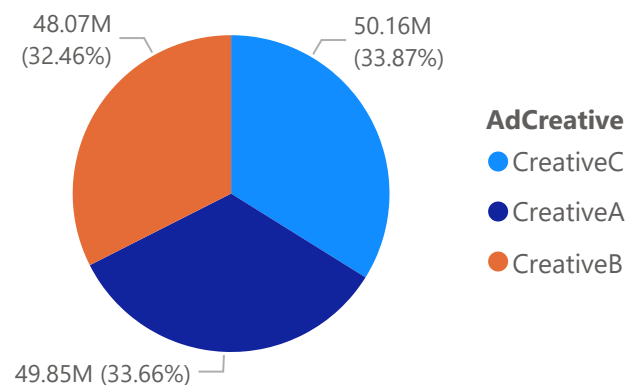
84.36M

Total Profit

Total Revenue by Campaign



Total Revenue by AdCreative



- **High Engagement:** Achieved 25.99 million clicks and 1.97 million conversions from 1.01 billion impressions, showcasing strong ad performance.

- **Significant Profit:** Realized a total profit of \$84.36 million, highlighting the profitability of the advertising efforts.

- **Cost Efficiency:** Maintained a competitive Cost per Click (CPC) of \$2.45 and Cost per Impression (CPI) of \$63.25, reflecting efficient use of the ad budget.

- **Strong ROI:** Generated a total revenue of \$148.09 million with a Return on Ad Spend (ROAS) of 2.32, indicating effective spending.

- **Revenue Breakdown by Campaign:** Facebook and Instagram were the top-performing platforms, contributing 23.43% and 21.62% of total revenue, respectively.

