

Marketing Campaign

Total Campaigns

50

Total Bookings

252.1K

Average of ROI

141.7

CPA

5.34

Total Revenue

2.19M

Total Spend

1.35M

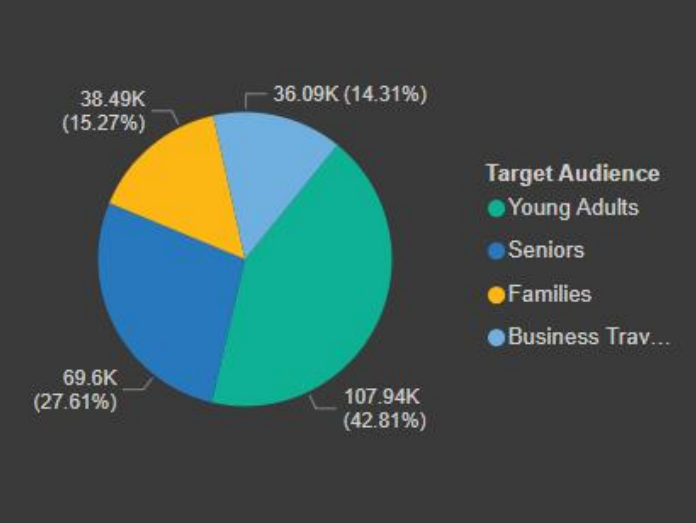
Average of Profit Rate

1.42

Total Revenue and Spend by Date



Bookings by Target Audience



Total Revenue and Profit Rate by Channel



| Rank | Campaign ID | Campaign Name | Channel | Target Audience | Period | Spend | Revenue | ROI | CPA | Conversion Rate | Profit Rate | CPC | CPB | CTR | Bookings | Valid click | Month |
|------|-------------|---------------|---------------|--------------------|--------|-------|------------|----------|-------|-----------------|-------------|------|-------|-------|-----------|-------------|-------|
| 1 | 29 | Campaign 29 | Social Media | Families | 22 | 6342 | 92,824.88 | 1,363.65 | 1.47 | 15.76 | 13.64 | 0.23 | 1.47 | 11.76 | 4,324.93 | Valid | 11 |
| 2 | 14 | Campaign 14 | Influencers | Seniors | 15 | 6828 | 66,747.64 | 877.56 | 5.12 | 4.20 | 8.78 | 0.21 | 5.12 | 24.29 | 1,334.87 | Valid | 1 |
| 3 | 21 | Campaign 21 | Search Engine | Families | 13 | 21644 | 191,983.42 | 787.01 | 92.21 | 2.83 | 7.87 | 2.61 | 92.21 | 2.26 | 234.73 | Valid | 12 |
| 4 | 23 | Campaign 23 | Search Engine | Business Travelers | 25 | 14865 | 128,940.57 | 767.41 | 19.63 | 2.15 | 7.67 | 0.42 | 19.63 | 12.62 | 757.13 | Valid | 4 |
| 5 | 8 | Campaign 8 | TV | Families | 26 | 41976 | 322,437.26 | 668.15 | 55.27 | 1.39 | 6.68 | 0.77 | 55.27 | 5.49 | 759.53 | Valid | 1 |
| 6 | 10 | Campaign 10 | Influencers | Young Adults | 27 | 7048 | 47,125.62 | 568.64 | 3.46 | 8.22 | 5.69 | 0.28 | 3.46 | 17.77 | 2,036.73 | Valid | 6 |
| 7 | 49 | Campaign 49 | TV | Young Adults | 14 | 24019 | 147,256.20 | 513.08 | 0.71 | 108.59 | 5.13 | 0.77 | 0.71 | 8.11 | 33,930.00 | Error | 3 |
| 8 | 12 | Campaign 12 | Social Media | Business Travelers | 13 | 17941 | 100,207.28 | 458.54 | 15.64 | 2.78 | 4.59 | 0.43 | 15.64 | 8.48 | 1,146.87 | Valid | 2 |
| 9 | 43 | Campaign 43 | Radio | Young Adults | 28 | 5235 | 25,942.22 | 395.55 | 0.47 | 45.42 | 3.96 | 0.21 | 0.47 | 16.81 | 11,134.00 | Valid | 8 |
| 10 | 33 | Campaign 33 | TV | Seniors | 18 | 19231 | 90,174.86 | 368.90 | 32.36 | 1.13 | 3.69 | 0.36 | 32.36 | 5.34 | 594.20 | Valid | 3 |

