



# Digital Marketing Performance Dashboard



Powered by  
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Dear reader,

This is a project description explaining the objectives, key metrics, and common terms/abbreviations used in the digital marketing campaign analysis.

The project aims to analyze the performance of marketing campaigns across multiple channels, such as paid ads, email, and social media. It also studies customer behavior, evaluates campaign effectiveness, and measures loyalty and engagement to support smarter marketing decisions.

### Key Terms and Abbreviations :

#### PPC: Pay-Per-Click

An advertising model where the **advertiser pays a set amount each time someone clicks on their ad**, rather than paying for impressions. It's commonly used on search engines and social media platforms and helps **measure campaign effectiveness accurately**.

Ad Spend: total budget spent on campaigns.

Conversion: when a customer completes a desired action, like a purchase.

Conversion Rate: the percentage of visitors who convert.

Click Through Rate (CTR): clicks on an ad ÷ impressions.

CTOR: email clicks ÷ email opens.

Bounce Rate: percentage of visitors who leave the site without interaction.

Loyalty Points: points earned by customers based on purchases.

Cost per Conversion (CPC): the total ad spend divided by the number of conversions, showing how much it costs to acquire a customer.

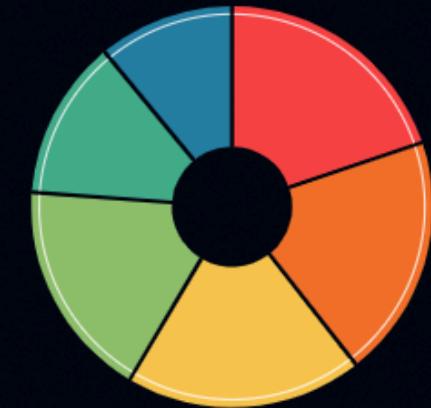
## Gender Distribution of Customers

Gender  
Female  
Male



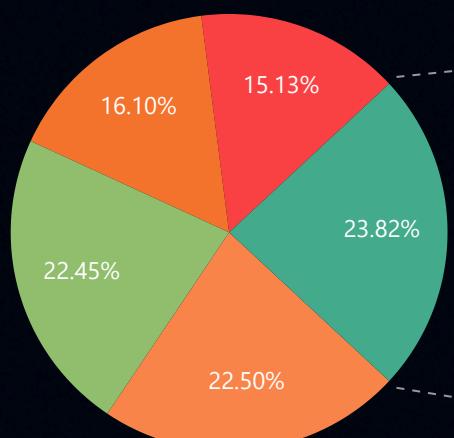
## Customer Age Group Analysis

- Mid-Age Adults 19.81%
- Mature Adults 19.57%
- Early Professionals 19.11%
- Seniors 17.66%
- Young Adults 12.89%
- Pre-Seniors 10.95%



## Customer Distribution by Income Group

Income Group ● High Income ● Low Income ● Lower-Middle Income ● Middle Income ● Upper-Middle Income