2.32

ROAS

\$63.25

CPI

\$32.35

CPA

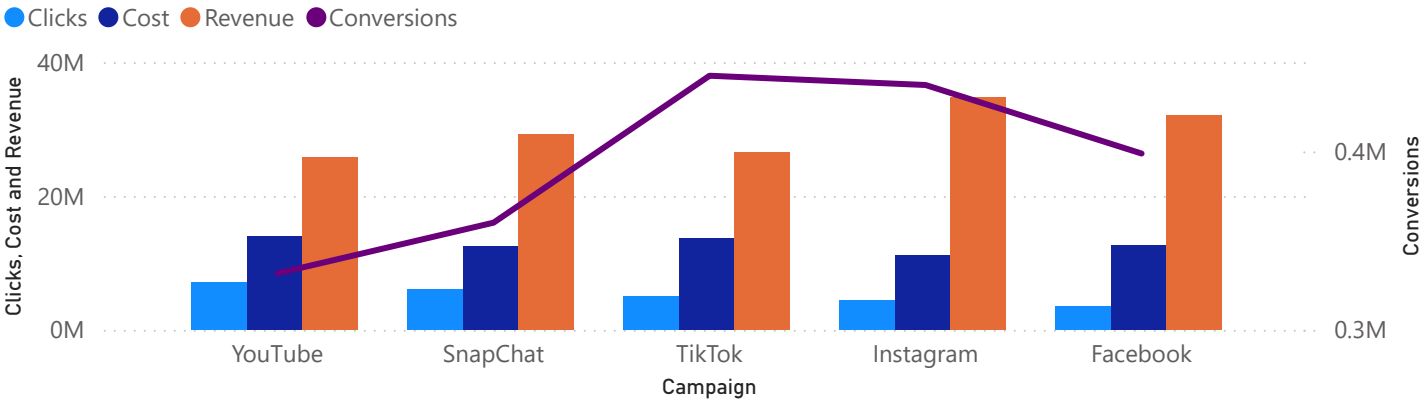
\$2.45

CPC

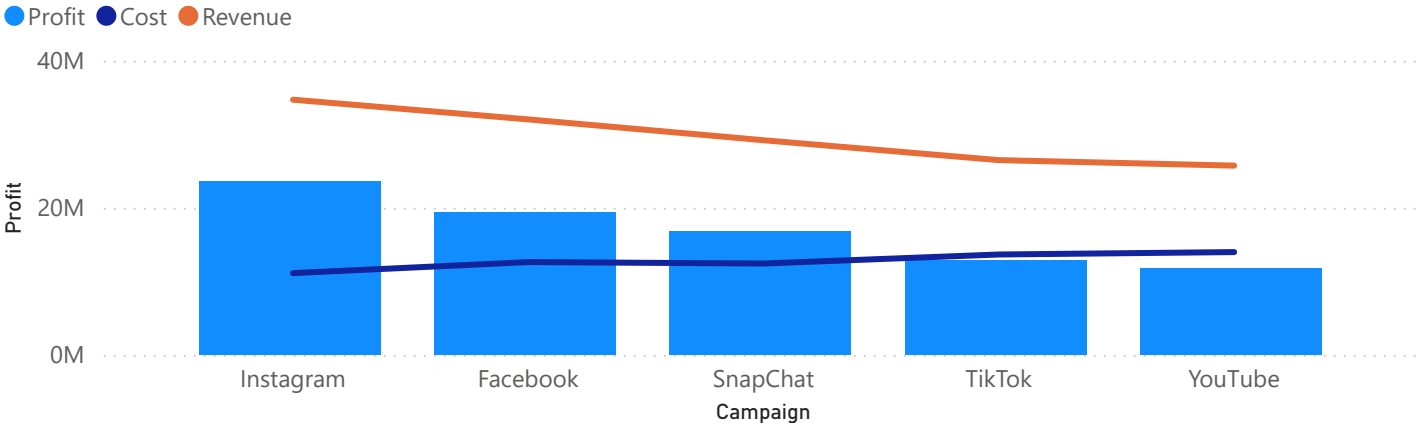
2.58%

CTR

Clicks, Cost, Revenue and Conversions by Campaign



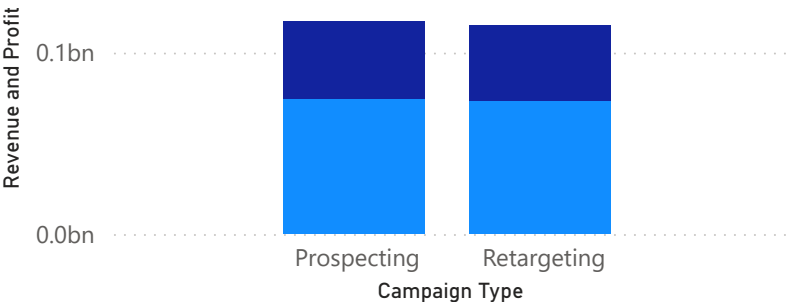
Profit, Cost and Revenue by Campaign



- **Top Performing Platform for Conversions:** TikTok leads in conversions with 442,377, demonstrating its effectiveness in driving user actions.
- **Cost and Revenue Distribution:** Facebook and Instagram show higher revenue compared to their costs, indicating better return on investment compared to other platforms.
- **Profit Analysis:** Instagram and Facebook generate the highest profits, making them the most cost-effective platforms in the campaign.

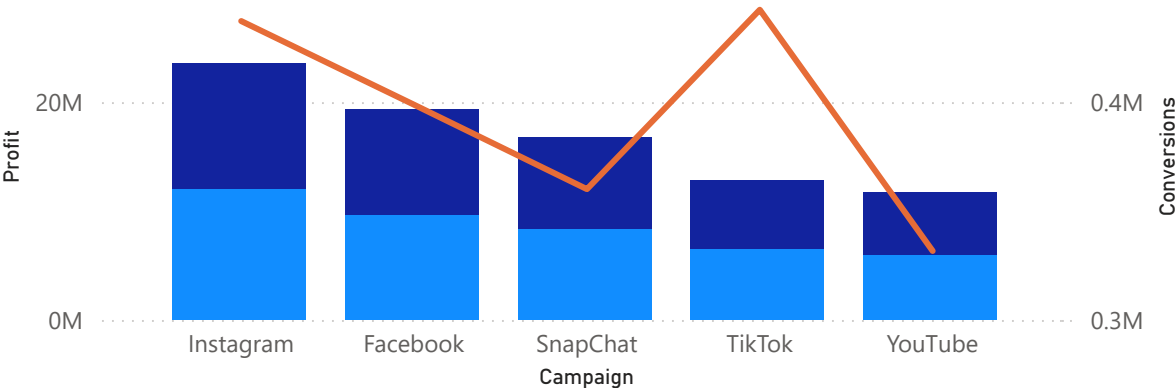
Revenue and Profit by Campaign Type

● Revenue ● Profit



Profit and Conversions by Campaign and Campaign Type

Campaign Type ● Prospecting ● Retargeting ● Conversions



Campaign Performance Breakdown

Campaign Type	Clicks	Conversions	Cost	Impressions	Revenue	Profit
Prospecting	13,106,332.00	987,691.50	32,124,169.14	511,503,973.30	74,720,375.81	42,596,206.68
Retargeting	12,880,537.30	982,359.10	31,604,585.28	496,122,157.50	73,364,805.62	41,760,220.34
Total	25,986,869.30	1,970,050.60	63,728,754.42	1,007,626,130.80	148,085,181.44	84,356,427.02