Marketing Campaign

| | | | | | | |
|-----------------|----------------|----------------|------|---------------|-------------|------------------------|
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| 50 | 252.1K | 141.7 | 5.34 | 2.19M | 1.35M | 1.42 |

Start Date

6/19/2023

5/1/2024

Month

All

Target Audience

☐ Business Travelers

☐ Families

☐ Seniors

☐ Young Adults

Channel

☐ Billboards

☐ Email

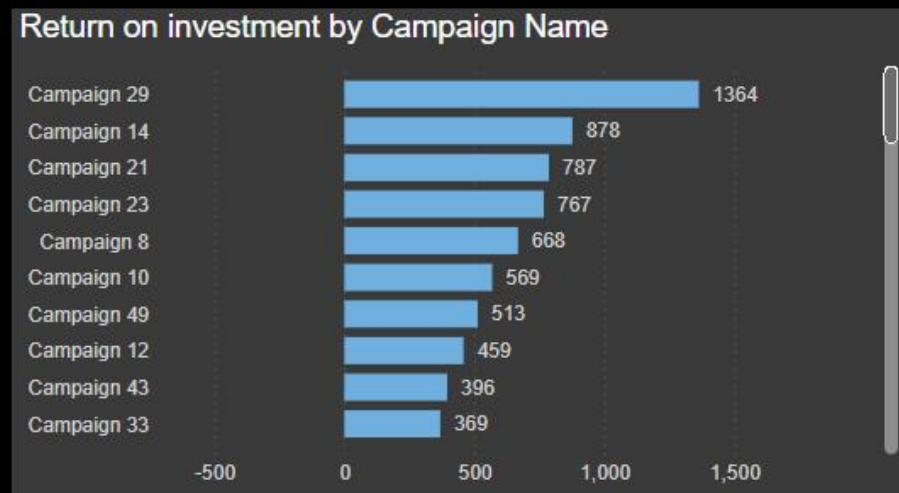
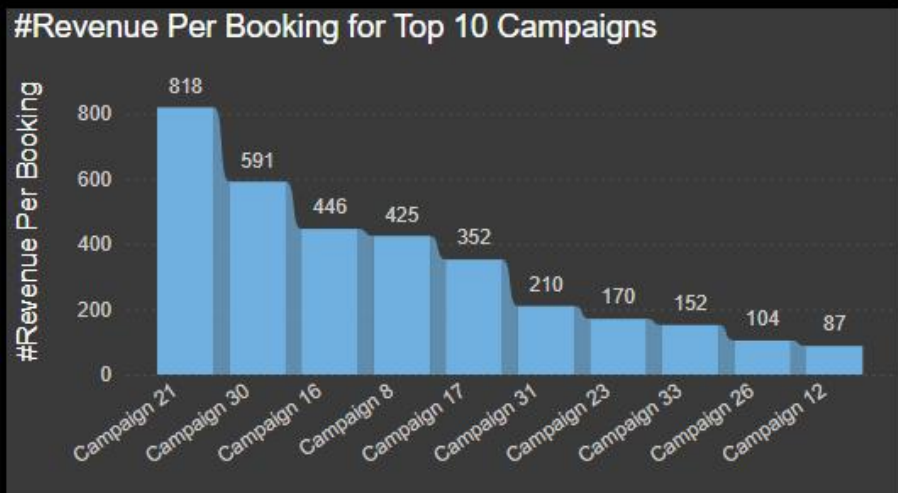
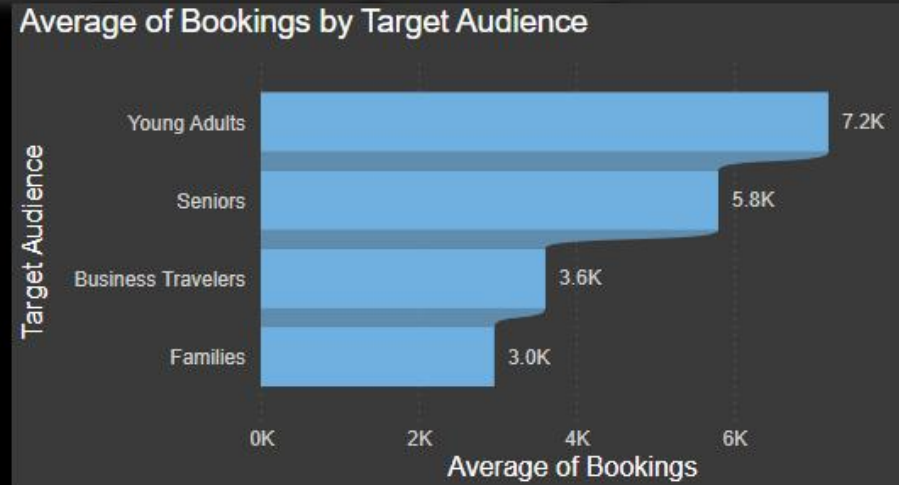
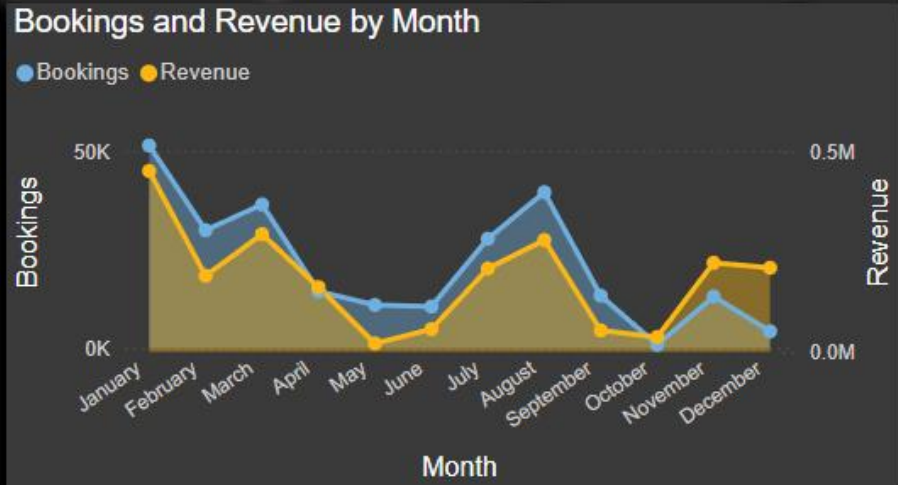
☐ Influencers

☐ Radio

☐ Search Engine

☐ Social Media

☐ TV



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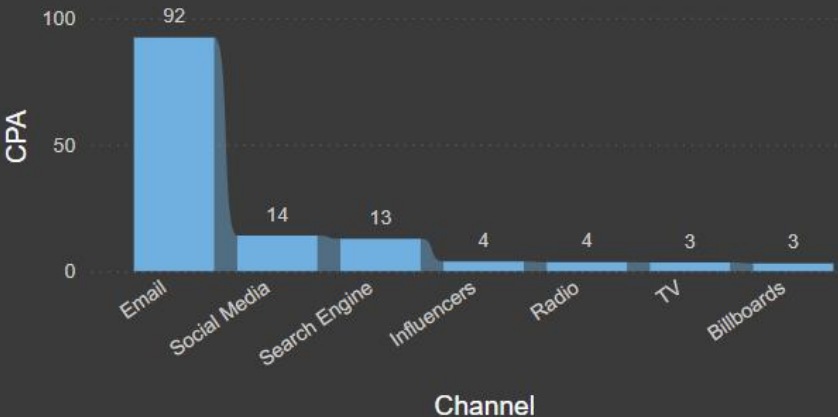
Target Audience

