



ONYX
DATA

Overview

Campaign Analysis

Channel Analysis

Device Performance

Geo Analysis

zoom
charts



MARKETING CAMPAIGN DASHBOARD

June Month Challenge

Design By
Rahul Kumar



£163.25K

Total Spend

14,645.45K

Total Impressions

608K

Total Likes

119K

Total Shares

£1,731.70K

Total Revenue

181.59K

Total Clicks

71.53K

Total Comments

40K

Total Conversions

Campaign

All

Device

All

Ad

Facebook

Instagram

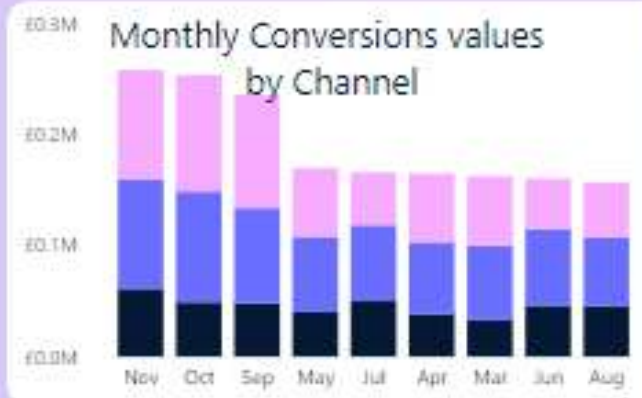
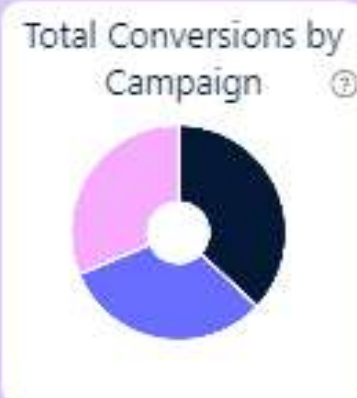
Pinterest

City

All

Ad

All





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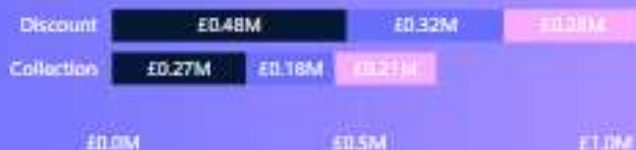
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Spend for Ad Type by Campaign



Conversion of Campaign by Month



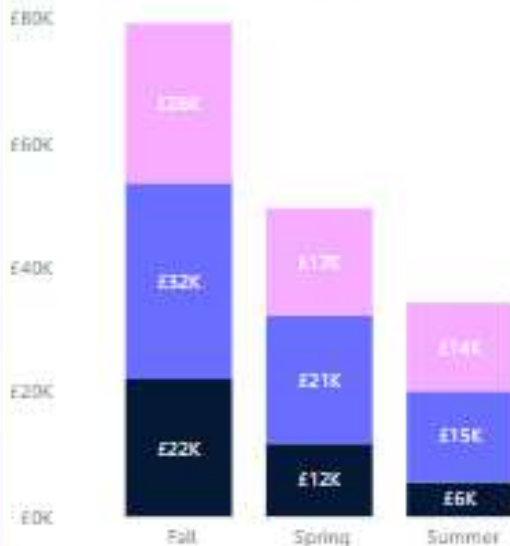
Fall

Spring

Summer

Spend for City by Campaign

City ● Birmingham ● London ● Manchester



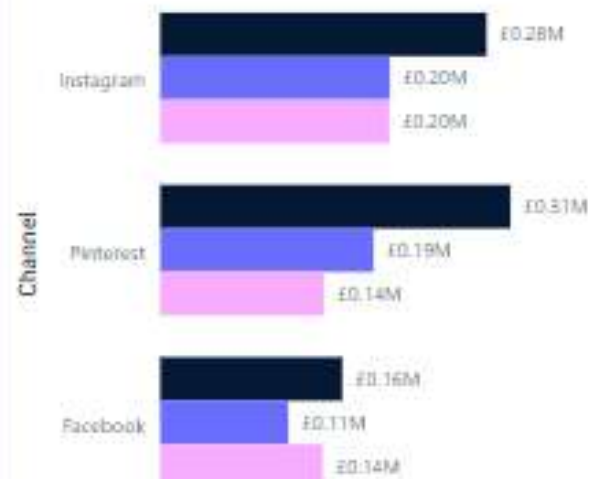
Count of Campaign by Campaign



Conversion for Device type by Campaign



Total Conversion value of Channel by Campaign





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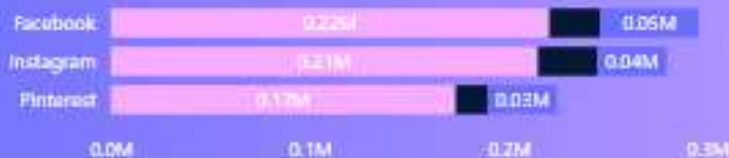
June Month Challenge

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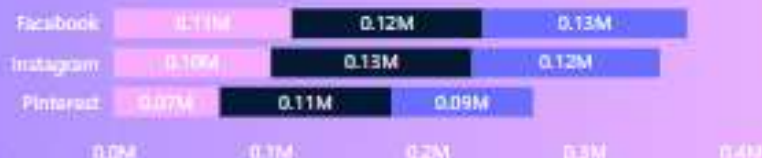
Engagement by Channel

