

Campaign 1: SHU_Students(Australia)

- CTR (Click-Through Rate): 4.35%
- CPR (Cost Per Result): ₹23.11
- CPC (Cost Per Click): ₹7.92
- Clicks: 119
- Reach: 3,187
- Amount Spent: ₹850.68

Analysis:

- **Highest Cost Per Result (CPR):** ₹23.11, making it the most expensive campaign to generate results.
- **Low Engagement:** Only **119 clicks** and **3,187 reach**, indicating poor performance.
- **High Cost Per Click (CPC):** ₹7.92, reducing cost efficiency and return on investment.

Action Plan:

- ✓ **Discontinue the SHU_Students(Australia) campaign** to eliminate inefficient spending.
- ✓ **Reallocate the budget** to better-performing campaigns with lower CPR and higher ROI.