

Internet Ads Impact

From 01/02/2018 to 28/02/2018

View Ads Date

2/1/2018

2/28/2018

Campaign

All

Offer

All

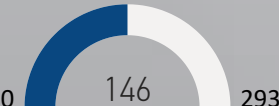
Media Channel

All

Total view



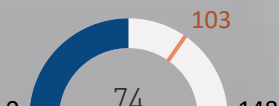
View per day



Total click



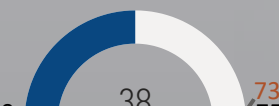
Click per day



Total input



Input per day



Cost vs Budget



Cost per click



Trend of View



Trend of Click



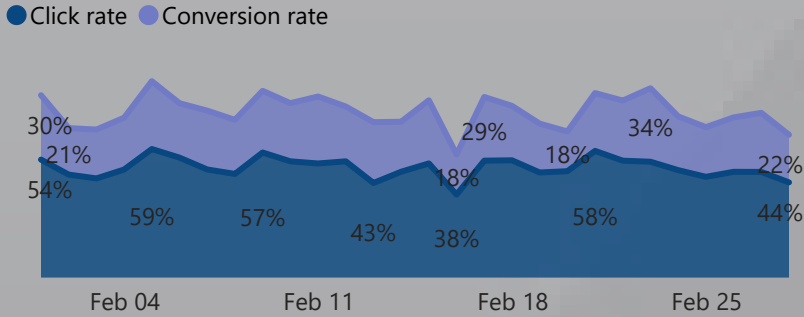
Trend of Input



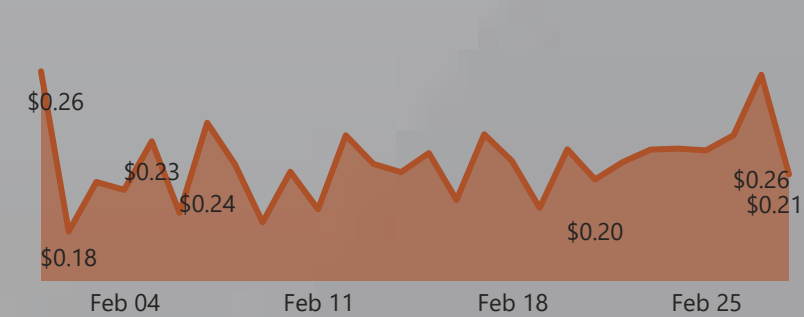
Trend of Total Cost



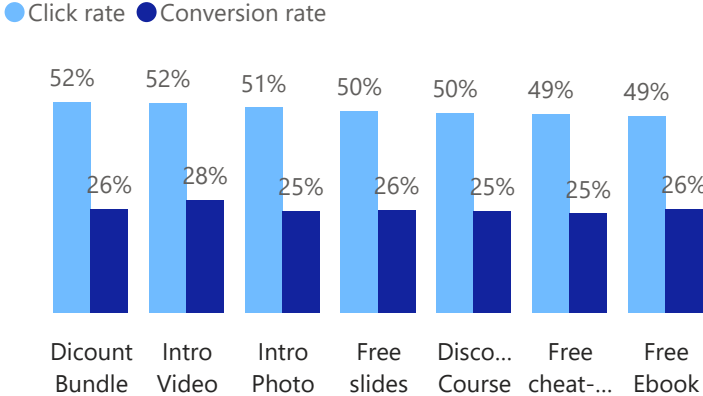
Click rate and Conversion rate Trend



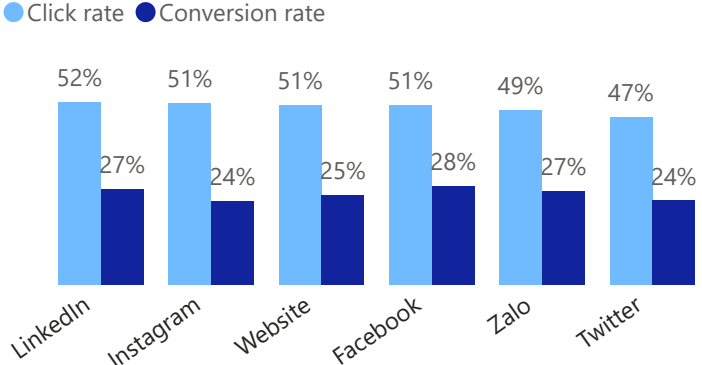
Cost per click Trend



Campaign by Click rate & Conversion rate



Medias by Click rate & Conversion rate



Campaign	View	Click	Click rate	Cost per click	Input	Conversion rate
Intro Video	585	304	52%	\$0.30	163	28%
Zalo	121	62	51%	\$0.10	39	32%
Twitter	102	57	56%	\$0.20	31	30%
LinkedIn	115	62	54%	\$0.30	34	30%
Instagram	128	65	51%	\$0.40	30	23%
Facebook	119	58	49%	\$0.50	29	24%
Total	4,100	2,068	50%	\$0.21	1,054	26%