

MARKETING
CAMPAIGN
ANALYSIS

KPI View

Correlation

Month

All

Campaign

- ☐ Fall
- ☐ Spring
- ☐ Summer

Device

- ☐ Desktop
- ☐ Mobile

Ad

- ☐ Collection
- ☐ Discount

Channel

- ☐ Facebook
- ☐ Instagram
- ☐ Pinterest

City

- ☐ Birmingham
- ☐ London
- ☐ Manchester

ROI
960.8%

Profit
£1.57M

Conversions
40K

Conversion Value
£1.73M

CTR (Click through rate)
1.23%

ERI (Engagement to Impression)
5.46%

Spend
£163.25K

Clicks
181.59K

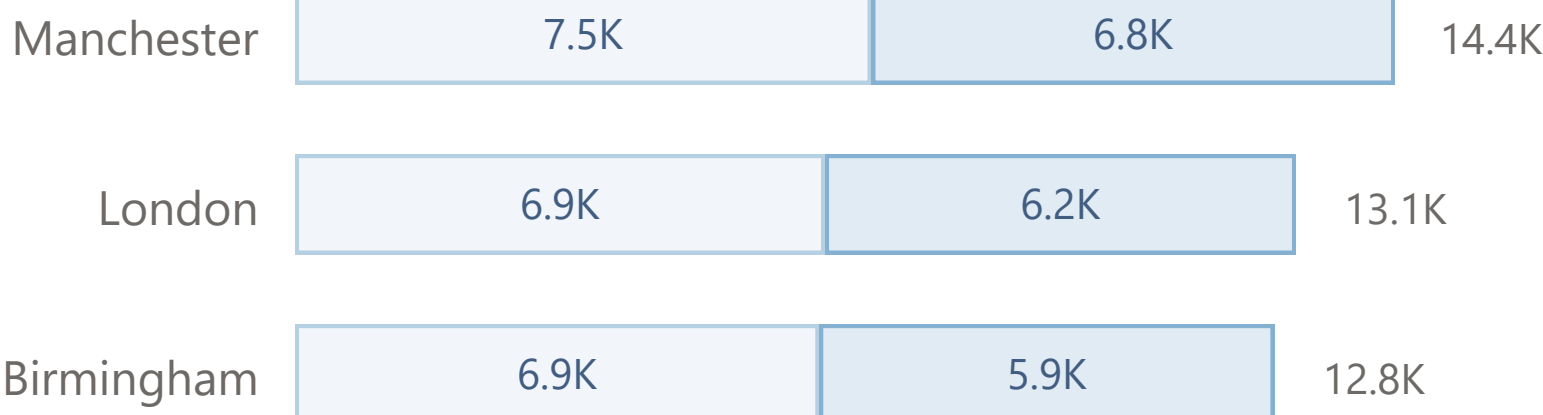
