

Platform

Campaign Name

Select date range

Spend

₹1,276,819

Impressions

3,007,859

Clicks

97,014

Leads

2,080

Cost Per Lead

₹613.86

Qualified Leads

394

CTR

3.23%

CPM

₹37.97

Cost Per Click

₹13.16

Metrics by Platform

	Platform	Spend	Impressions	CTR	Clicks	CPC	Leads	Cost Per Lead
1..	Facebook	₹97,457.28	2,566,783	1.9	48,886	₹1.99	941	103.57
2..	Google	₹1,179,361.5	441,076	10.91	48,128	₹24.5	1,139	1,035.44
	Grand total	₹1,276,81...	3,007,859	3.23	97,014	₹13.16	2,080	613.86

1 - 2 / 2 < >

	Platform	Qualified Leads	Cost Per Qualified Leads	Conversion
1..	Google	314	₹281,224.26	7
2..	Facebook	68	₹14,677.21	1
3..	Not Specified	12	₹0	1
	Grand total	394	₹295,901.47	9

1 - 3 / 3 < >

Campaign Performance

Facebook Campaign

	campaign_name	Spend	impressi...	CTR	Clicks	CPC	Leads	Cost Per L...
1..	DAM-0824-BOFU-LEADGEN-LAA-LP	₹87,761....	2,466,875	1.91	47,234	₹1.86	912	₹96.23
2..	DAM-0824-BOFU-RETARGETING-LEADS	₹9,695.47	99,908	1.65	1,652	₹5.87	29	₹334.33
	Grand total	₹97,457...	2,566,783	1.9	48,886	₹1.99	941	₹103.57

1 - 2 / 2 < >

	Campaign Name	Qualified Leads	Conversions
1.	DAM-0824-BOFU-RETARGETING-LEADS	13	0
2.	DAM-0824-BOFU-LEADGEN-LAA-LP	54	1
3.	120213727878530614	1	0
	Grand total	68	1

1 - 3 / 3 < >

Google Campaign

	campaign...	Spend	impressions	CTR	Clicks	CPC	Leads	Cost Per Lead
1...	DAM-SEARCH-TOFU-TRAFFIC-PHRASE-COMPETITOR-MILLTEC-030524	₹70,218.84	15,454	7.88	1,218	₹57.65	33	₹2,127.84
2...	DAM-SEARCH-TOFU-TRAFFIC-PHRASE-COMPETITOR-012024	₹102,029.97	23,764	8.99	2,137	₹47.74	35.69	₹2,859
	Grand total	₹1,179,361.5	441,076	10.91	48,128	₹24.5	1,139	₹1,035.44

1 - 7 / 7 < >

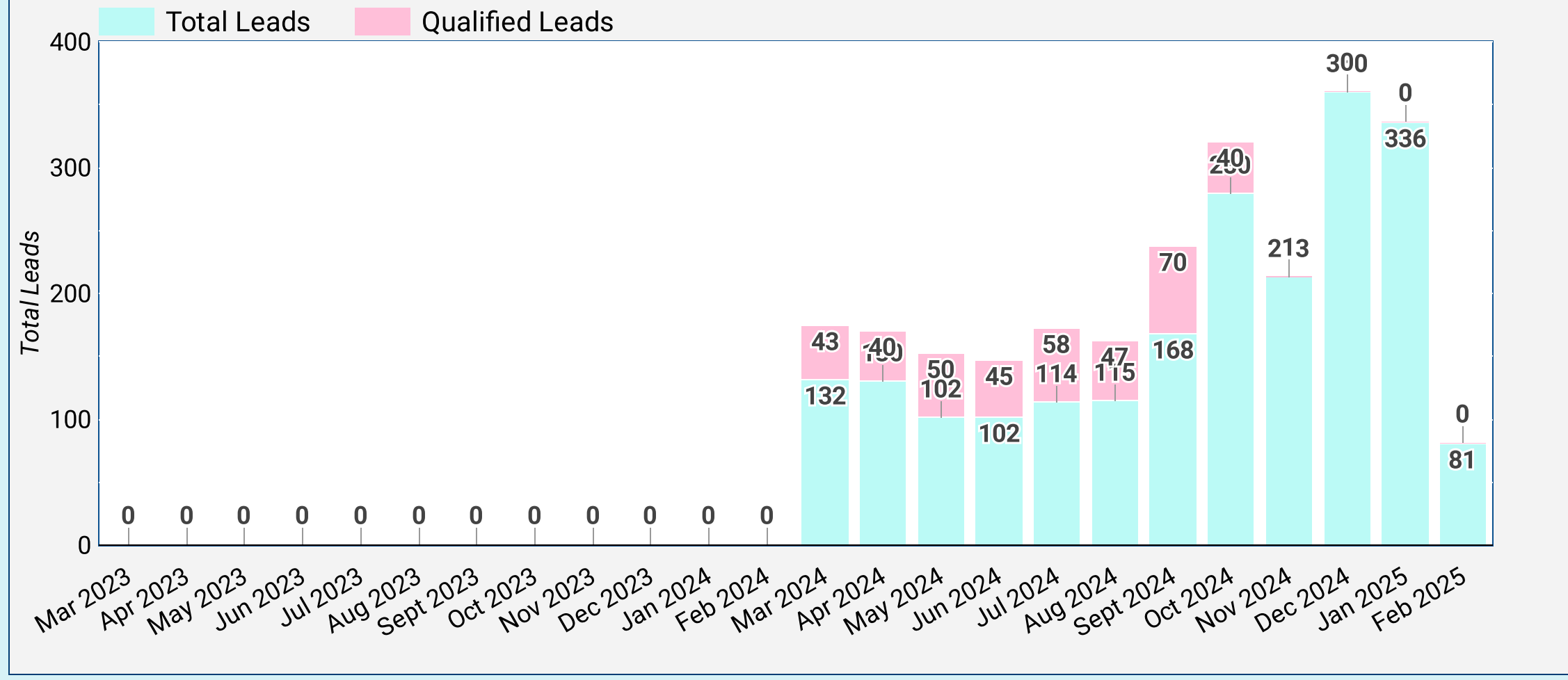
	Campaign Name	Qualified Leads	Conversion
1.	googlesource	0	0
2.	google	0	0
3.	brand	0	0
4.	Top-States-DAM-SEARCH-BOFU-LEADS-PHRASE-GENERAL-110223	124	2
5.	DAM-SEARCH-TOFU-TRAFFIC-PHRASE-COMPETITOR-MILLTEC-030524	17	0
6.	DAM-SEARCH-TOFU-TRAFFIC-PHRASE-COMPETITOR-012024	12	1
7.	DAM-SEARCH-TOFU-TRAFFIC-PHRASE-EXACT	5	0
	Grand total	314	7

