



# Analytics Dashboard Report

Generated on: August 1, 2025

## Key Performance Metrics

- Total Revenue: \$32,499.93 +12.5%
- Total Users: 5,211,832 +8.2%
- Conversions: 2,324 -2.4%
- Growth Rate: 4.83% +15.3%

## Campaign Performance Details

Campaign	Platform	Budget	Spent	Conversions	CTR	Status
New Year Campaign Campaign	Twitter	\$10,101.66	\$7,052.9	248	3.8%	Paused
New Year Campaign Campaign	TikTok	\$9,697.4	\$5,036.14	127	3.4%	Completed
Labor Day Campaign	Instagram	\$12,579.42	\$9,108.85	269	2.5%	Active
Black Friday Campaign	YouTube	\$4,013.77	\$3,346.28	74	0.9%	Paused
Labor Day Campaign	TikTok	\$9,668.07	\$3,819.72	145	4.7%	Active
Holiday Sale Campaign	Snapchat	\$13,761.2	\$7,335.15	283	2.6%	Completed
Brand Awareness Campaign	TikTok	\$1,229.4	\$470.04	12	2.2%	Paused

Campaign	Platform	Budget	Spent	Conver sions	CTR	Status
Referral Campaign Campaign	Facebook	\$6,003.96	\$1,511.34	39	4.7%	Paused
Lead Generation Campaign	Facebook	\$1,205.38	\$267.05	7	1.9%	Paused
Cyber Monday Campaign	YouTube	\$7,951.85	\$4,435.25	137	2.5%	Active
New Product Campaign	Google Ads	\$2,094.85	\$713.05	37	3.8%	Active
Flash Sale Campaign	Snapchat	\$6,211.76	\$2,848.31	159	3.1%	Comple ted
Halloween Campaign Campaign	Google Ads	\$12,836.66	\$3,511.73	119	2.7%	Active
Back to School Campaign	Twitter	\$6,252.85	\$1,615.42	60	2.3%	Active
New Product Campaign	Twitter	\$1,697.25	\$505.07	13	3.6%	Paused
Spring Launch Campaign	YouTube	\$8,200.23	\$4,449.58	173	4.8%	Active
Father's Day Campaign	Facebook	\$880.83	\$672.58	31	1.3%	Active
Referral Campaign Campaign	Google Ads	\$8,582.52	\$3,213.99	65	4.5%	Active
Labor Day Campaign	Instagram	\$1,011.43	\$677.22	14	2.3%	Active
Early Bird Campaign	LinkedIn	\$2,853.14	\$2,519.46	122	3.1%	Comple ted
Holiday Sale Campaign	Facebook	\$4,749.11	\$1,746.3	71	3.3%	Comple ted
Labor Day Campaign	Google Ads	\$1,377.95	\$1,107.39	22	4.9%	Active
Father's Day Campaign	Twitter	\$3,205.92	\$2,191.85	137	4.8%	Paused

Campaign	Platform	Budget	Spent	Conver sions	CTR	Status
Spring Launch Campaign	Google Ads	\$5,311.9	\$1,540.08	37	2.5%	Active
Clearance Sale Campaign	Twitter	\$4,956.48	\$1,599.95	32	1.3%	Active
Seasonal Collection Campaign	TikTok	\$13,210.37	\$4,965.13	189	0.9%	Comple ted
Cyber Monday Campaign	YouTube	\$6,463.63	\$3,485.31	128	2.8%	Comple ted
Product Launch Campaign	Facebook	\$2,596.16	\$628.61	35	4.3%	Active
Christmas Special Campaign	LinkedIn	\$10,424.97	\$4,300.04	203	4.1%	Active
Retargeting Campaign	Snapchat	\$11,614.85	\$6,228.29	188	4.1%	Active
New Product Campaign	Facebook	\$12,685.12	\$7,759.99	325	2.9%	Active
Limited Edition Campaign	Twitter	\$6,525.15	\$3,024.45	83	3.2%	Comple ted
Halloween Campaign Campaign	Google Ads	\$13,191.16	\$7,547.55	190	1.0%	Paused
Mother's Day Campaign	LinkedIn	\$5,483.86	\$2,686.22	89	2.3%	Comple ted
Holiday Sale Campaign	Snapchat	\$7,254.43	\$6,417.42	145	1.3%	Active
Lead Generation Campaign	TikTok	\$3,582.23	\$2,482.7	72	2.6%	Comple ted
Brand Awareness Campaign	Twitter	\$7,975.67	\$2,574.24	54	3.4%	Comple ted
Spring Launch Campaign	Instagram	\$11,357.78	\$4,150.96	181	2.3%	Active
Lead Generation Campaign	LinkedIn	\$5,003.6	\$2,206.92	53	3.2%	Paused