Impressions
14.65M

CPC (Cost per Click)
£0.90

Conversions by City and Device

Mobile have higher impressions, clicks and CTC but Desktop has higher CTR

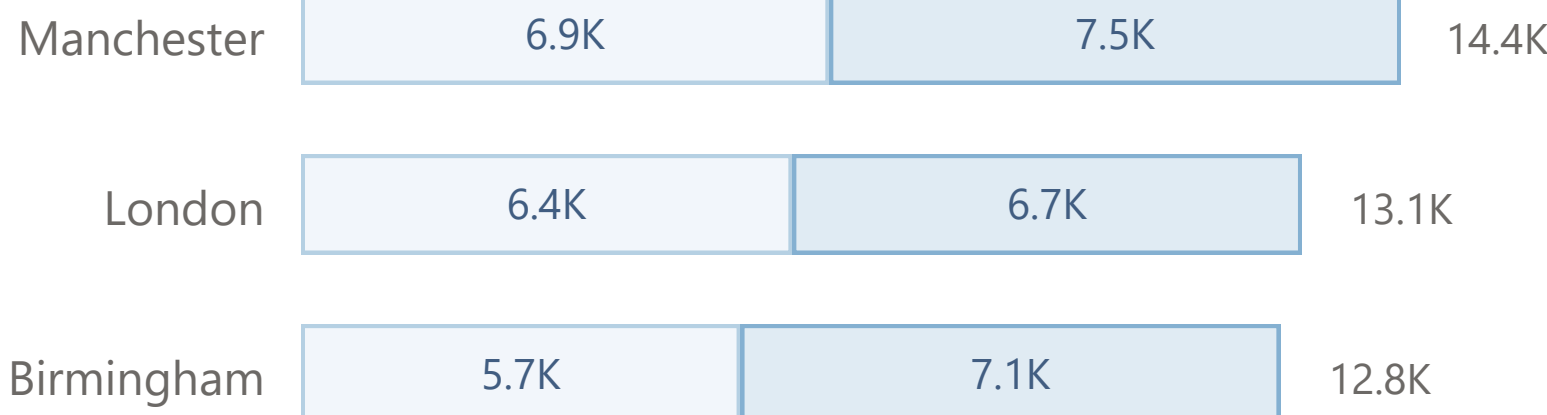
Desktop Mobile



Conversions by City and Ad

Discount-based ads have the highest Clicks to Conversion (CTC)

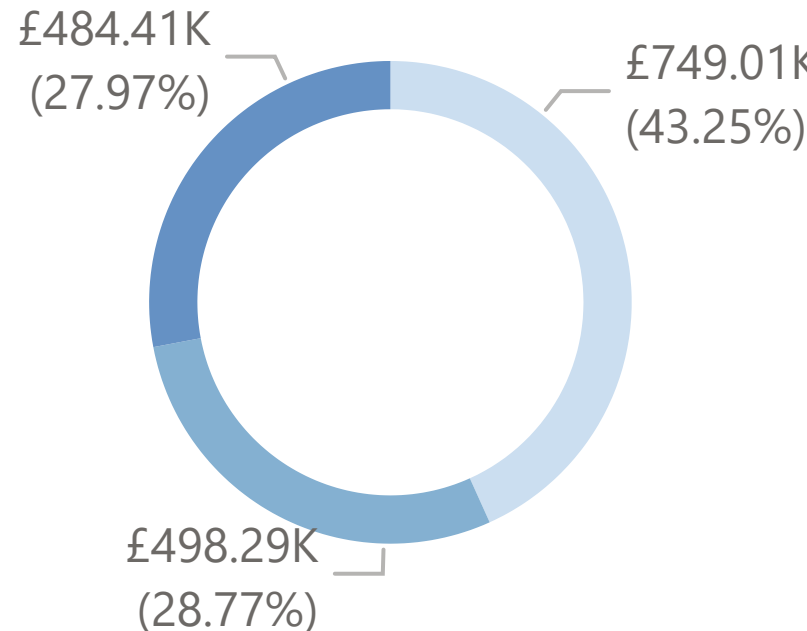
Collection Discount



Fall had the highest Conversion Value at £7,49,006.03, followed by Spring at £4,98,285.14 and Summer at £4,84,409.26.