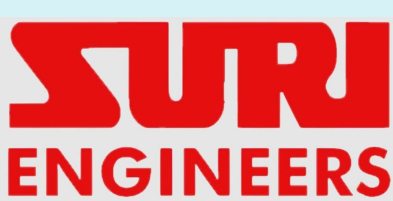
1 - 9 / 9 < >

Monthly Spend & Qualified Leads Overview

Platform / spend / Qualified Leads						
date (Date)	Google		Facebook		Not Specified	
	spend	Qualified Leads	spend	Qualified Leads	spend	Qualified Leads
Feb 2025	24,505.7	0	5,643.76	0	0	0
Jan 2025	76,542.34	0	22,438.46	0	0	0
Dec 2024	76,709.36	0	22,764.98	0	0	0
Nov 2024	76,199.95	1	11,900.53	0	0	0
Oct 2024	76,580.23	14	15,502.23	26	0	0
Sept 2024	76,132.73	33	15,053.7	35	0	2
Grand total	1,179,361.5	314	97,457.28	68	0	12

Performance over time





Kylas CRM Data

Platform



Product



Total Leads

2,133

Qualified Leads

394

Medium



Lead Status



Campaign Name



State



Uncontacted Leads

1,172

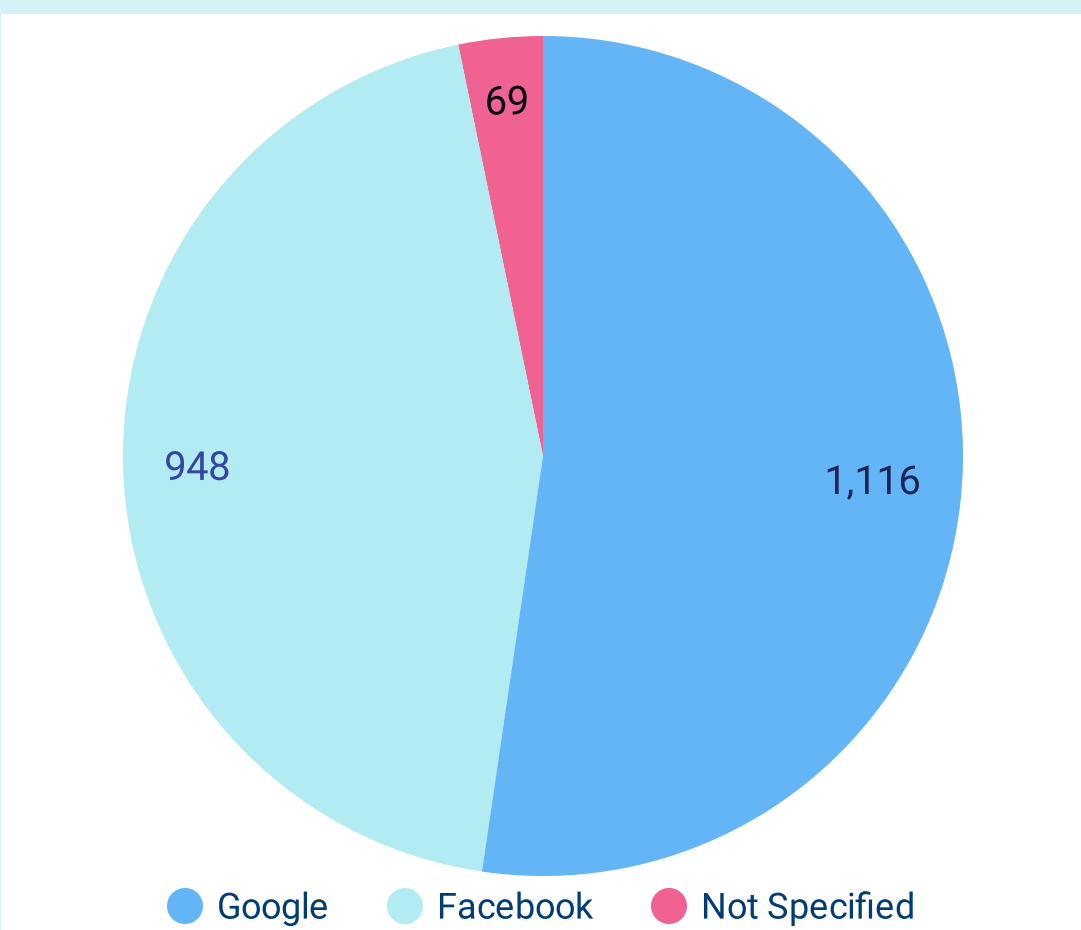
State-wise Lead

	State	Total Leads ▾
1.	Uttar Pradesh	248
2.	Andhra Pradesh	197
3.	Odisha	194
4.	Bihar	162
5.	Telangana	158
6.	Chattisgarh	154
7.	Madhya Pradesh	152
8.	Maharashtra	148
9.	Assam	116
1...	Others	105
	Grand total	2,133