- ☐ Business Travelers
- ☐ Families
- ☐ Seniors
- ☐ Young Adults

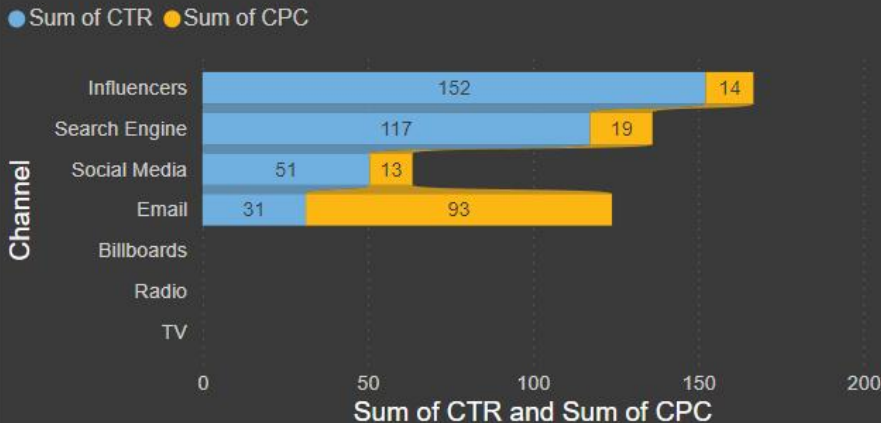
Channel

- ☐ Billboards
- ☐ Email
- ☐ Influencers
- ☐ Radio
- ☐ Search Engine
- ☐ Social Media
- ☐ TV