Total Conversion Value by Campaign

Fall Spring Summer



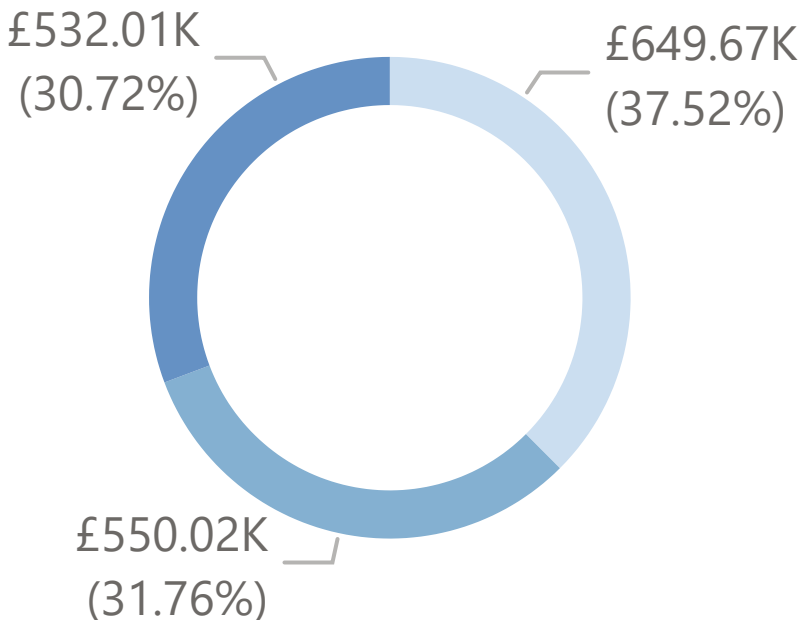
KPI's by City and Campaign - The Summer Campaign has the best ROI, and ERI even with lower spending



City	Campaign	Spend	TCV	ROI	CTR	CTC	ERI
Manchester	Fall	£25.6K	£278.0K	984.7%	1.4%	9.77%	4.8%
	Summer	£14.2K	£187.8K	1224.8%	1.2%	8.47%	6.9%
	Spring	£17.3K	£183.9K	965.4%	1.3%	10.76%	5.2%
	Total	£57.1K	£649.7K	1038.5%	1.3%	9.67%	5.5%
Birmingham	Fall	£22.1K	£233.7K	956.4%	1.2%	10.32%	4.7%
	Spring	£11.8K	£163.3K	1285.7%	1.1%	8.53%	4.7%
	Summer	£5.6K	£153.0K	2645.3%	1.0%	4.18%	12.1%
	Total	£39.5K	£550.0K	1293.0%	1.1%	8.08%	6.0%
London	Fall	£31.6K	£237.3K	651.9%	1.4%	14.25%	4.1%
	Spring	£20.5K	£151.1K	636.6%	1.3%	15.85%	4.8%
	Summer	£14.6K	£143.6K	881.6%	1.2%	11.50%	7.0%
	Total	£66.7K	£532.0K	697.6%	1.3%	13.96%	5.0%
Total		£163.3K	£1,731.7K	960.8%	1.2%	10.49%	5.5%

Total Conversion Value - TCV by City

Manchester Birmingham London



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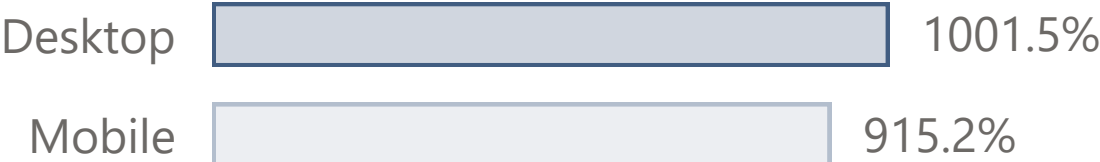
City