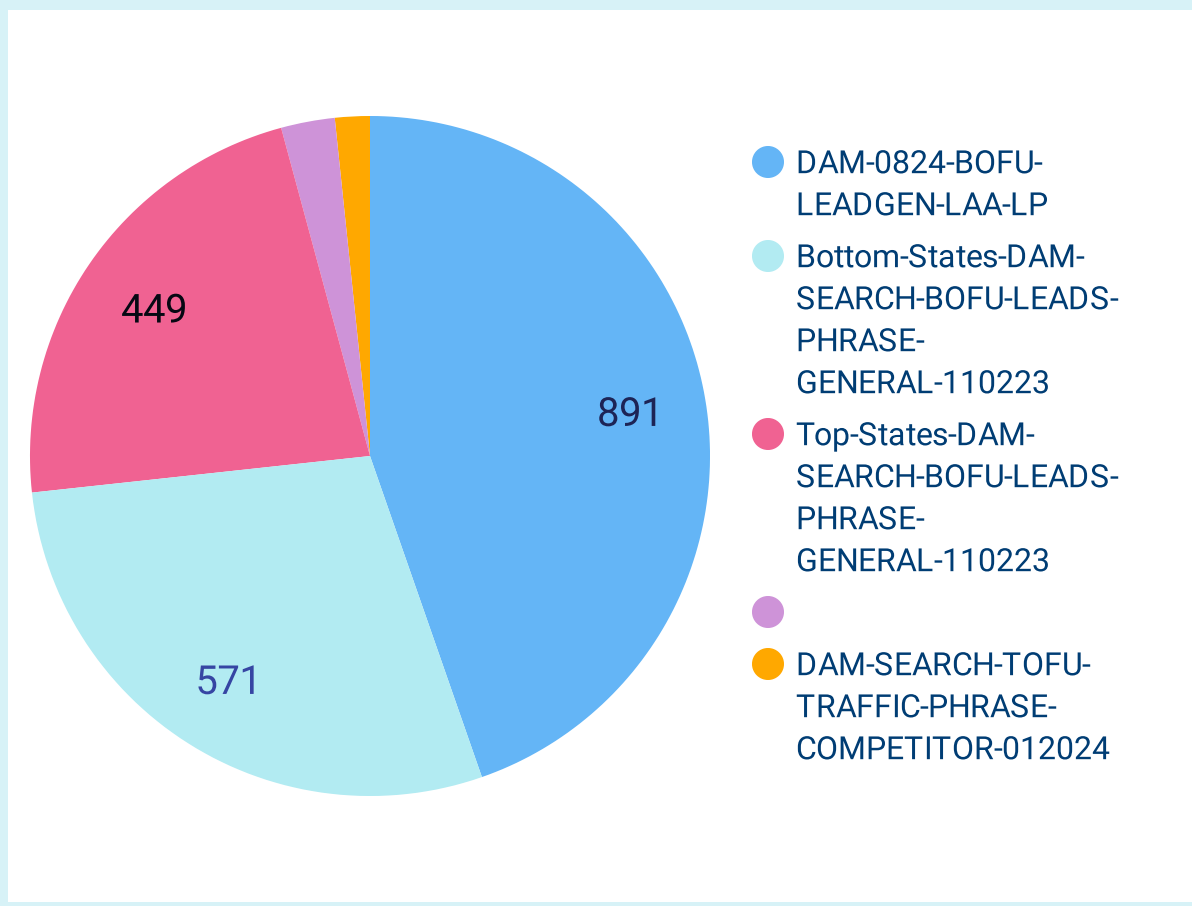
1 - 31 / 31



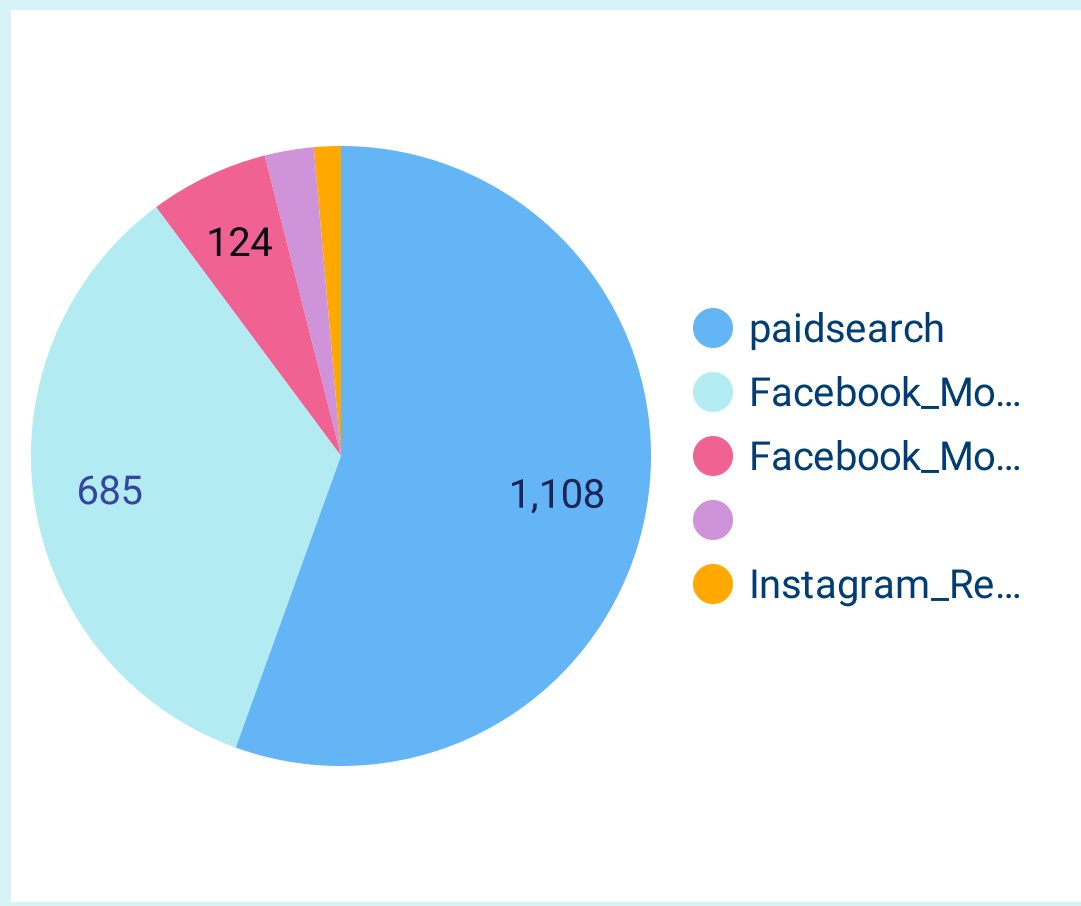
Platform-wise Lead Status



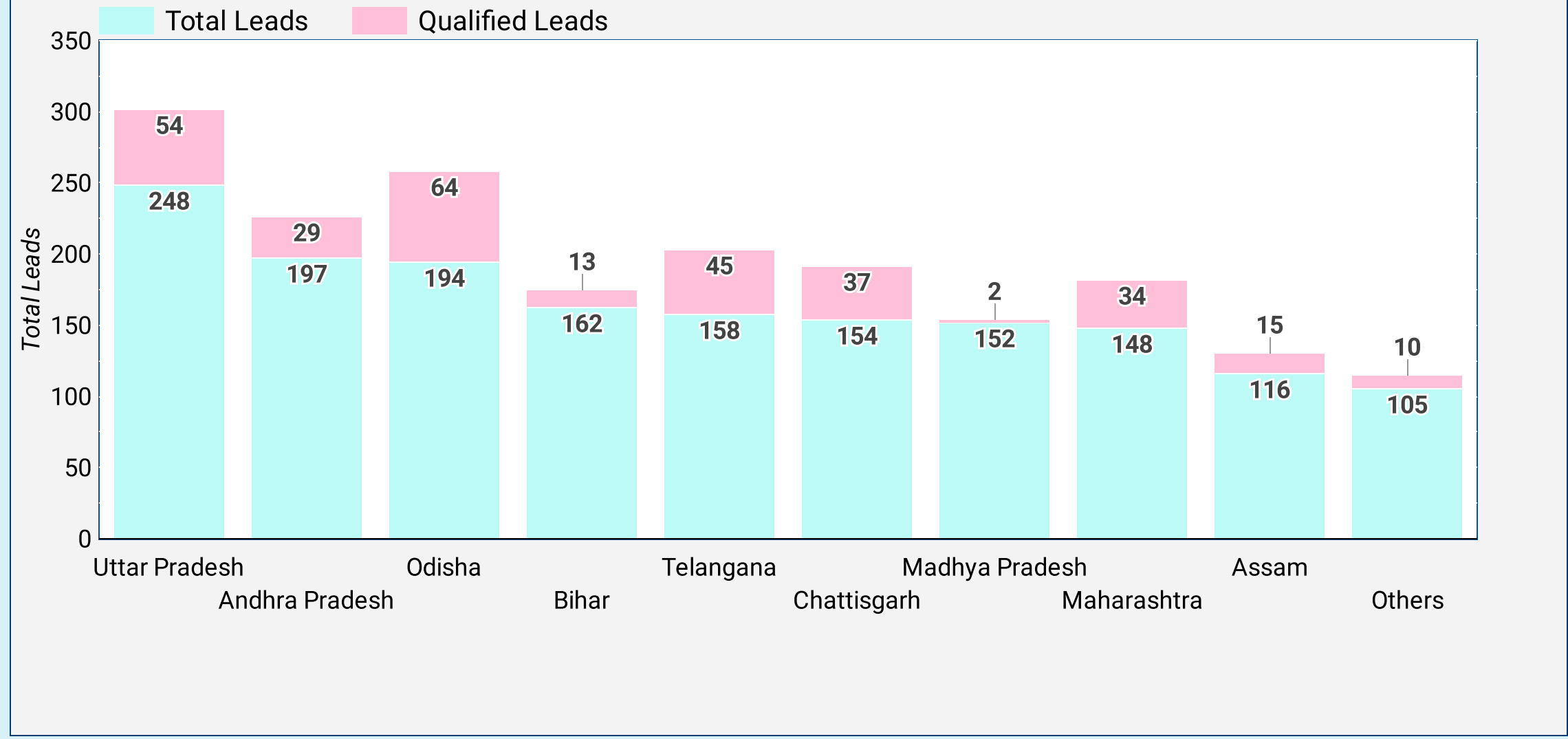
Top 5 Lead-Generating Campaign



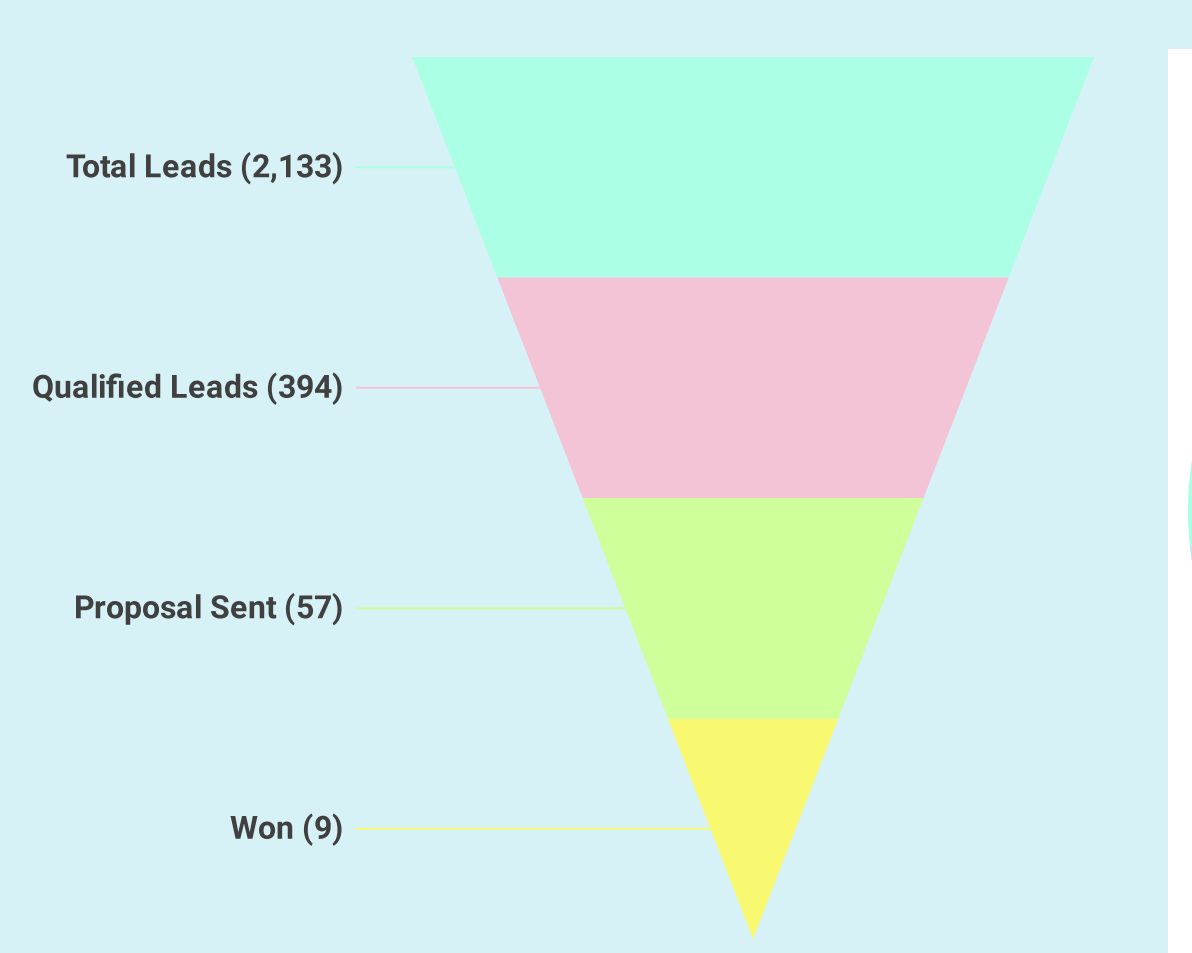
Top 5 Lead-Generating Medium



