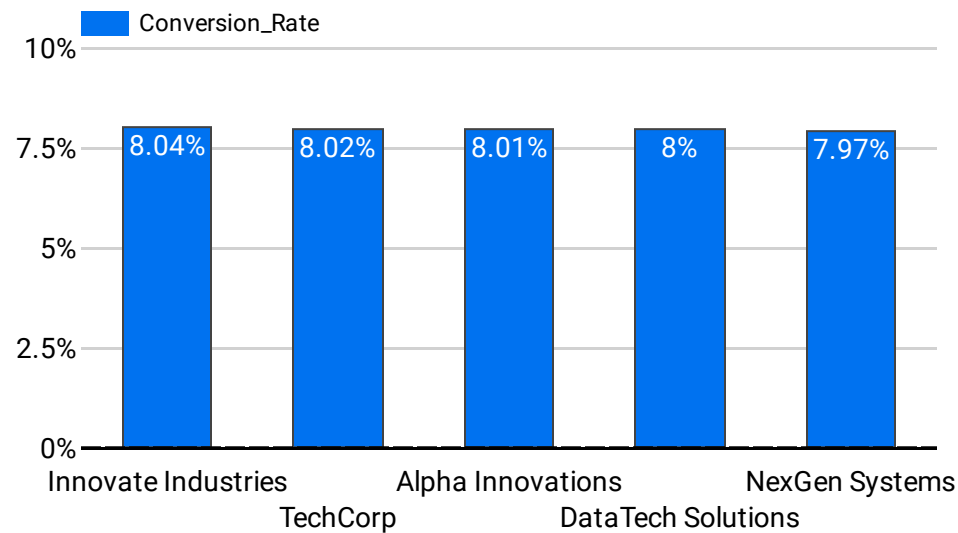


# Digital Marketing Performance Report

Average Conversion Rate by Company

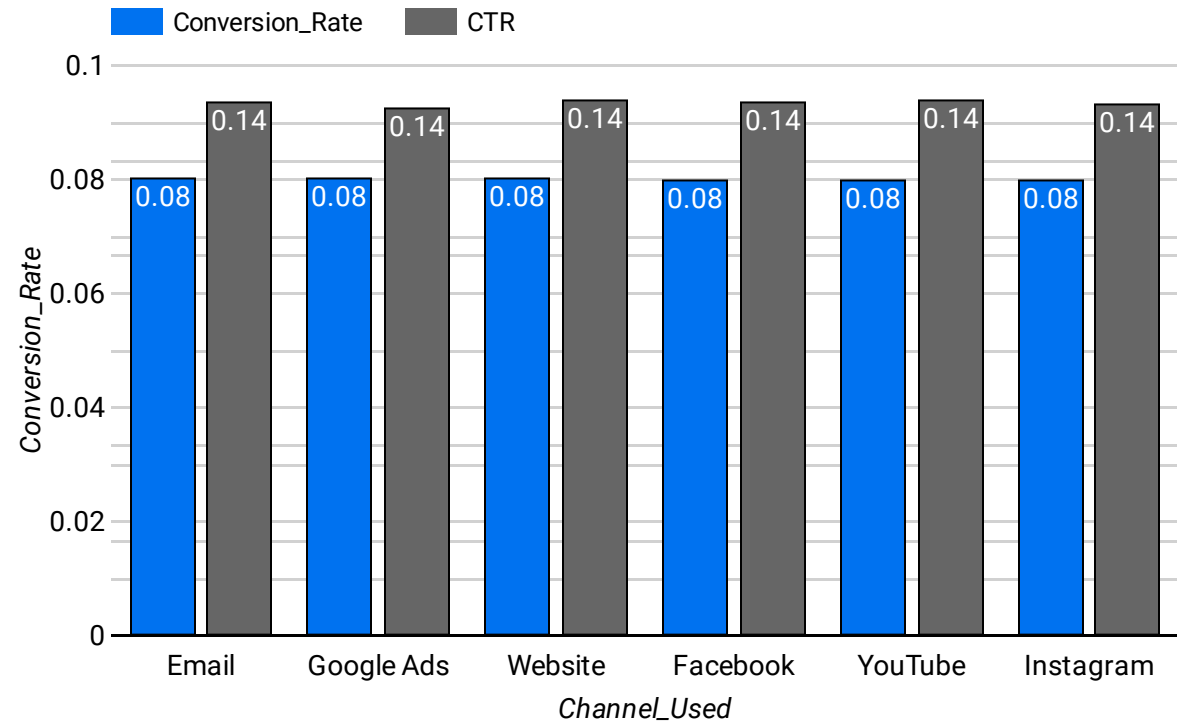


KPI Comparison by Channel

Channel_U...	Company ^	CTR	CPC	CPM	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



Clicks by Channel