Campaign	Platform	Budget	Spent	Conver sions	CTR	Status
Seasonal Collection Campaign	TikTok	\$12,011.46	\$6,960.27	144	3.7%	Active
Cyber Monday Campaign	TikTok	\$13,062.34	\$7,648.85	174	4.6%	Active
Lead Generation Campaign	Google Ads	\$14,440.73	\$3,118.03	119	2.2%	Paused
Early Bird Campaign	Snapchat	\$10,003.65	\$7,113.58	373	3.4%	Comple ted
Limited Edition Campaign	Facebook	\$13,002.06	\$6,008.51	122	4.4%	Active
Lead Generation Campaign	Instagram	\$6,380.32	\$3,269	145	2.0%	Comple ted
Easter Sale Campaign	LinkedIn	\$13,636.68	\$6,514.96	241	3.7%	Active
Limited Edition Campaign	LinkedIn	\$3,370.51	\$1,314.78	73	4.2%	Paused
Summer Promo Campaign	Snapchat	\$591.31	\$246.84	5	3.0%	Comple ted
Back to School Campaign	TikTok	\$14,059.03	\$5,880.81	161	3.6%	Comple ted
Clearance Sale Campaign	Instagram	\$14,464.88	\$6,907.52	234	4.2%	Comple ted
Black Friday Campaign	Snapchat	\$9,795.81	\$3,643.51	127	4.4%	Comple ted
Valentine's Day Campaign	Snapchat	\$1,065.98	\$909.26	27	1.3%	Active
Back to School Campaign	Twitter	\$9,643.47	\$7,921.63	195	4.6%	Active
Brand Awareness Campaign	Facebook	\$9,610.23	\$2,498.92	157	5.2%	Active
Father's Day Campaign	Snapchat	\$14,374.69	\$11,199.86	285	2.1%	Comple ted

Campaign	Platform	Budget	Spent	Conversions	CTR	Status
Spring Launch Campaign	Google Ads	\$916.24	\$361.16	8	4.6%	Completed
Early Bird Campaign	Google Ads	\$1,271.47	\$958.39	86	4.2%	Completed
Limited Edition Campaign	Snapchat	\$6,624	\$3,292.27	69	4.0%	Paused
Christmas Special Campaign	LinkedIn	\$6,705.21	\$5,661.41	210	2.0%	Active
Memorial Day Campaign	Facebook	\$15,482.58	\$11,128.04	337	1.7%	Completed
Clearance Sale Campaign	TikTok	\$8,884.53	\$5,855.6	255	2.2%	Paused
Spring Launch Campaign	Facebook	\$11,237.74	\$3,662.83	191	5.1%	Paused
Summer Promo Campaign	Snapchat	\$13,832.42	\$5,439.55	225	2.3%	Completed
Labor Day Campaign	LinkedIn	\$12,215.76	\$10,167.52	553	3.3%	Paused
Holiday Sale Campaign	YouTube	\$11,690.82	\$5,195.22	191	3.7%	Active
Product Launch Campaign	TikTok	\$3,051.92	\$2,534.64	53	0.9%	Paused
Brand Awareness Campaign	YouTube	\$3,873.61	\$1,263.01	75	2.2%	Completed
Customer Appreciation Campaign	LinkedIn	\$5,666.36	\$4,986.26	295	3.3%	Paused
Brand Awareness Campaign	Instagram	\$12,764.56	\$2,843.85	195	3.9%	Completed
Cyber Monday Campaign	Instagram	\$12,525.42	\$9,234.7	303	3.8%	Completed
Easter Sale Campaign	Google Ads	\$8,395.8	\$7,075.18	241	4.7%	Completed