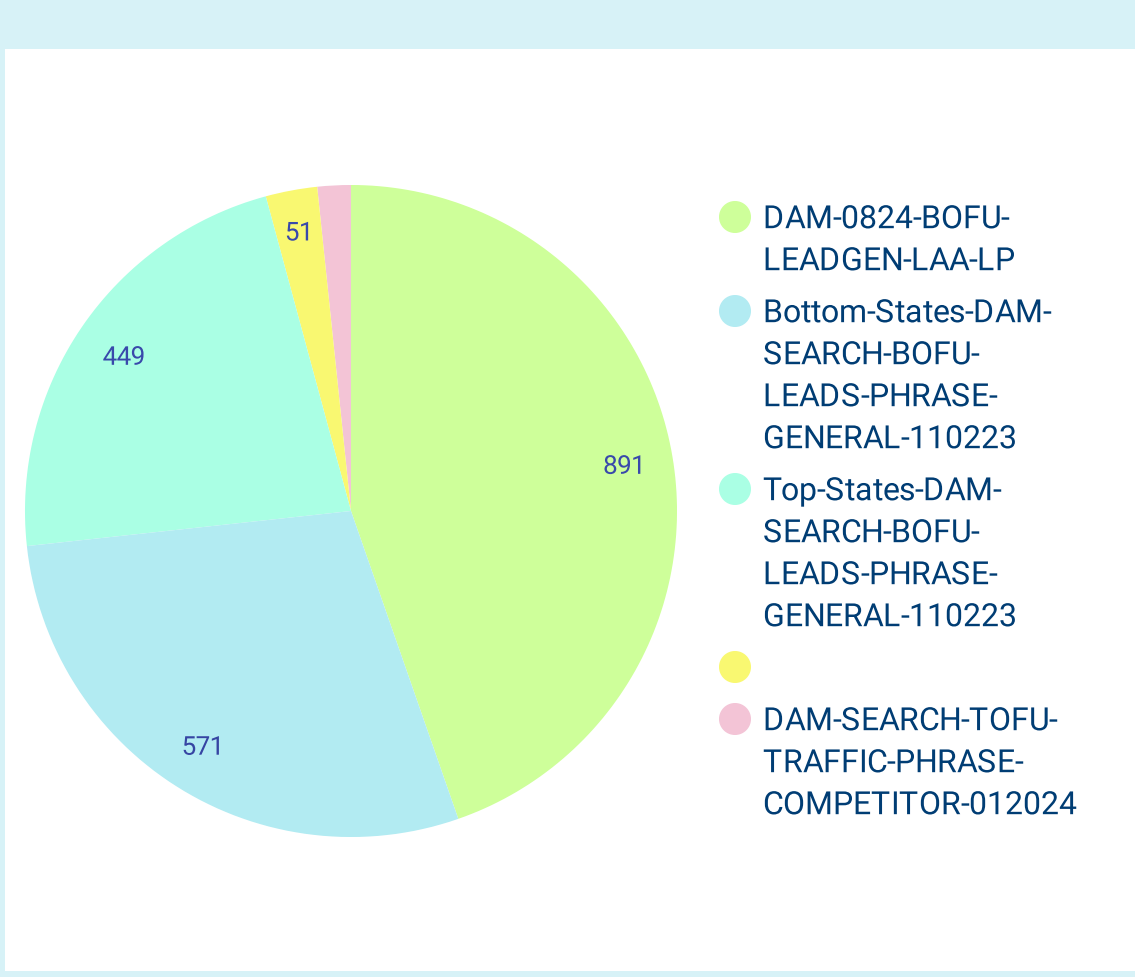
Top 10 Leads Generating States



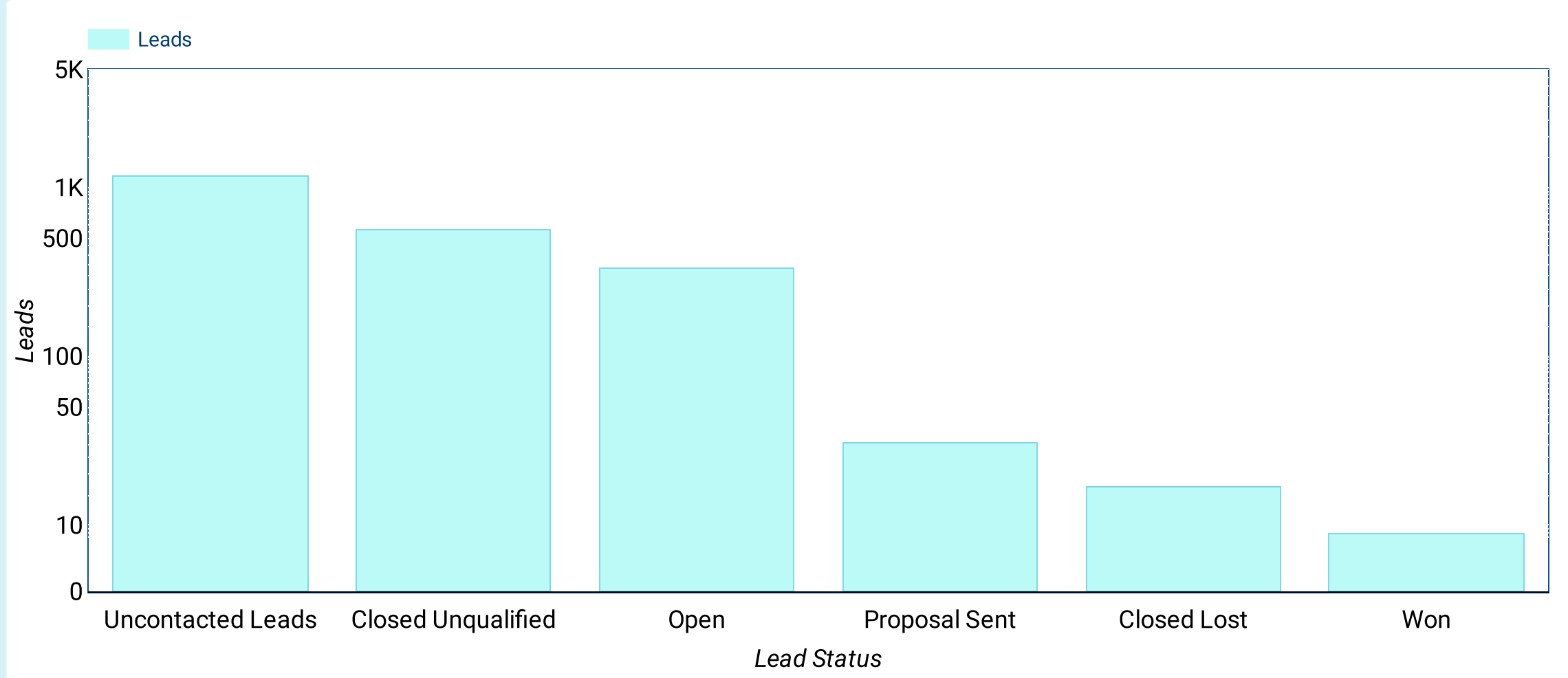
Lead Funnel

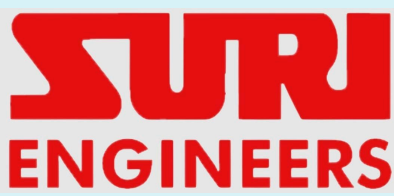


Top 5 Campaign by Qualified Lead



Lead Status Distribution





First Visit Count

