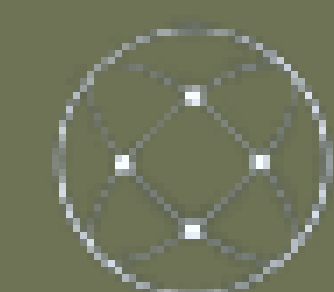


# Marketing Campaign Analysis



ONYX  
DATA

data DNA June 2024

## Filters



Ad

Collection

Discount

Device

Desktop

Mobile

Channel

All

Campaign

All

City/Location

All

Month

All



14.65M

Total Impressions



181.60K

Total Clicks



40K

Total Conversions



163.25K

Total Spend GBP

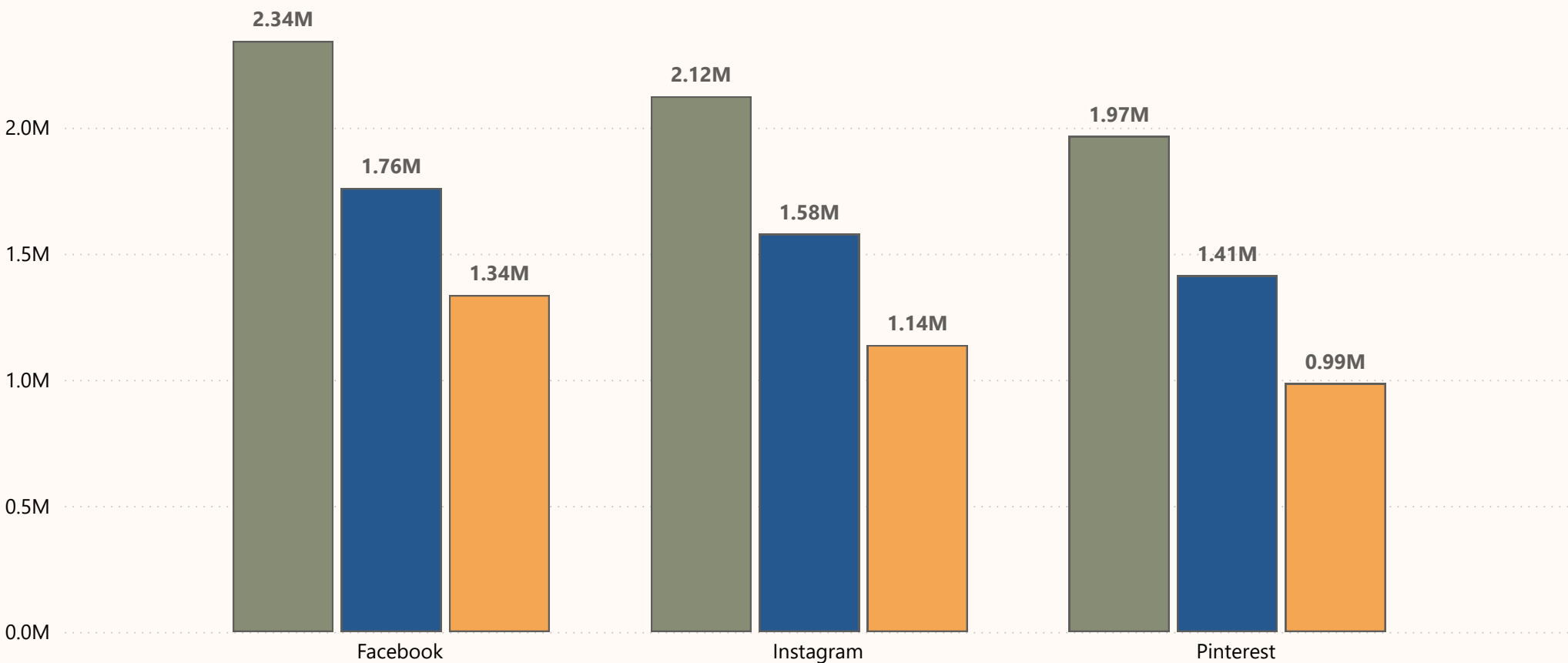


01-03-2023

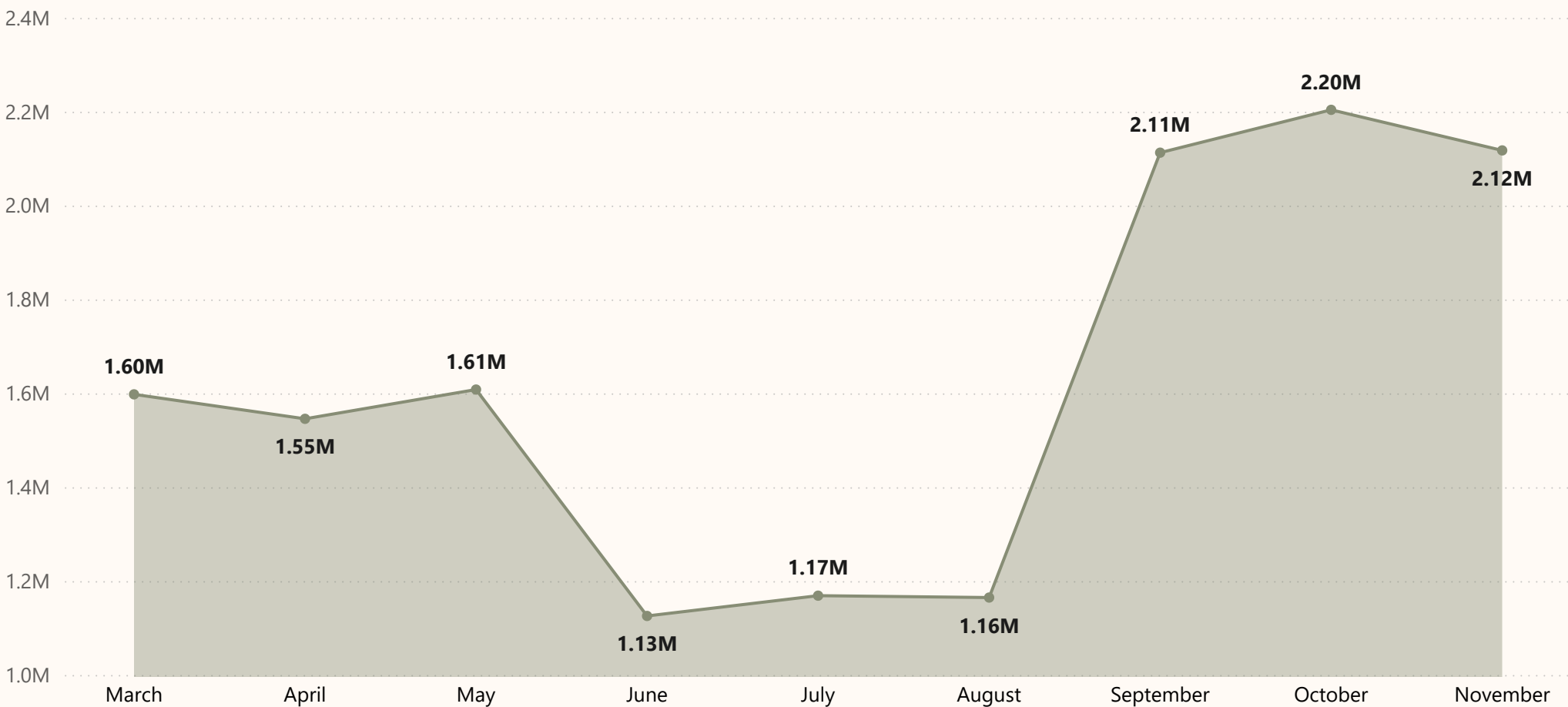
30-11-2023

Total Impressions by Channel and Campaign

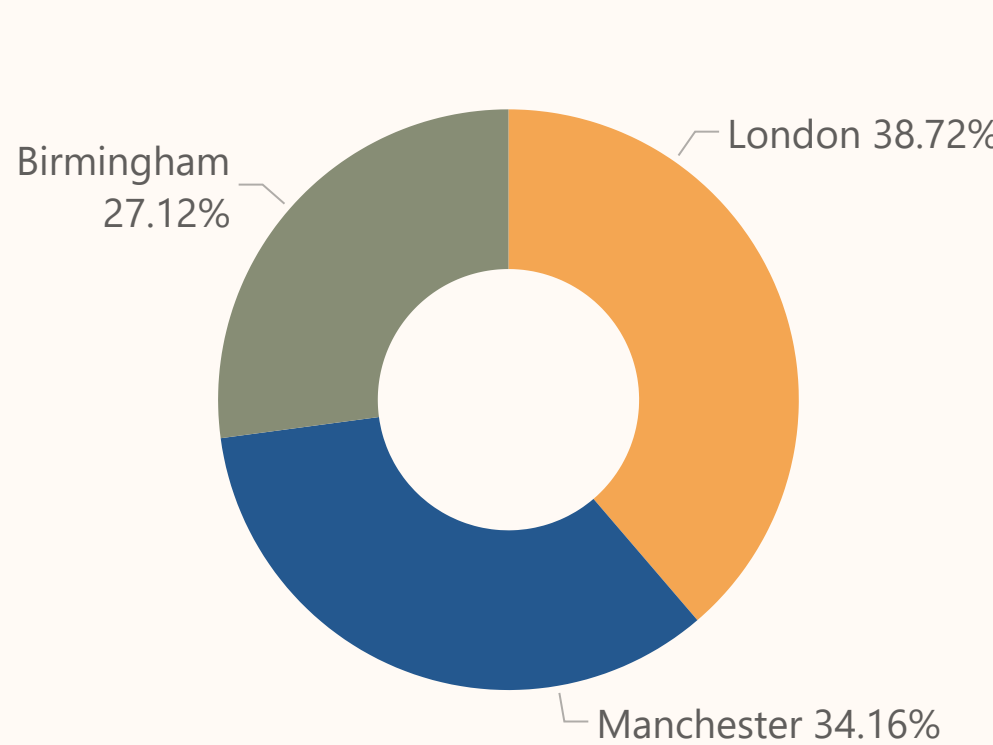