Campaign	Platform	Budget	Spent	Conver sions	CTR	Status
Product Launch Campaign	Facebook	\$8,249.16	\$1,804.47	39	1.1%	Paused
Memorial Day Campaign	YouTube	\$12,565.68	\$4,952.78	118	4.7%	Paused
Father's Day Campaign	YouTube	\$6,117.62	\$4,476.19	160	1.3%	Comple ted
Mother's Day Campaign	Snapchat	\$820.11	\$729.15	16	4.6%	Paused
Newsletter Signup Campaign	Google Ads	\$5,686.33	\$4,420.23	207	1.8%	Comple ted
Memorial Day Campaign	Facebook	\$11,444.6	\$9,776.58	247	1.9%	Active
App Download Campaign	Instagram	\$4,628.26	\$1,949.44	57	2.1%	Active
Holiday Sale Campaign	Twitter	\$2,475.86	\$1,333.23	74	1.4%	Paused
Mother's Day Campaign	LinkedIn	\$10,450.18	\$6,177.65	131	2.4%	Paused
Flash Sale Campaign	YouTube	\$1,803.94	\$468.13	11	5.3%	Paused
Halloween Campaign Campaign	Instagram	\$12,487.95	\$3,888.52	105	4.8%	Paused
Black Friday Campaign	Facebook	\$6,320.66	\$1,769.17	170	4.7%	Active
Spring Launch Campaign	Facebook	\$12,731.08	\$3,746.67	214	1.4%	Paused
Holiday Sale Campaign	Facebook	\$7,132.61	\$4,058.26	326	3.6%	Paused
Customer Appreciation Campaign	Snapchat	\$5,520.79	\$1,167.44	28	2.4%	Comple ted
Spring Launch Campaign	Twitter	\$3,140.86	\$926.32	28	2.0%	Comple ted

Campaign	Platform	Budget	Spent	Conversions	CTR	Status
Early Bird Campaign	Instagram	\$2,278.82	\$1,214.8	58	1.9%	Paused
Referral Campaign	Facebook	\$12,982.44	\$10,982.81	323	3.7%	Active
Customer Appreciation Campaign	Instagram	\$7,610.09	\$2,280.61	61	2.5%	Paused
Spring Launch Campaign	Google Ads	\$12,047.29	\$2,762.84	135	1.0%	Active
New Product Campaign	Google Ads	\$3,748.93	\$3,263.37	260	2.8%	Active
Black Friday Campaign	TikTok	\$15,279.66	\$7,806.19	204	1.0%	Active
Early Bird Campaign	TikTok	\$7,803.42	\$2,421.36	109	3.9%	Completed
Memorial Day Campaign	TikTok	\$2,857.96	\$642.68	25	2.3%	Paused
Clearance Sale Campaign	Snapchat	\$8,723.99	\$1,840.95	45	4.5%	Completed
New Product Campaign	Snapchat	\$5,013.06	\$1,193.59	97	2.7%	Paused
Cyber Monday Campaign	Instagram	\$2,256.48	\$1,397.62	33	4.7%	Active
App Download Campaign	Twitter	\$13,237.69	\$3,902.6	344	1.7%	Paused
Mother's Day Campaign	LinkedIn	\$7,836.75	\$1,757.93	35	3.9%	Completed

Platform Distribution

- Twitter: 11 campaigns (11.0%)
- TikTok: 13 campaigns (13.0%)
- Instagram: 12 campaigns (12.0%)
- YouTube: 9 campaigns (9.0%)
- Snapchat: 15 campaigns (15.0%)