Ad Spend

40M

Previous Purchases

36K

CTR

15.48%

Conversion Rate

87.65%

Bounce Rate

15.11

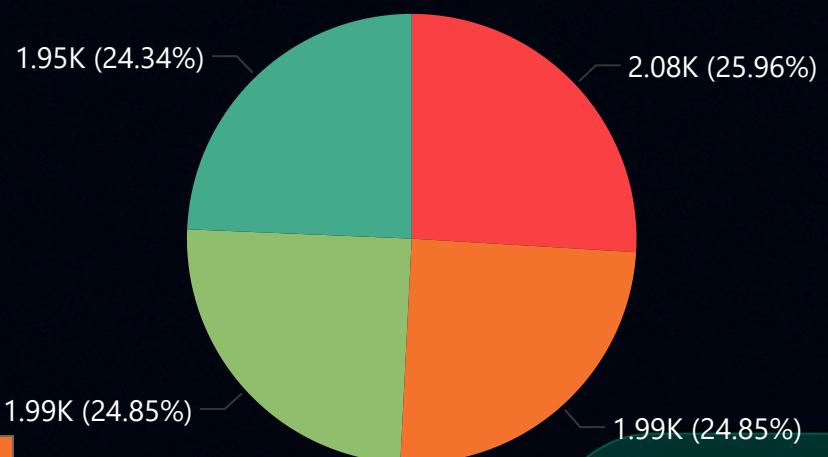
CTOR

47.14

### Cost per Conversion (CPC)

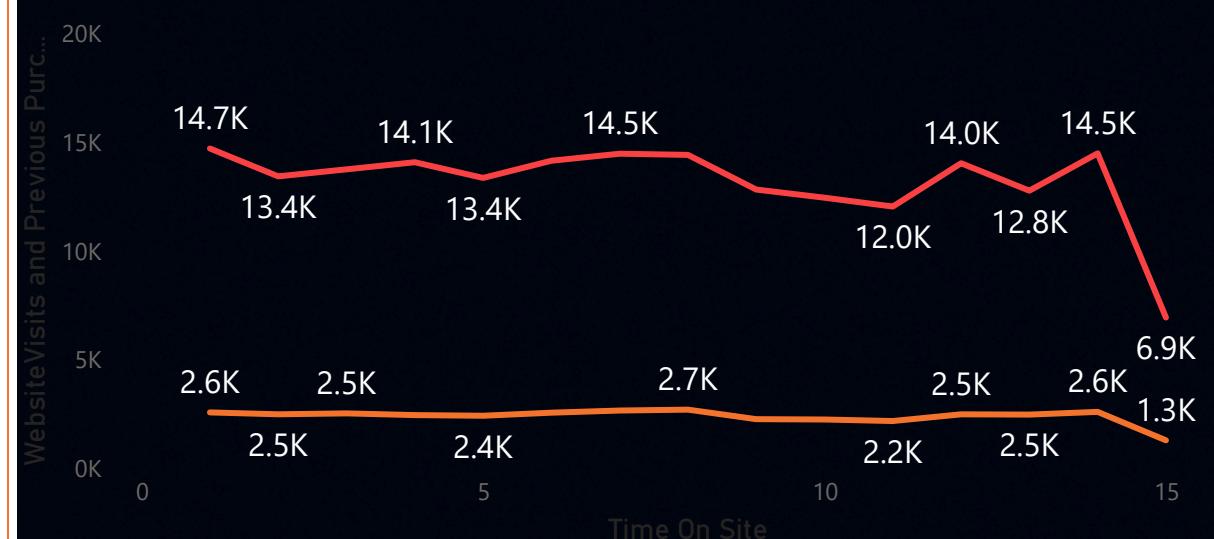


### Customer Distribution by Campaign Type



### Engagement & Purchase Trends by Time on Site

● WebsiteVisits ● Previous Purchases



### Social Sharing Activity by Age Group

● Mid-Age Adults 19.81%  
● Mature Adults 19.57%  
● Early Professionals 19.11%  
● Seniors 17.66%  
● Young Adults 12.89%  
● Pre-Seniors 10.95%



# Conclusions and recommendations

**Dear reader,**

Please note that detailed information about the company and its products is not available. Therefore, the insights and recommendations presented here are based solely on the available marketing and customer interaction data.

The company sells products suitable for both genders, with around 60% female customers. There's no big difference in age or income, and the products are **everyday essentials like personal care, household items, or basic daily supplies** that everyone buys, not dependent on demographics.

Our ads are doing pretty well: spending 40M brought in 36K purchases. CTR is solid at 15%, and almost half the people who see the emails or ads are engaging (CTOR 47%). The conversion rate is great at 88%, and bounce rate is low at 15%, so people are sticking around.

## **What we can do:**

- Keep investing in the channels that work and maybe scale a bit.
- Check the small number of bounces to see if anything can be improved.
- Focus on the audience that's clicking and converting the most.

Campaign types and channels are **almost evenly distributed**, meaning no single campaign dominates performance. It's recommended to:

- Continue maintaining a balanced approach across all channels.
- Monitor each campaign type regularly to spot any underperformers early.
- Optimize minor areas without over-investing in just one channel.

