Marketing Campaign Efficiency

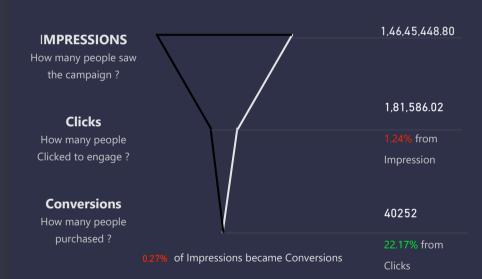


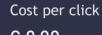






Marketing Funnel







From **Mar** to **Nov** the CPC increased from \leqslant 0.79 to \leqslant 0.93, showing a gradual upward trend in spending per click over the country

Cost per Acquisition



CPA increased by 31% from **Mar** to **Nov**, with most efficient in **Jul** (\in 3.21) and peak cost in Sep (\in 8.31)

Cost per 1000 Impressions





CPM increased by 25 from (€ 10.01) to **Nov** (€ 12.50), with most efficient reach in Aug and highest in Sep

Revenue vs Target



Campaign Interaction Table

Date	Device	Impressions	Clicks	Likes	Shares
01 March 2023	Desktop	18,549.20	276.04	866	109
01 March 2023	Mobile	30,644.80	308.07	1082	274
02 March 2023	Desktop	19,995.40	292.54	738	135
02 March 2023	Mobile	31,431.00	308.25	887	251
03 March 2023	Desktop	22,689.00	330.42	794	161
03 March 2023	Mobile	30,416.40	325.26	1085	228
04 March 2023	Desktop	20,235.20	302.61	854	100
04 March 2023	Mobile	29,574.40	291.89	1048	181
05 March 2023	Desktop	20,652.00	302.20	860	169
05 March 2023	Mobile	28,260.20	297.88	1131	178
06 March 2023	Desktop	19,122.20	298.37	804	133
06 March 2023	Mobile	32,117.40	331.88	1014	198
07 March 2023	Desktop	21,229.60	311.52	788	103
07 March 2023	Mobile	32,196.40	323.49	978	153

Funnel in channel

Channel	Likes	Shares	Comments
Facebook	36.22%	41.53%	35.72%
Instagram	35.28%	29.45%	41.52%
Pinterest	28.50%	29.02%	22.77%