Source Name ▾

Source Medium ▾

Source Campaign ▾

Select date range ▾

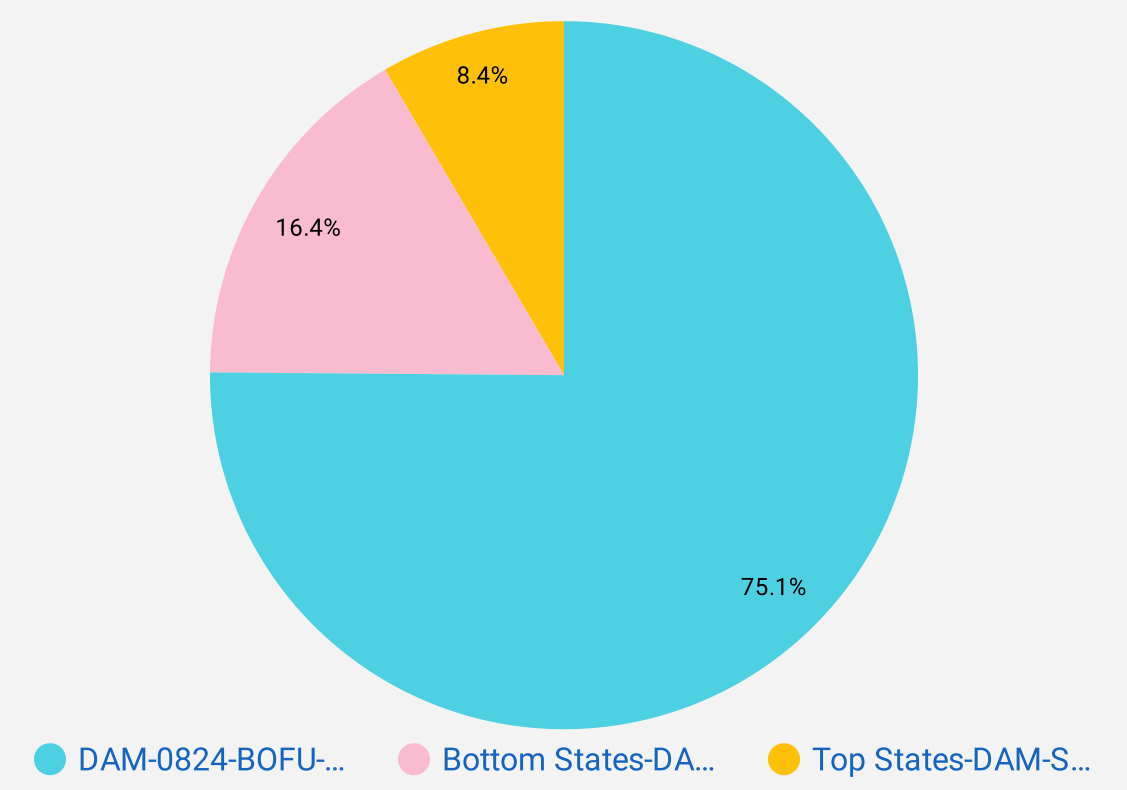
First Visit Count
4,773

This dashboard page provides insights into users who visited first-time, highlighting the source, campaign, and medium through which they