● Fall ● Spring ● Summer



Total Impressions by Month



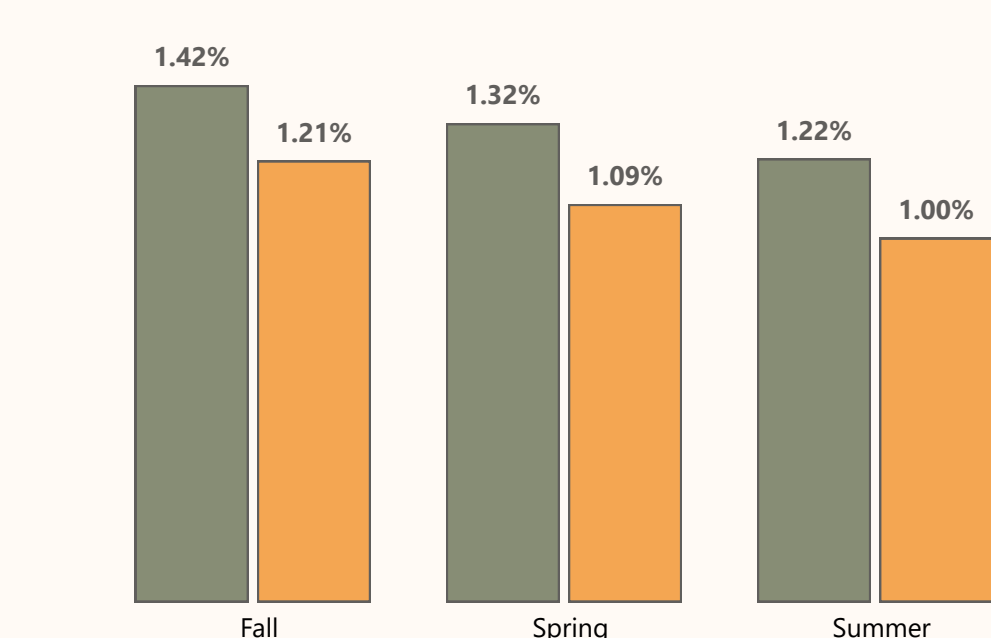
Total Impressions by City



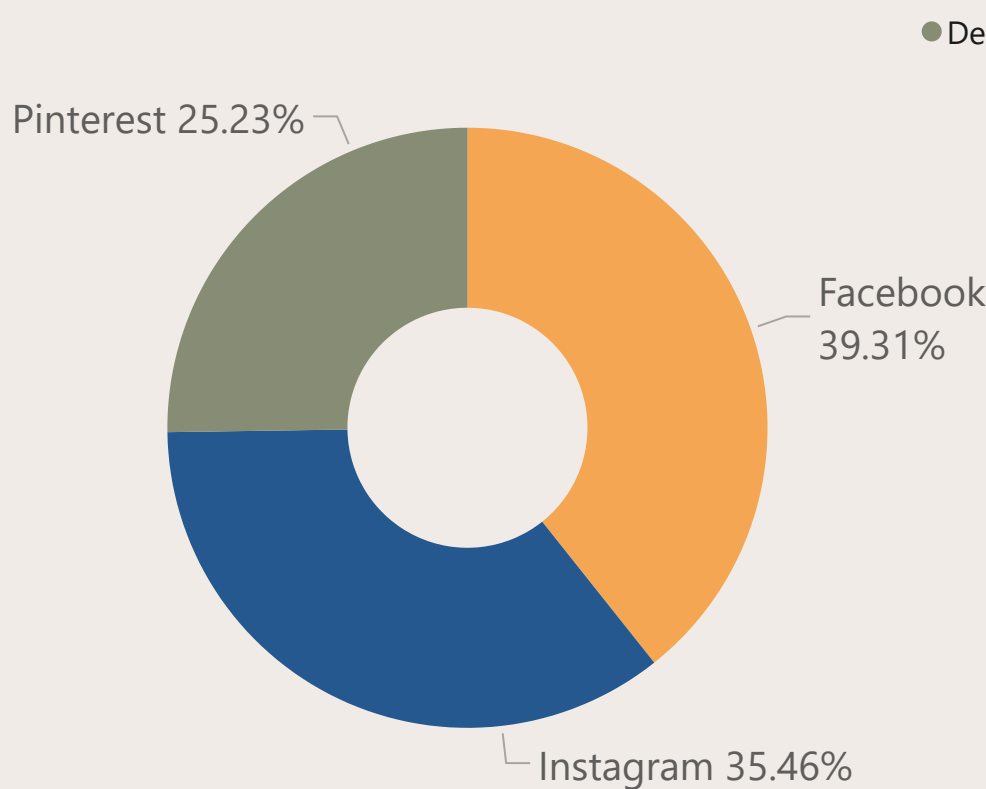
Birmingham with 38.72% contributing more in terms of impressions.

CTR by Campaign and Ad

