

Analysis based on leads, Impressions on Campaign and Category

66K

Sum of leads

3M

Sum of clicks

campaign_name

banner_partner

facebook_tier1

google_wide

instagram_tier2

facebook_lal

faceBOOK_tier2

instagram_blogger

youtube_blogger

facebook_retarget...

google_hot

instagram_tier1

category

social

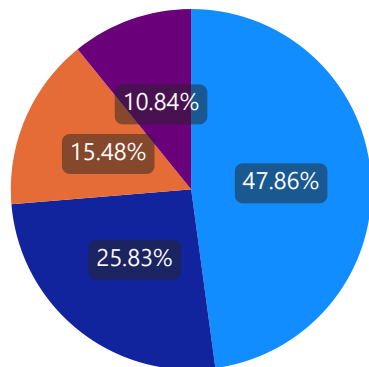
search

media

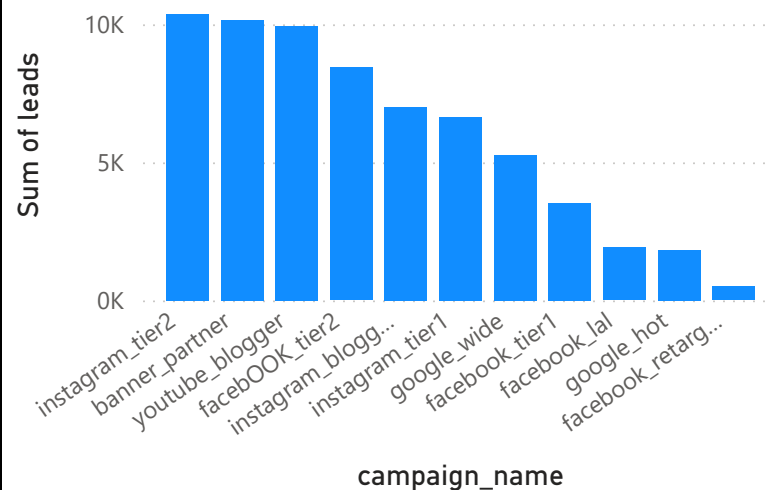
influencer

Sum of leads by category

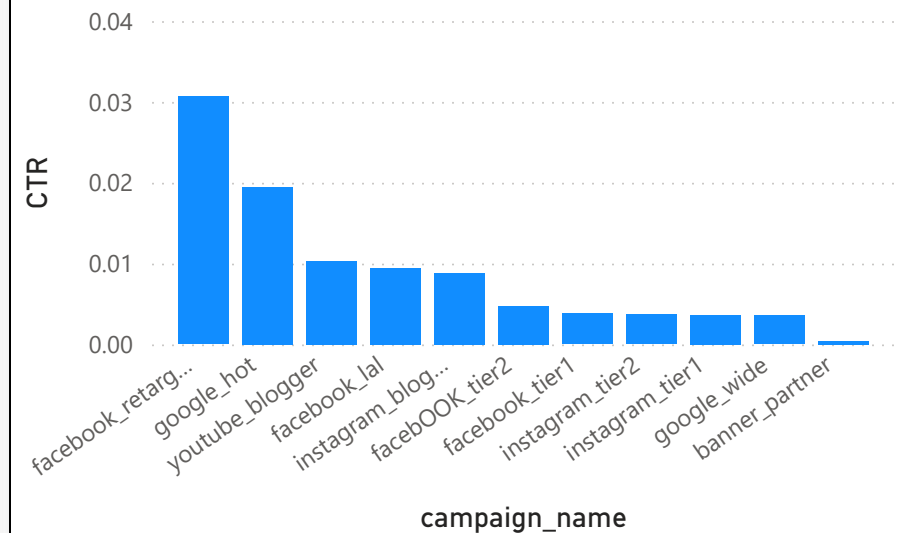
category ● social ● influencer ● media ● search