arrived. It helps you understand where your new visitors are coming from and how they discovered your site.

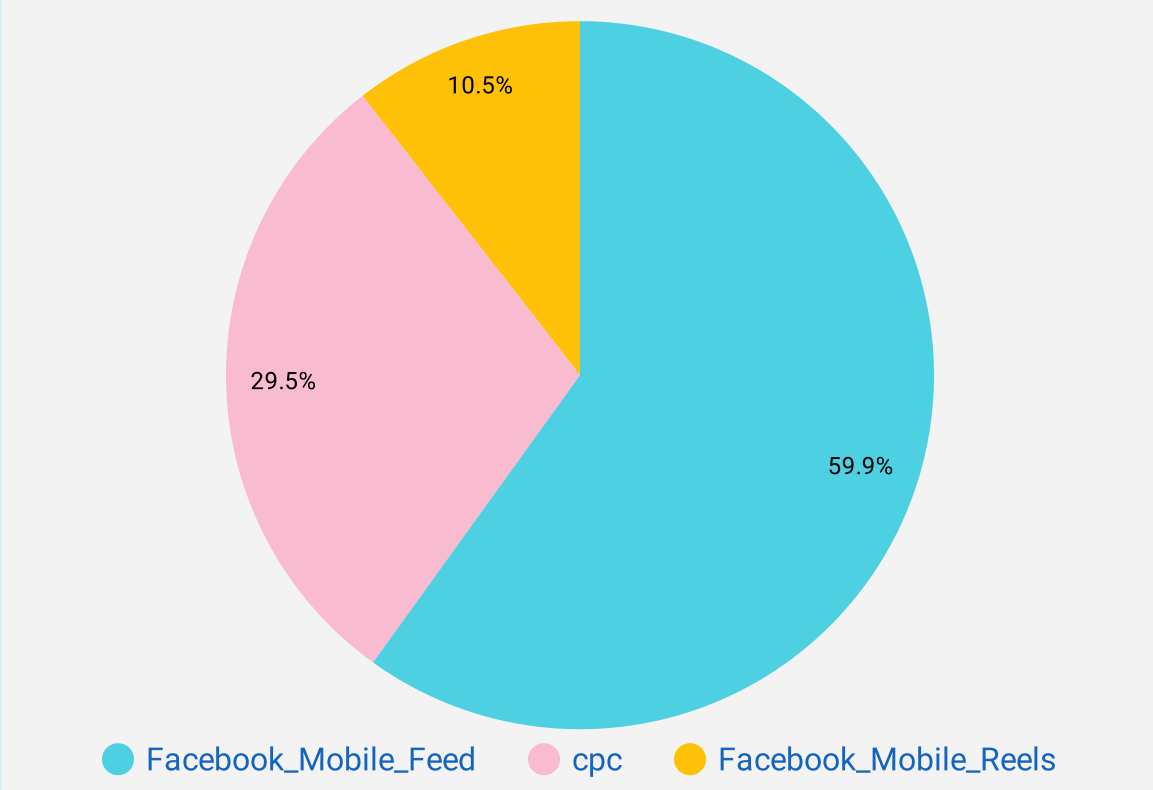
First Visit Breakdown by Source, Campaign & Medium

	Source Name	Source Medium	Source Campaign	First Visit Count ▾
1.	FB_Ads	Facebook_Mobile_Feed	DAM-0824-BOFU-LEADGEN-LAA-LP	2,565
2.	google	cpc	Bottom States-DAM-SEARCH-BOFU-LEADS-PHRASE-GENERAL-110223	735
3.	FB_Ads	Facebook_Mobile_Reels	DAM-0824-BOFU-LEADGEN-LAA-LP	450
4.	google	cpc	Top States-DAM-SEARCH-BOFU-LEADS-PHRASE-GENERAL-110223	377
5.	FB_Ads	Facebook_Stories	DAM-0824-BOFU-LEADGEN-LAA-LP	107
6.	google	cpc	DAM-SEARCH-TOFU-TRAFFIC-PHRASE-COMPETITOR-MILLTEC-	79
Grand total				4,773
				1 - 27 / 27 < >

Top 3 High-Performing Campaign



Top 3 High-Performing Medium



First Visit Trend by Date