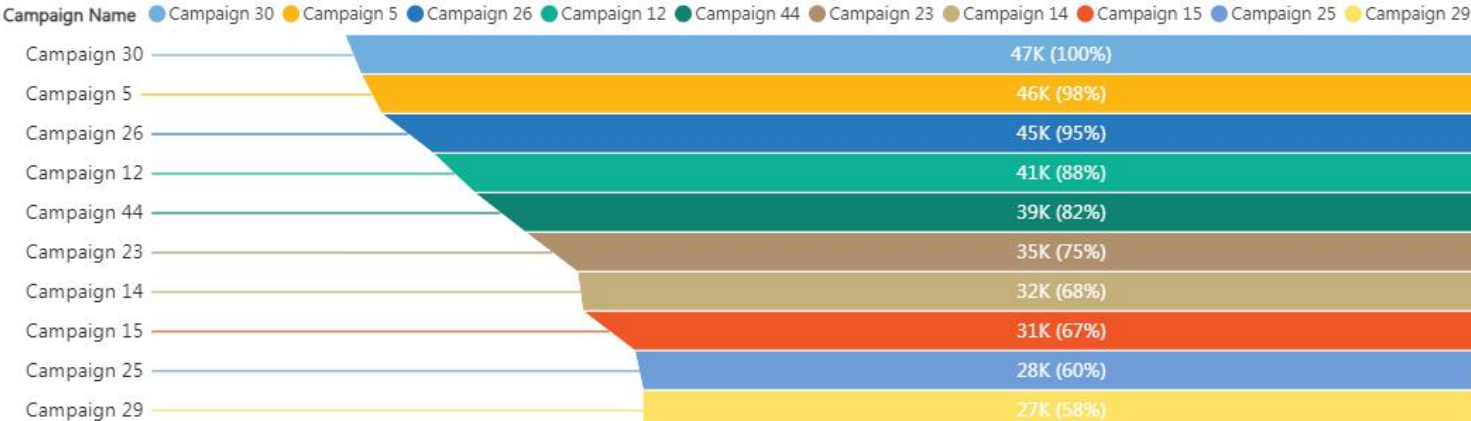
Cost Per Acquisition (CPA) by Channel



Sum of CTR and Sum of CPC by Channel



Clicks to Conversions by Campaign



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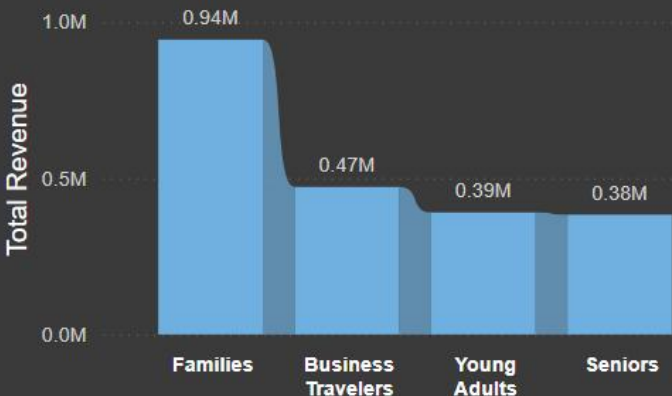
Target Audience

- ☐ Business Travelers
- ☐ Families
- ☐ Seniors
- ☐ Young Adults

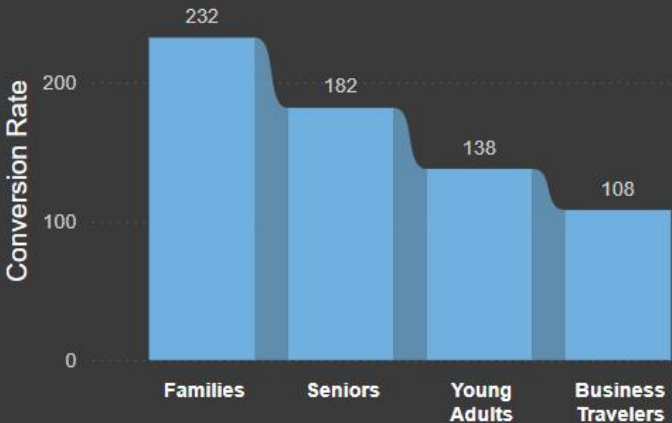
Channel

- ☐ Billboards
- ☐ Email
- ☐ Influencers
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- ☐ Search Engine
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- ☐ TV