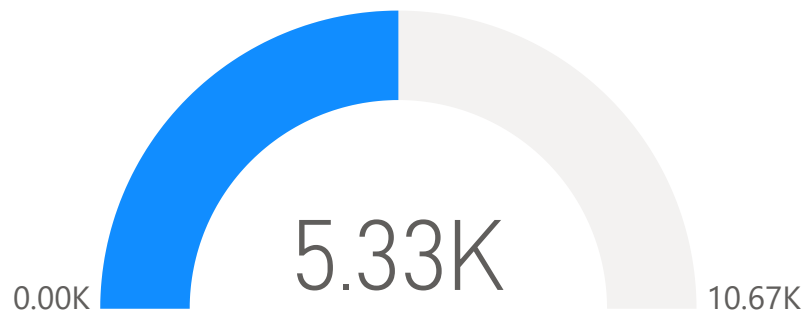
Sum of leads by campaign_name



CTR by campaign_name

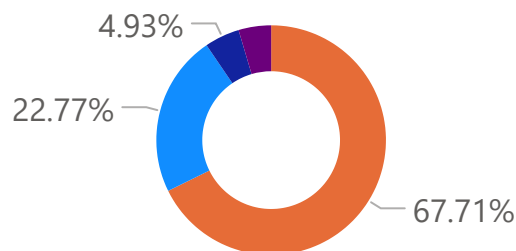


Average order value



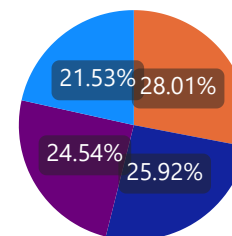
