

Social Media Performance Overview

of Campaign
by Campaign Goal

#1	1,480	Product Launch
#2	1,468	Increase Sales
#3	1,447	Brand Awareness
#4	1,430	Market Expansion

Distribution
by Age

18-24	23.12%
25-34	20.80%
35-44	23.23%
45-60	22.11%
All ages	11.03%

of Campaign
by Channel

#1	1,488	Facebook
#2	1,471	Twitter
#3	1,461	Instagram
#4	1,404	Pinterest

Engagement Score
by Channel

Facebook	4
Instagram	4
Pinterest	0.5
Twitter	4

Cost per Acquisition

9.05\$

ROI

3.19

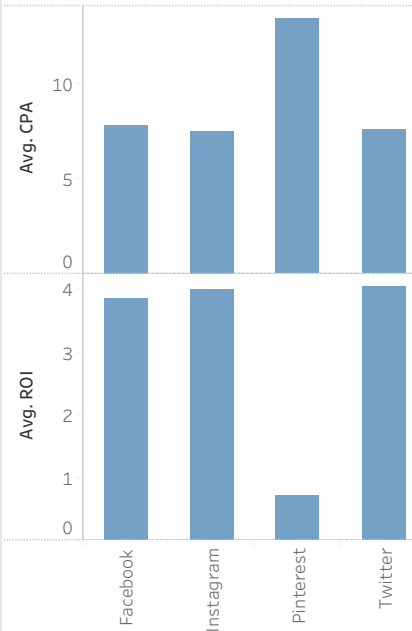
Impressions
by Channel

Facebook	90,369,906
Instagram	89,472,940
Pinterest	55,643,348
Twitter	91,572,634

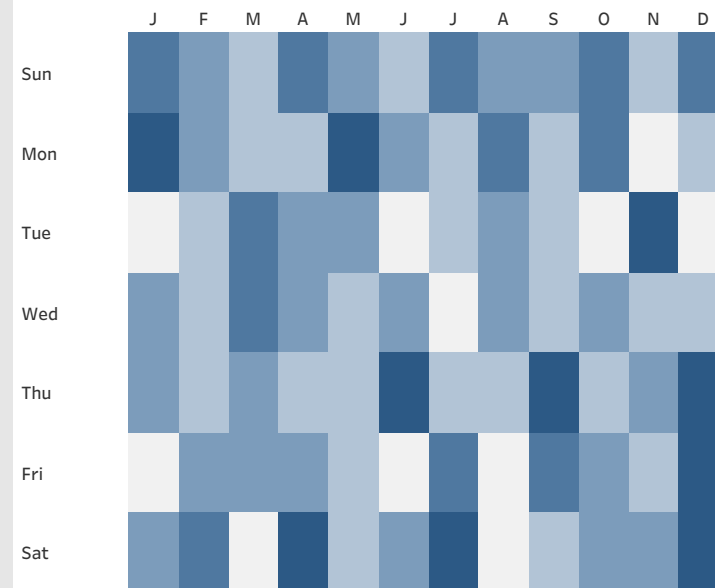
Clicks
by Target Audience

18-24	23,962,536
25-34	22,729,262
35-44	24,674,531
45-60	23,083,885
All ages	11,574,859

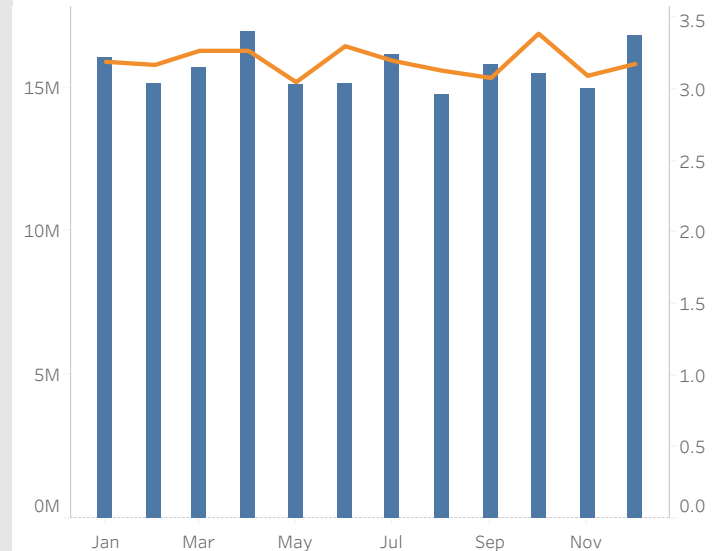
CPA & ROI
by Channel



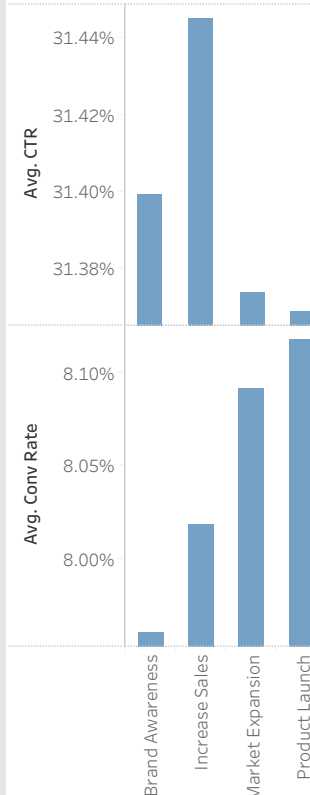
Clicks
by Activity Date (months vs weekdays)



Monthly
Revenue



Conversion Rate
by Campaign Goal



Conversion Rate
by Channel