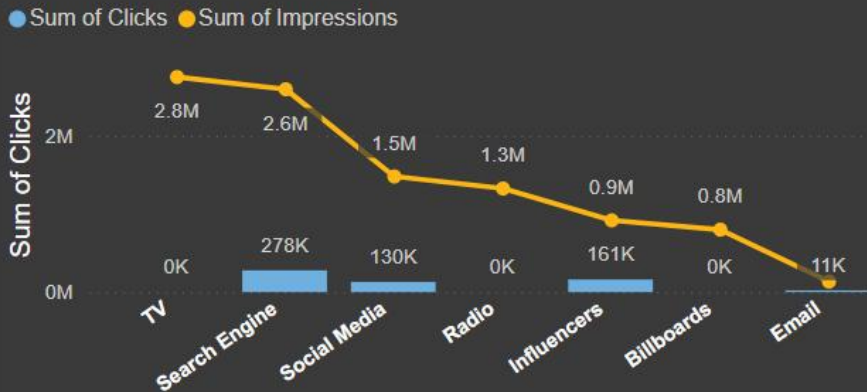
Total Revenue by Target Audience



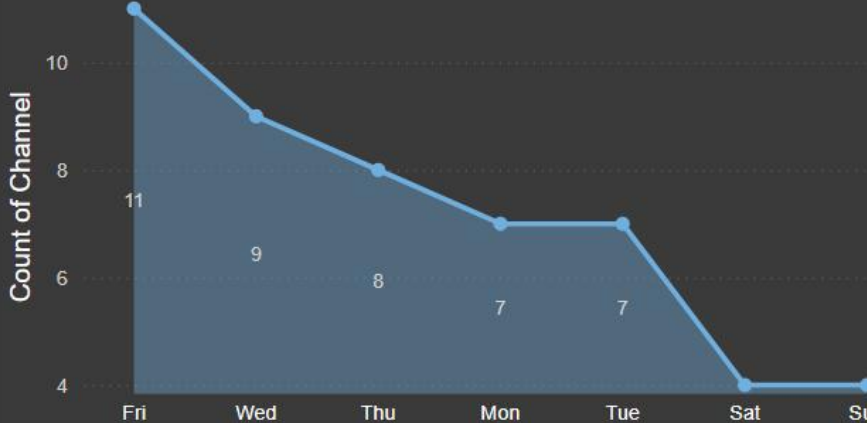
Conversion Rate by Target Audience



Impressions and Clicks by Channel



Spend by Channel Over Day



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5/1/2024

Month

All

Target Audience

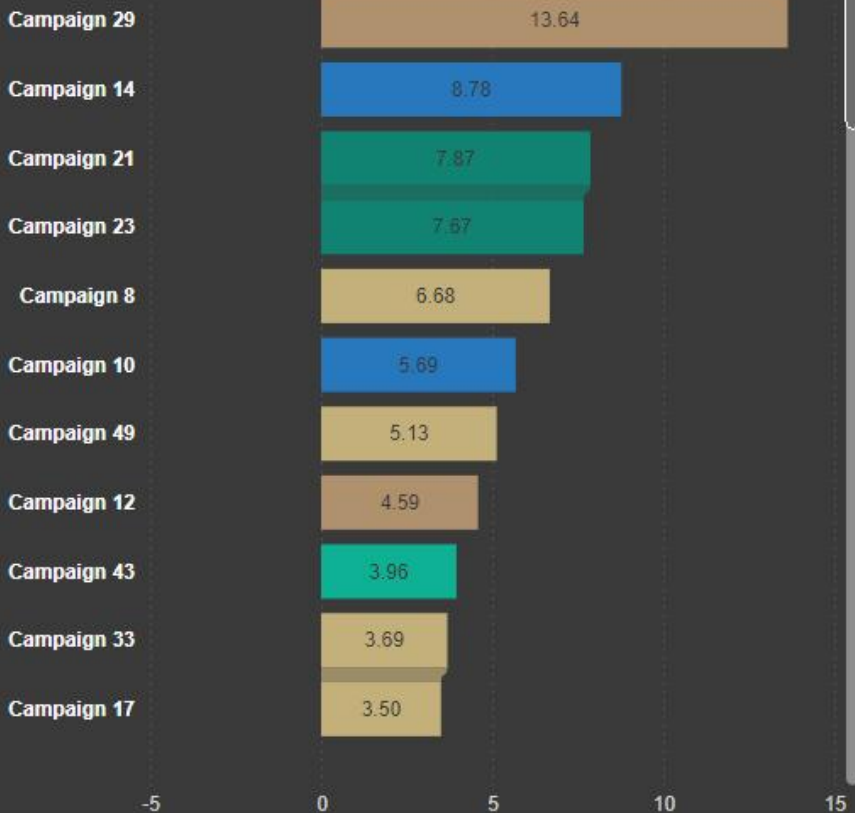
- ☐ Business Travelers
- ☐ Families
- ☐ Seniors
- ☐ Young Adults

Channel

- ☐ Billboards
- ☐ Email
- ☐ Influencers
- ☐ Radio
- ☐ Search Engine
- ☐ Social Media
- ☐ TV

Profit Rate by Campaign and Channel

Billboards Email Influencers Radio Search Engine Social Media TV



Revenue, Spend, and ROI by Campaign

Revenue Spend Return on investment