Sum of impressions by category

category ● media ● social ● influencer ● search

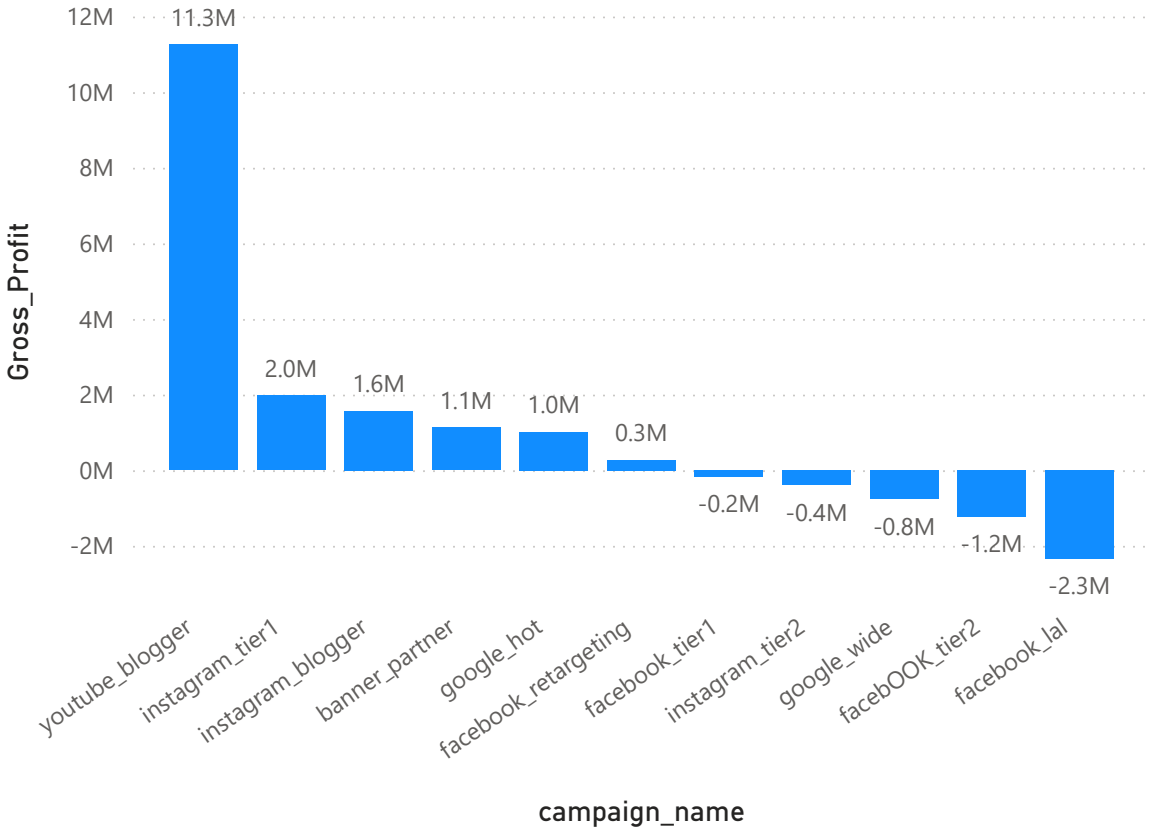


CPC by category

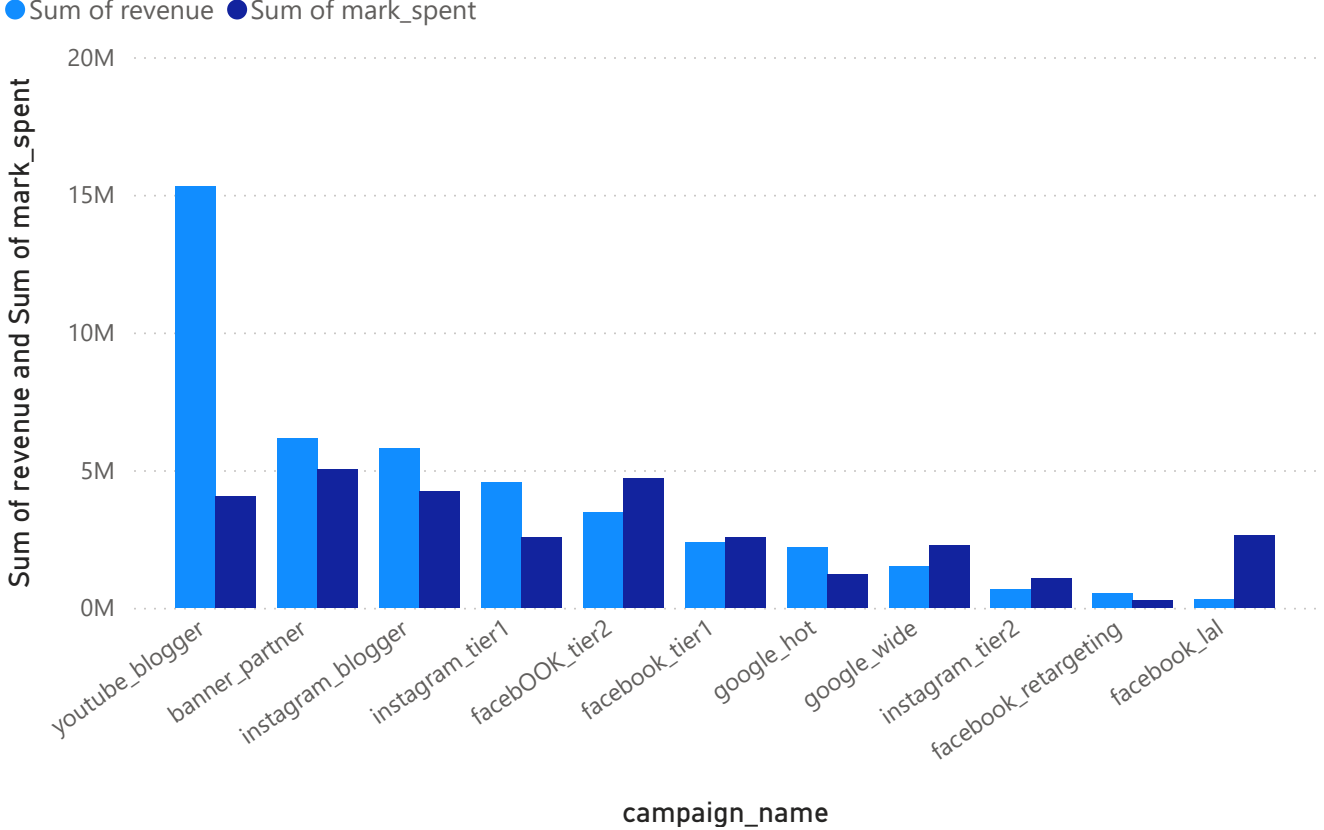
category ● media ● influencer ● search ● social