Prospecting vs Retargeting Metrics

Prospecting

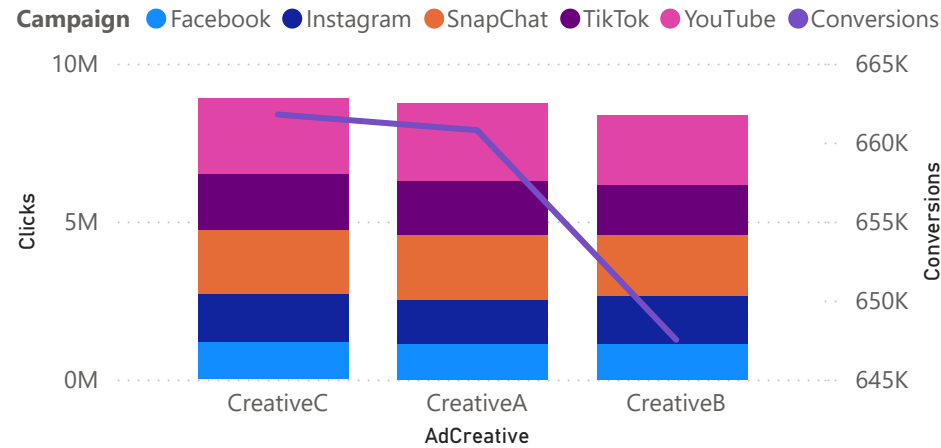
\$32.52	\$2.45	2.56%	\$62.80	2.33
CPA	CPC	CTR	CPI	ROAS

Retargeting

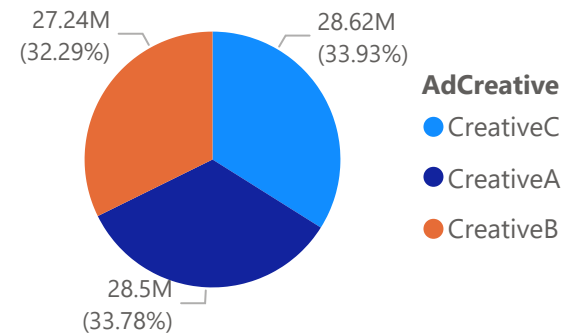
\$32.17	\$2.45	2.60%	\$63.70	2.32
CPA	CPC	CTR	CPI	ROAS

- **Revenue and Profit Comparison:** Both Prospecting and Retargeting campaigns generate similar levels of revenue and profit, with Prospecting slightly ahead in both metrics.
- **Cost Efficiency Metrics:** Both campaign types have similar Cost Per Click (CPC) at \$2.45, but Prospecting has a slightly higher Cost Per Acquisition (CPA) at \$32.52 compared to Retargeting's \$32.17, indicating marginally more cost-efficient acquisitions in Retargeting.
- **Platform Performance Insights:** Instagram and Facebook are the top platforms in terms of profit and conversions for both Prospecting and Retargeting campaigns, with TikTok leading in conversions but generating less profit compared to Instagram and Facebook.

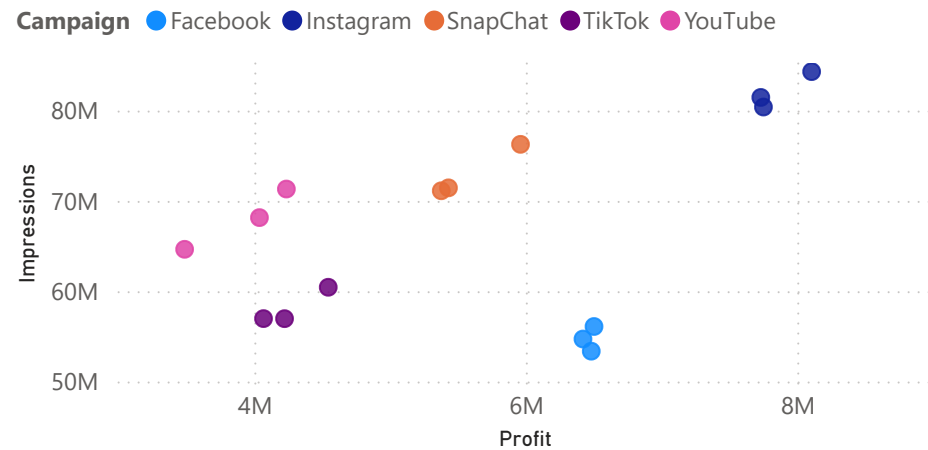
Clicks and Conversions by AdCreative and Campaign