● Collection ● Discount



Cost per click by Channel



In London, the highest spend on Mobile devices is £30.6K. On Desktop devices, London leads with a spend of £36.1K.

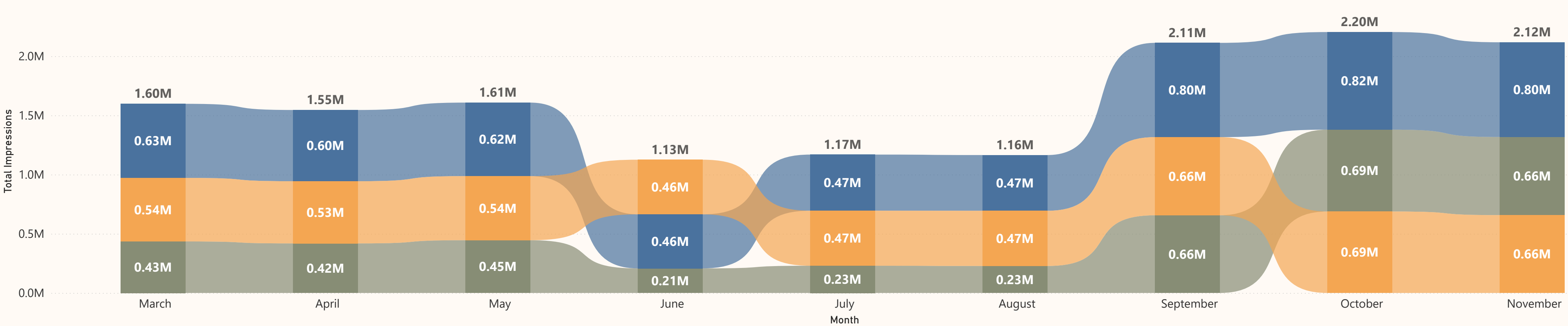
Total Spend GBP by City/Location and Device