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- ☐ London
- ☐ Manchester

Top 5 KPI's Breakdown by

Campaign Channel City Ad Device

ROI by Device



ERI by Device



TCV Total Conversion Value by Device



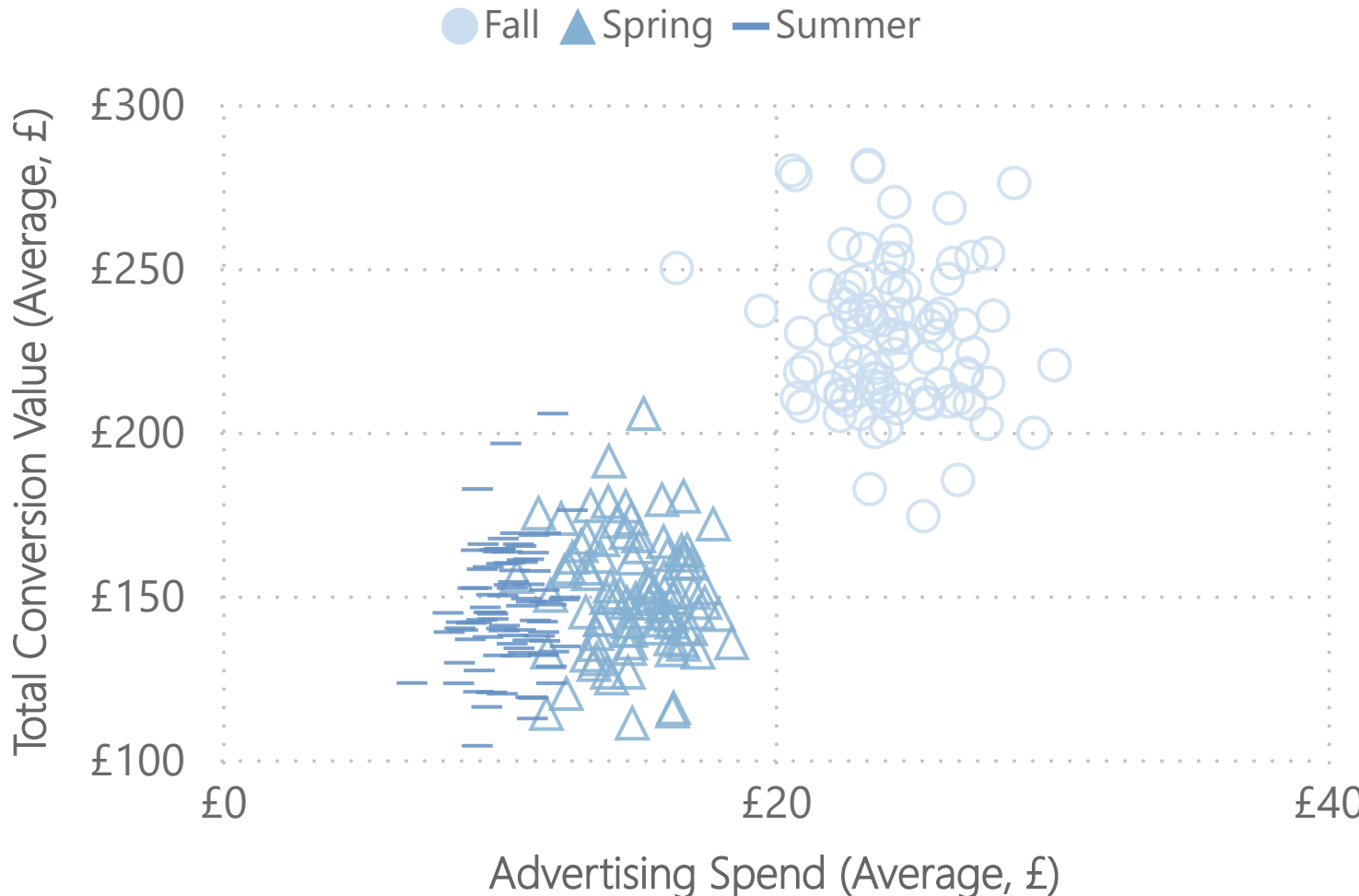
Clicks to Conversion by Device



CTR by Device



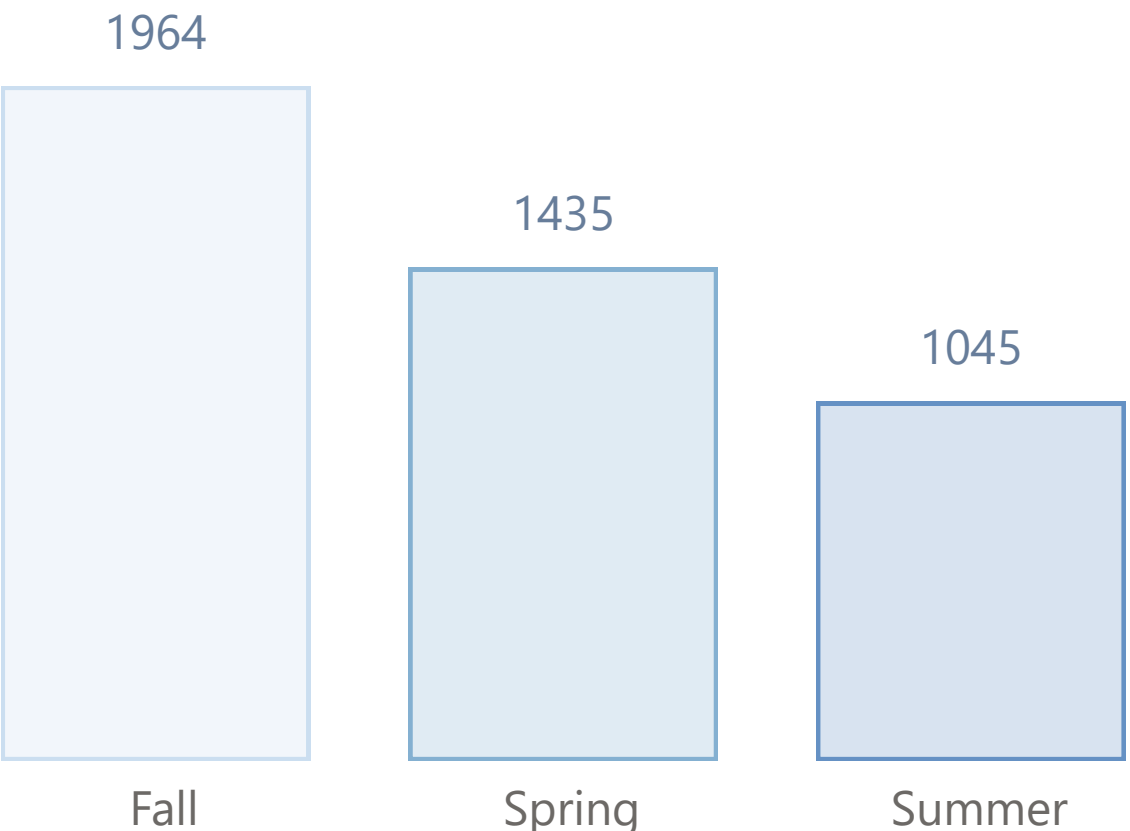
With great performance... comes great costs?