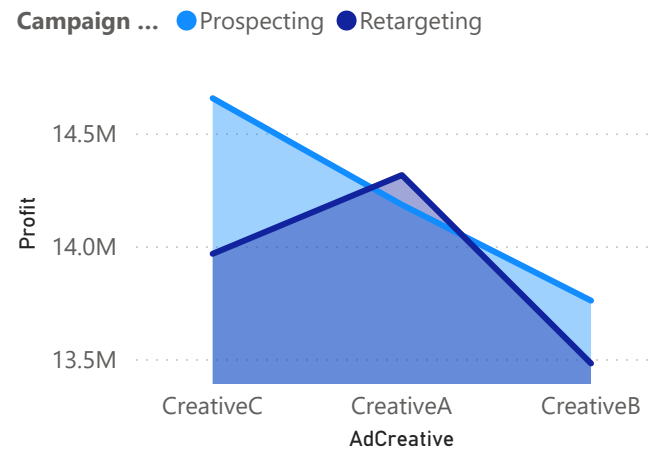
Profit by AdCreative



Profit and Impressions by AdCreative and Campaign



Profit by AdCreative and Campaign Type



- **Top Performing Ad Creative:** CreativeC leads in clicks and conversions across campaigns, indicating its strong performance in driving engagement.
- **Profit Distribution:** CreativeC, CreativeA, and CreativeB generate comparable profits, with CreativeA slightly leading at 33.93%, followed closely by CreativeB at 33.78% and CreativeC at 32.29%.
- **Impressions and Profit Correlation:** The scatter plot shows that Facebook campaigns generate the highest impressions and profit, highlighting the platform's effectiveness in both visibility and revenue generation.
- **Campaign Type Performance:** Both Prospecting and Retargeting campaigns are effective across different ad creatives, but Retargeting shows a higher profit margin in CreativeA and CreativeB.
- **Platform Contribution:** Facebook and Instagram contribute significantly to the clicks and conversions across all ad creatives, emphasizing their importance in the overall campaign strategy.

Total Clicks, Revenue, & Profit

Region	Campaign	Clicks	Revenue	Profit
South East	Instagram	405,965.00	3,258,683.42	2,319,676.24
Wales	Instagram	397,007.50	3,102,869.18	2,160,055.44
East Midlands	Instagram	388,037.50	3,035,716.94	2,077,808.05
North West	Instagram	380,645.00	3,010,223.86	2,043,963.35
North East	Instagram	343,720.00	2,884,866.03	1,985,447.30
East of England	Instagram	378,452.50	2,848,364.22	1,951,717.60
Scotland	Instagram	351,754.00	2,816,533.34	1,922,526.24
London	Instagram	390,352.00	2,872,439.47	1,915,825.52
South West	Instagram	353,519.00	2,807,438.48	1,891,832.29
Total		25,986,869.30	148,085,181.44	84,356,427.02

Revenue by Region



Revenue by Region



- **Regional Revenue Leaders:** The South East and Wales regions lead in revenue generation, with the South East region generating \$3.26 million and Wales generating \$3.10 million.
- **Top Profit Regions:** The South East also leads in profit with \$2.32 million, followed by Wales with \$2.16 million, indicating strong profitability in these regions.
- **High Click Volume:** The South East region achieved the highest number of clicks at 405,965, showing strong engagement.
- **Consistent Instagram Performance:** Instagram is the top-performing campaign across all regions, driving significant clicks, revenue, and profit.
- **Total Performance Summary:** Across all regions, the total clicks amounted to approximately 25.99 million, generating a total revenue of \$148.09 million and a profit of \$84.36 million, reflecting the overall success of the campaign.