● Desktop ● Mobile

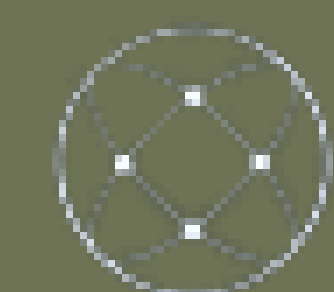


Total Impressions by Month and City

● Birmingham ● London ● Manchester



Marketing Campaign Analysis



ONYX  
DATA

data DNA June 2024

Filters



Ad

Collection

Discount

Device

Desktop

Mobile

Channel

All

Campaign

All

City/Location

All

Month

All



14.65M

Total Impressions



181.60K

Total Clicks



40K

Total Conversions



163.25K

Total Spend GBP

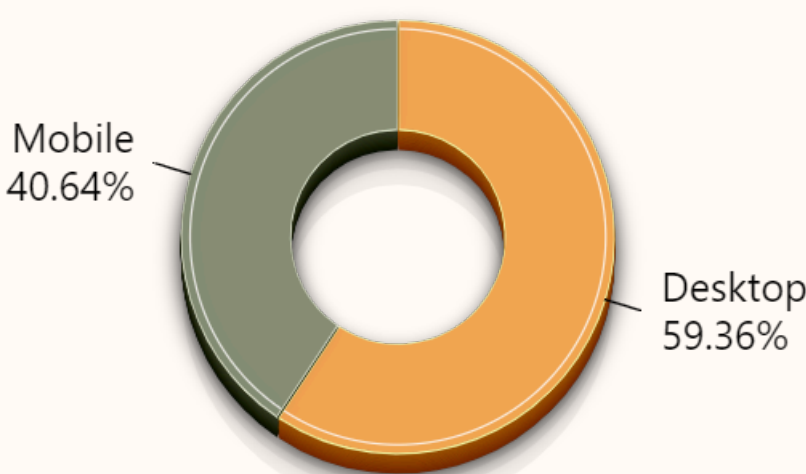


01-03-2023