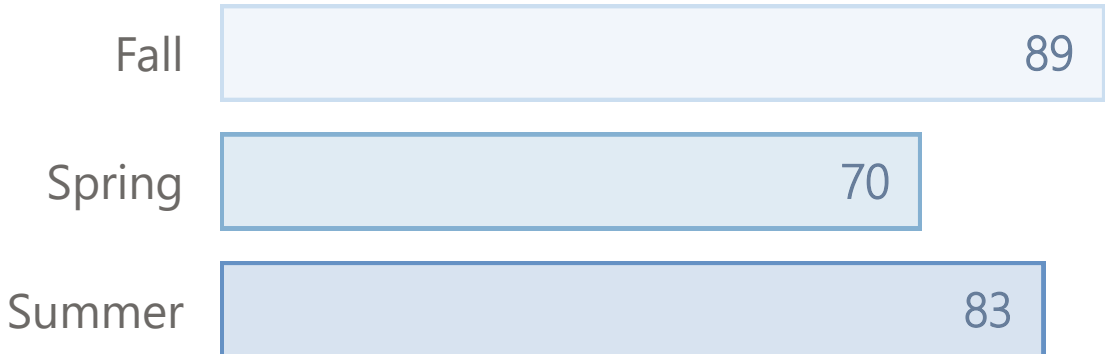
Impressions by Ad



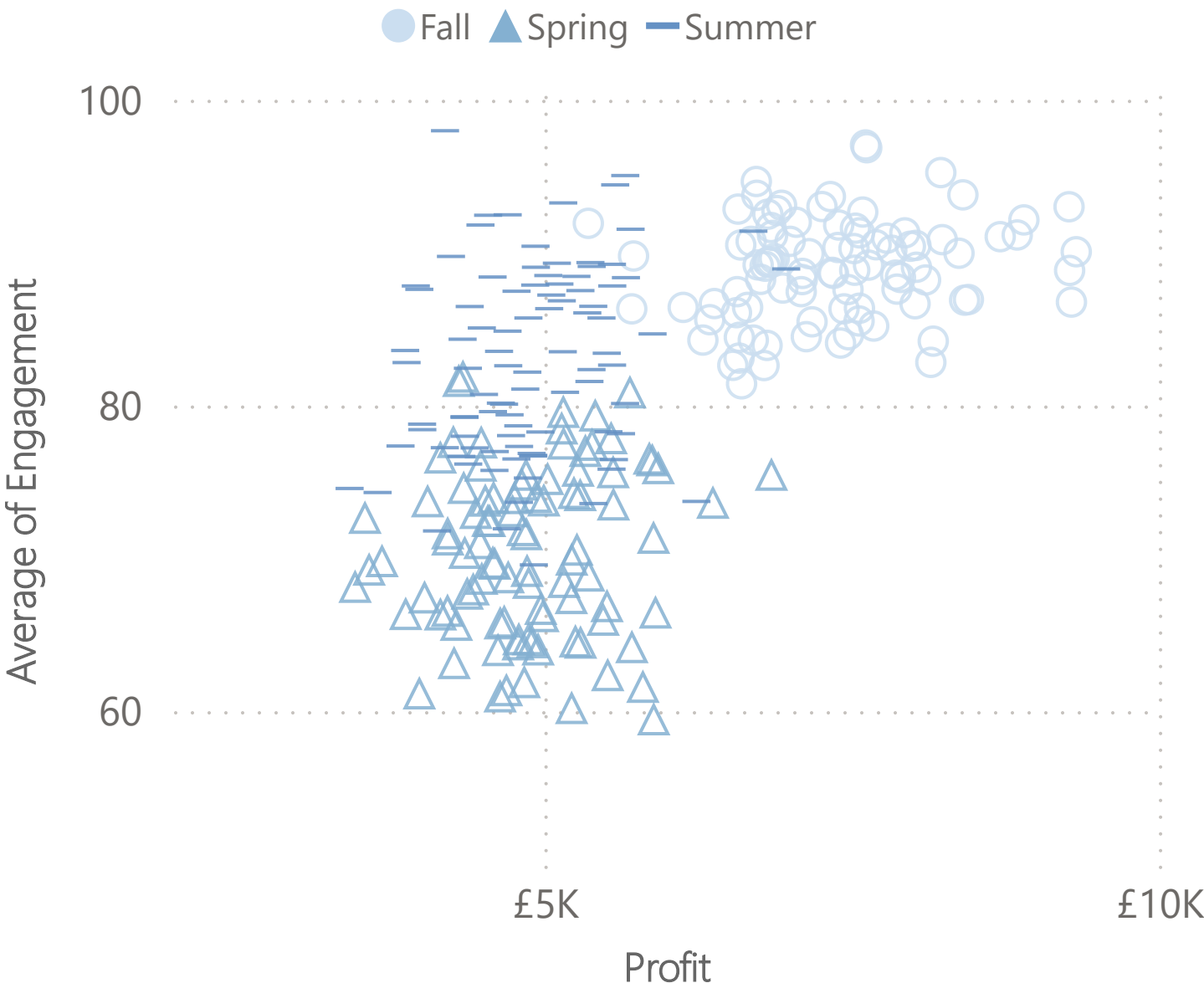
Average of Impressions by Campaign



Average of Engagement by Campaign



Campaign-Wise Profit and Average of Engagement Distribution



Average of Engagement by Channel

