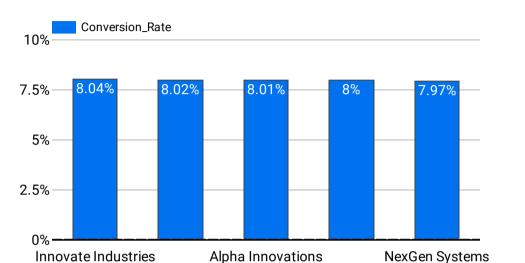
# **Digital Marketing Performance Report**

Average Conversion Rate by Company



**KPI Comparison by Channel** 

| Channel_U  | Company •          | CTR    | CPC     | СРМ        | ROI     |
|------------|--------------------|--------|---------|------------|---------|
| Facebook   | Alpha Innovations  | 14.13% | \$32.24 | \$3,218.47 | 100.36% |
| Email      | Alpha Innovations  | 14.21% | \$31.4  | \$3,223.21 | 99.97%  |
| Website    | Alpha Innovations  | 13.9%  | \$32.23 | \$3,188.62 | 100.15% |
| YouTube    | Alpha Innovations  | 14%    | \$31.78 | \$3,139.77 | 100.69% |
| Instagram  | Alpha Innovations  | 14.14% | \$32.27 | \$3,219.72 | 99.48%  |
| Google Ads | Alpha Innovations  | 13.8%  | \$32.82 | \$3,195.59 | 99.78%  |
| Instagram  | DataTech Solutions | 14.18% | \$31.76 | \$3,219.7  | 99.74%  |
| Google Ads | DataTech Solutions | 13.88% | \$32.38 | \$3,169.91 | 100.23% |

1-30/30

## < >

#### Performance by Marketing Channel

TechCorp

#### Conversion\_Rate 0.1 0.08 0.08 0.08 0.08 0.08 0.08 Conversion\_Rate 0.1 0.02 0 0 Email Google Ads Website Facebook YouTube Instagram Channel\_Used

DataTech Solutions

### Clicks by Channel