● Likes ● Comments ● Shares



Channel Engagement by City

City ● Birmingham ● London ● Manchester



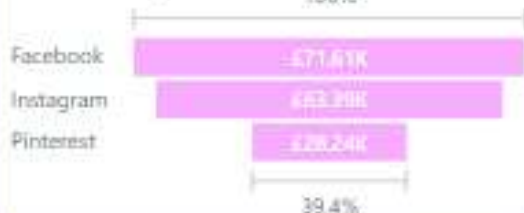
Facebook

Instagram

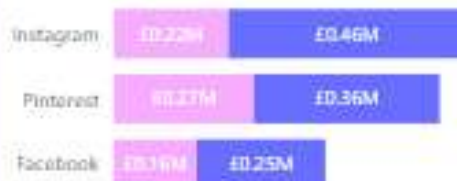
Pinterest

Spend vs Conversion

100%



Ad conversion by Channel



Conversions by Channel

● Increase ● Decrease

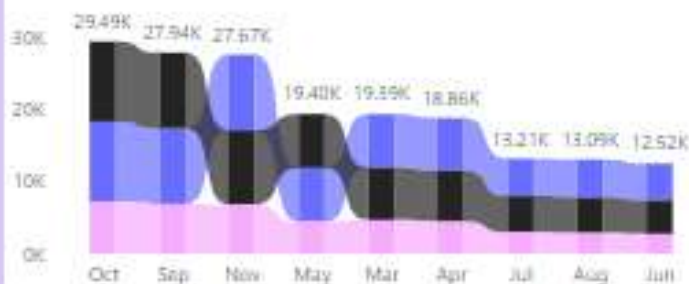


Ad by Channel

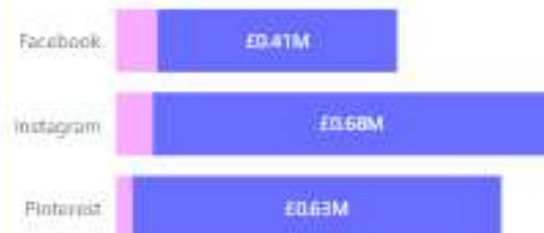


Monthly click by Channel

Channel ● Facebook ● Instagram ● Pinterest



Total Spend & Total Conversion Value by Channel





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MARKETING CAMPAIGN DASHBOARD

June Month Challenge

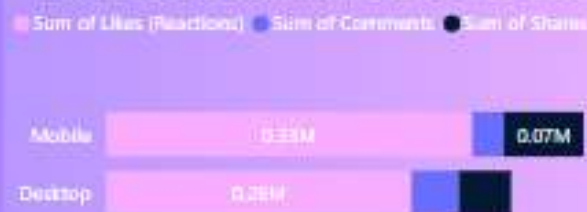
Design By
Rahul Kumar



Monthly Click to conversion & for Device type



Like, Share & Comments by Device type



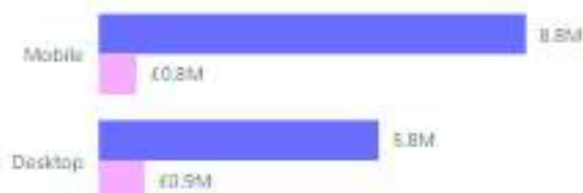
Desktop

Mobile

Conversion Value by Device type



Total Impression and Total Conversion Value by Device



Spend for Channel by device type



Spend, Total Conversion, Engagement by Device





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Total Spend by City



Conversion Value by City

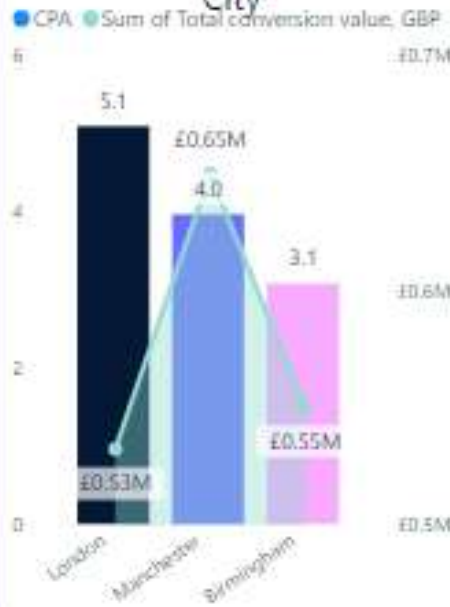


Birmingham

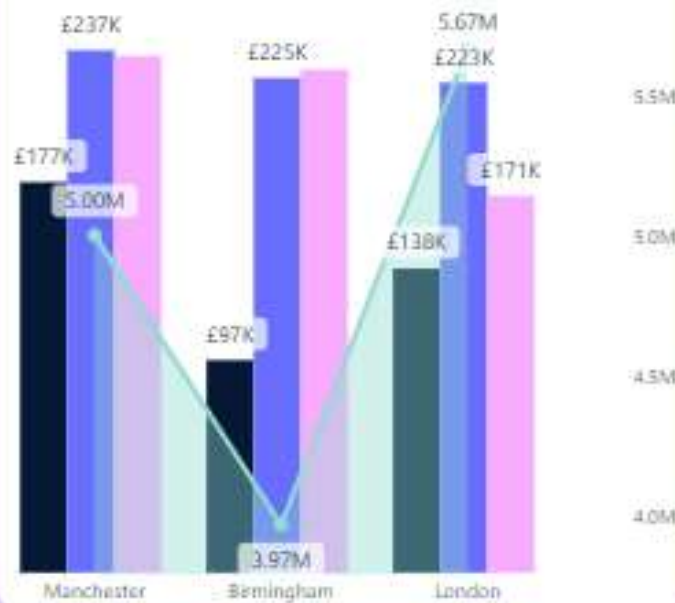
London

Manchester

CPA & Conversion value by City



Impressions & Conversion value by City



Engagement & Conversion Value by City



Map and filled map visuals aren't enabled for your org. Contact your tenant admin to fix this. [See details](#)