

Comparative Report of FashionElite Ad Campaign

Recommendations for Future Campaigns

Based on the analysis, we recommend the following for future campaigns:

- * Increase the ad spend on Facebook to reach a wider audience.
- * Optimize the ad creatives to improve the click-through rate.
- * Target users who have shown interest in similar products.

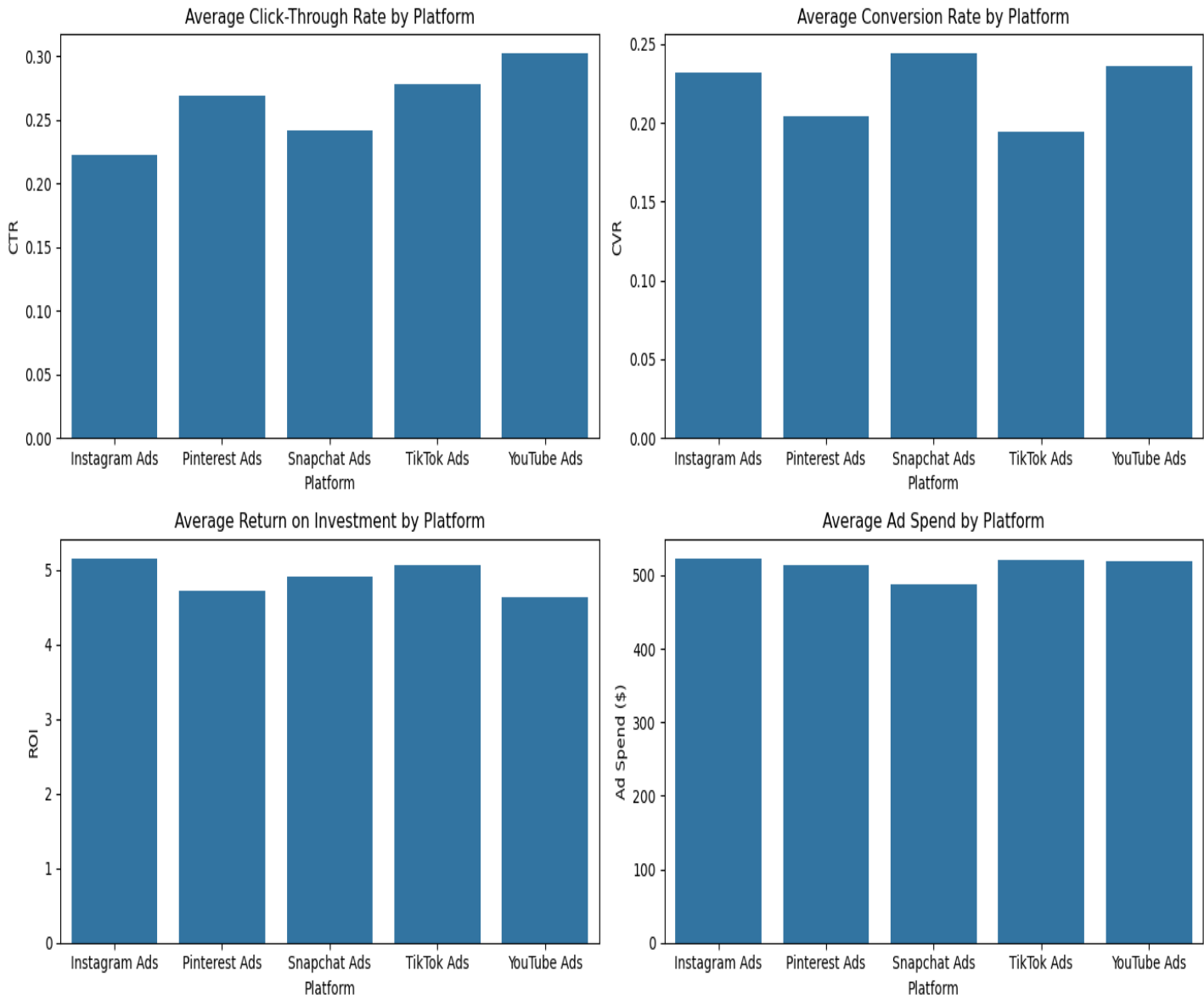
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Performance Metrics by Platform

	Revenue	Ad_Spend	CTR	CVR	ROI
Platform					
Instagram Ads	2695.268133	523.110933	0.222448	0.232058	5.152383
Pinterest Ads	2424.353333	513.162133	0.268361	0.204402	4.724342
Snapchat Ads	2394.235000	488.194571	0.241060	0.244034	4.904264
TikTok Ads	2635.741231	521.356615	0.277973	0.194810	5.055544
YouTube Ads	2406.852500	519.437000	0.301768	0.235712	4.633579

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Visualizations



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