

Social Media Performance Dashboard

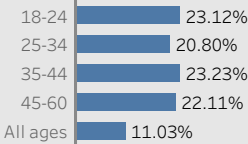
Total Revenue

\$187,845,710

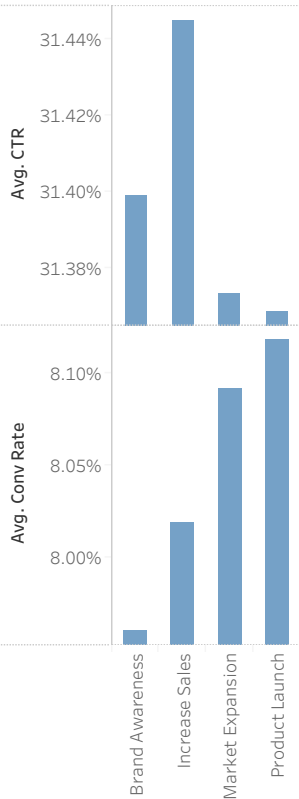
Total Cost

\$45,086,619

Distribution
by Age



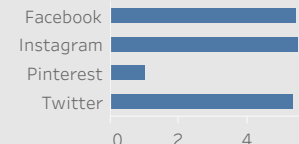
Conversion Rate
by Campaign Goal



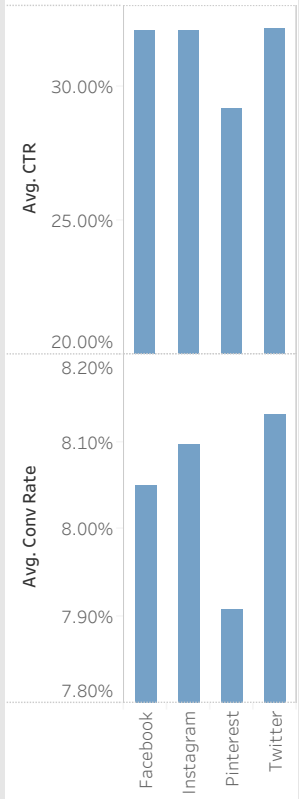
of Campaign
by Channel



Engagement Score
by Channel



Conversion Rate
by Channel



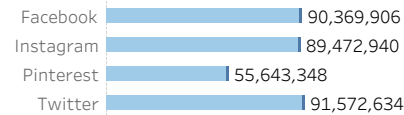
Cost per Acquisition

\$9.05

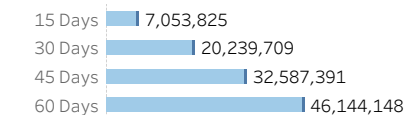
ROI

3.19

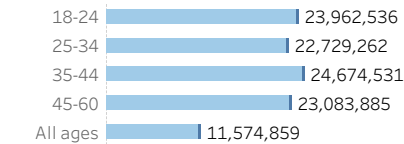
Impressions
by Channel



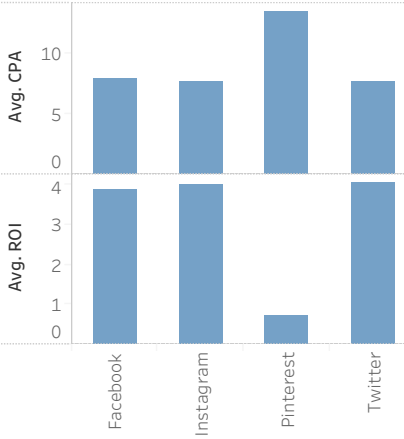
Clicks
by Campaign Duration



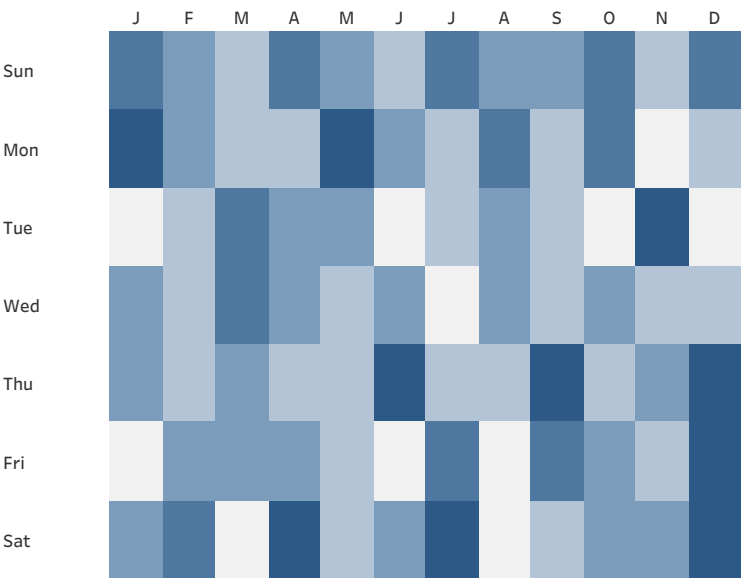
Clicks
by Target Audience



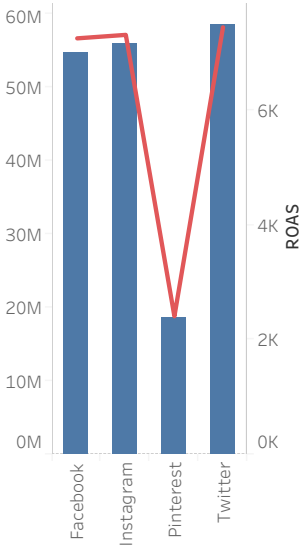
CPA & ROI
by Channel



Clicks
by Activity Date (months vs weekdays)



Revenue & ROAS
by Channel



Location
Revenue