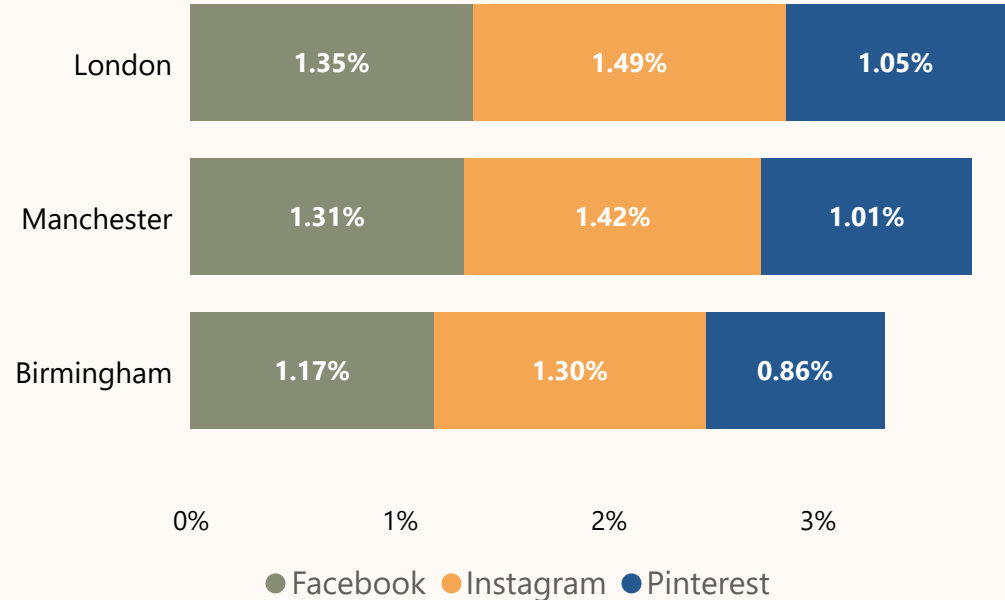
30-11-2023



CTR by Device and City/Location



CTR by City/Location and Channel



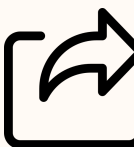
Likes

608K



Shares

119K

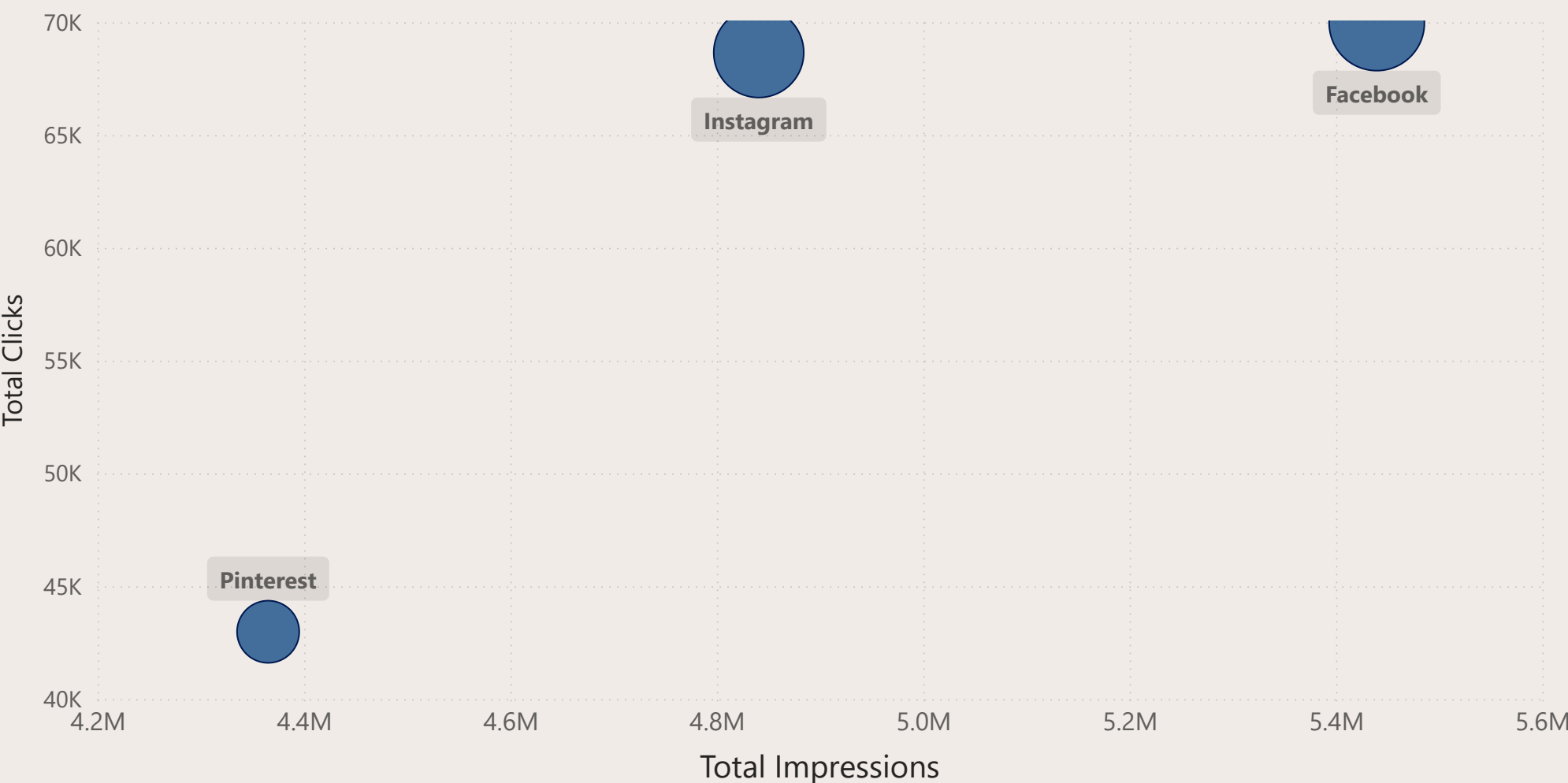