Gross_Profit by campaign_name

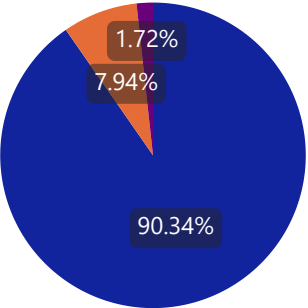


Sum of revenue and Sum of mark_spent by campaign_name



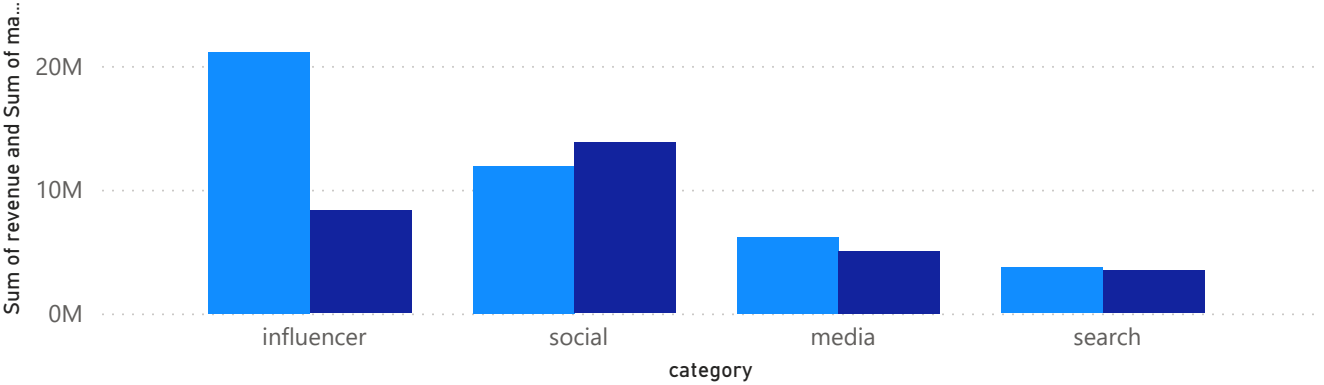
Gross_Profit by category

category ● influencer ● media ● search ● social



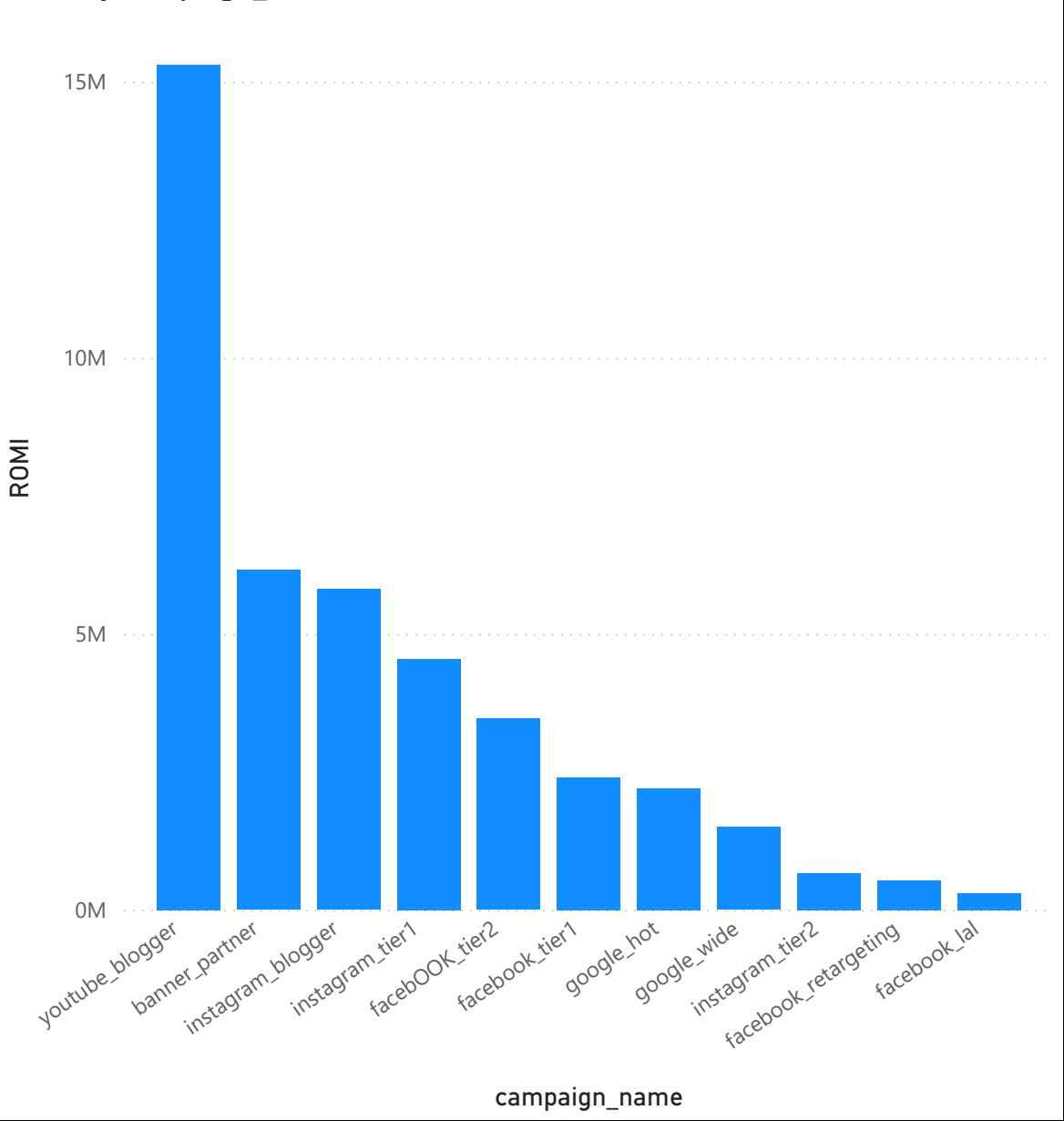
Sum of revenue and Sum of mark_spent by category

Sum of revenue Sum of mark_spent



Return on marketing investments

ROMI by campaign_name



ROMI by category