Comments

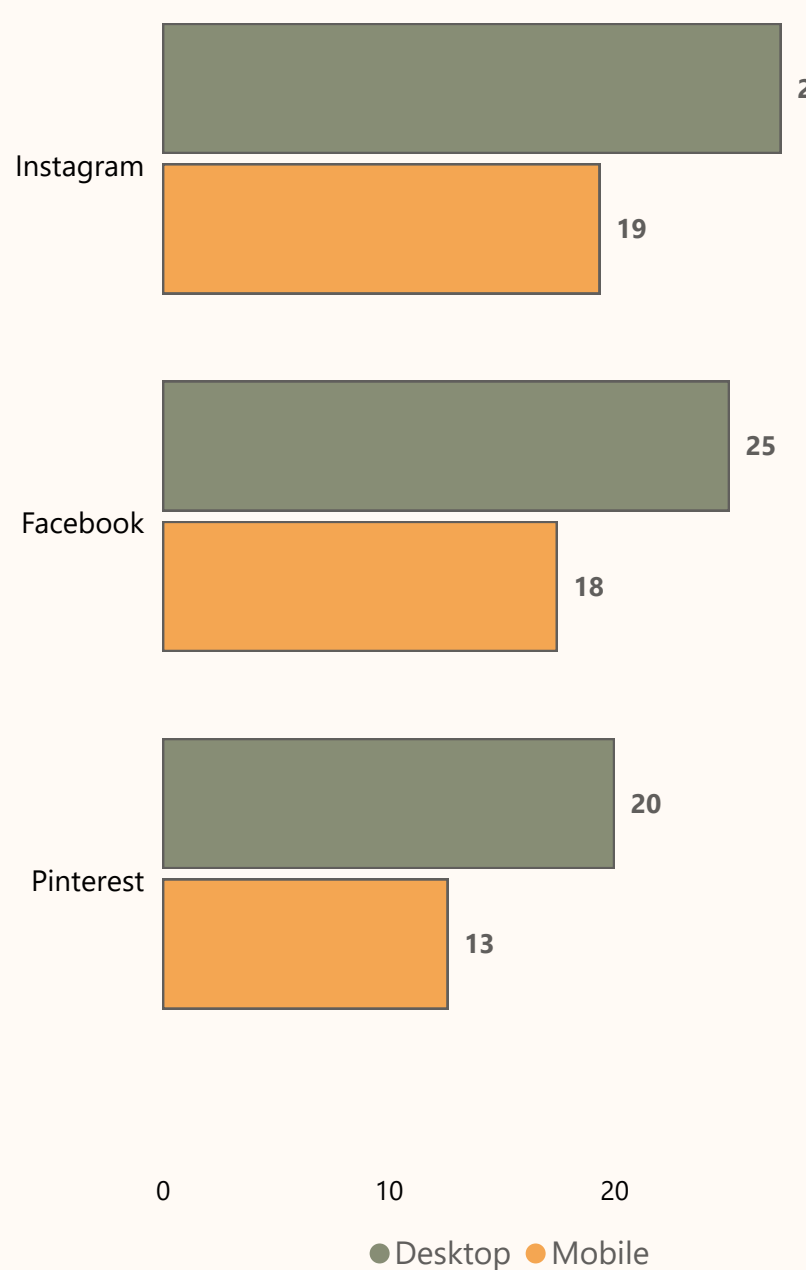
71.634K



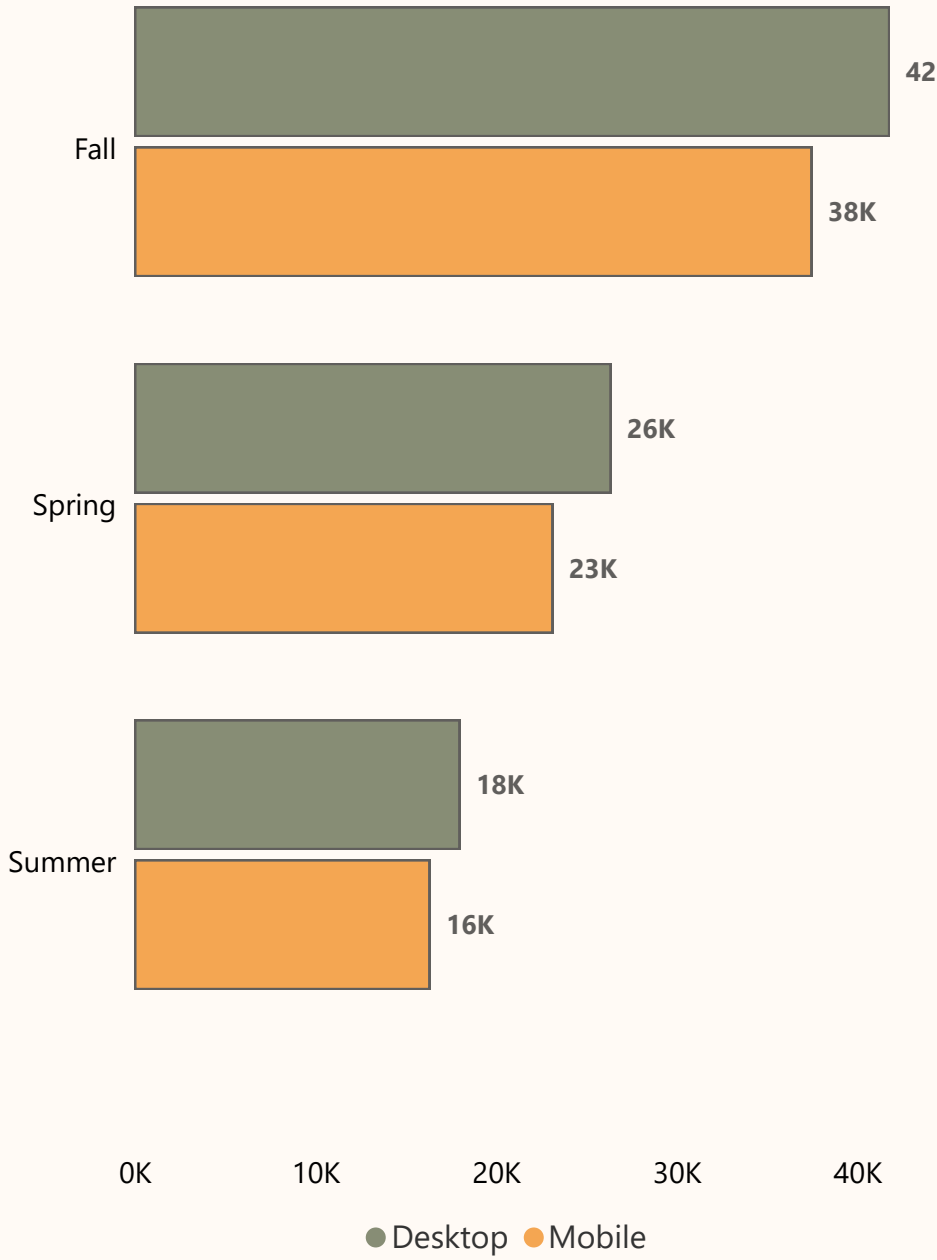
Impressions vs Clicks by Channel



CTR % by Channel and Device



Spend GBP by Campaign and Device



CTR % and Conversions by Month and Day

