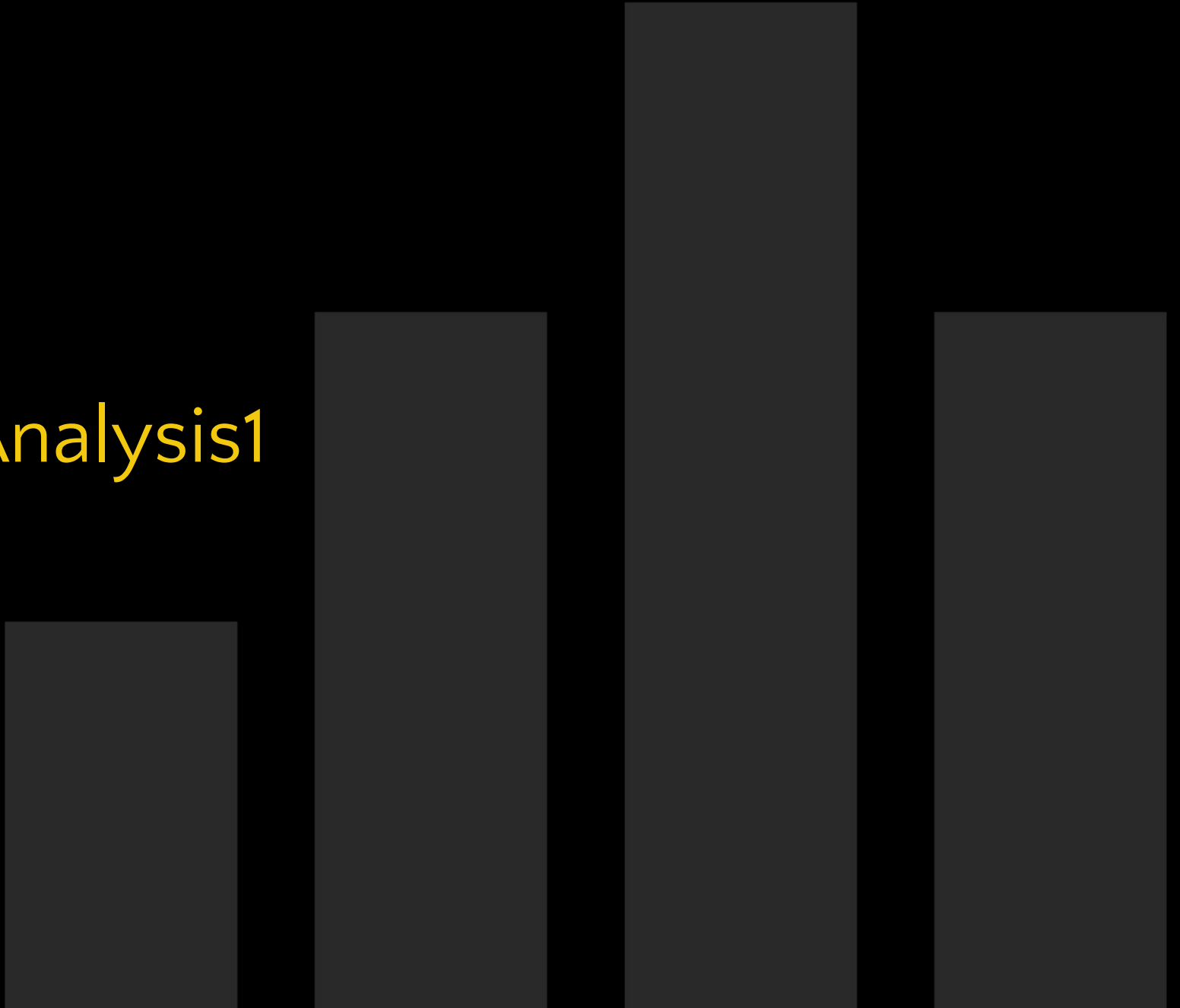


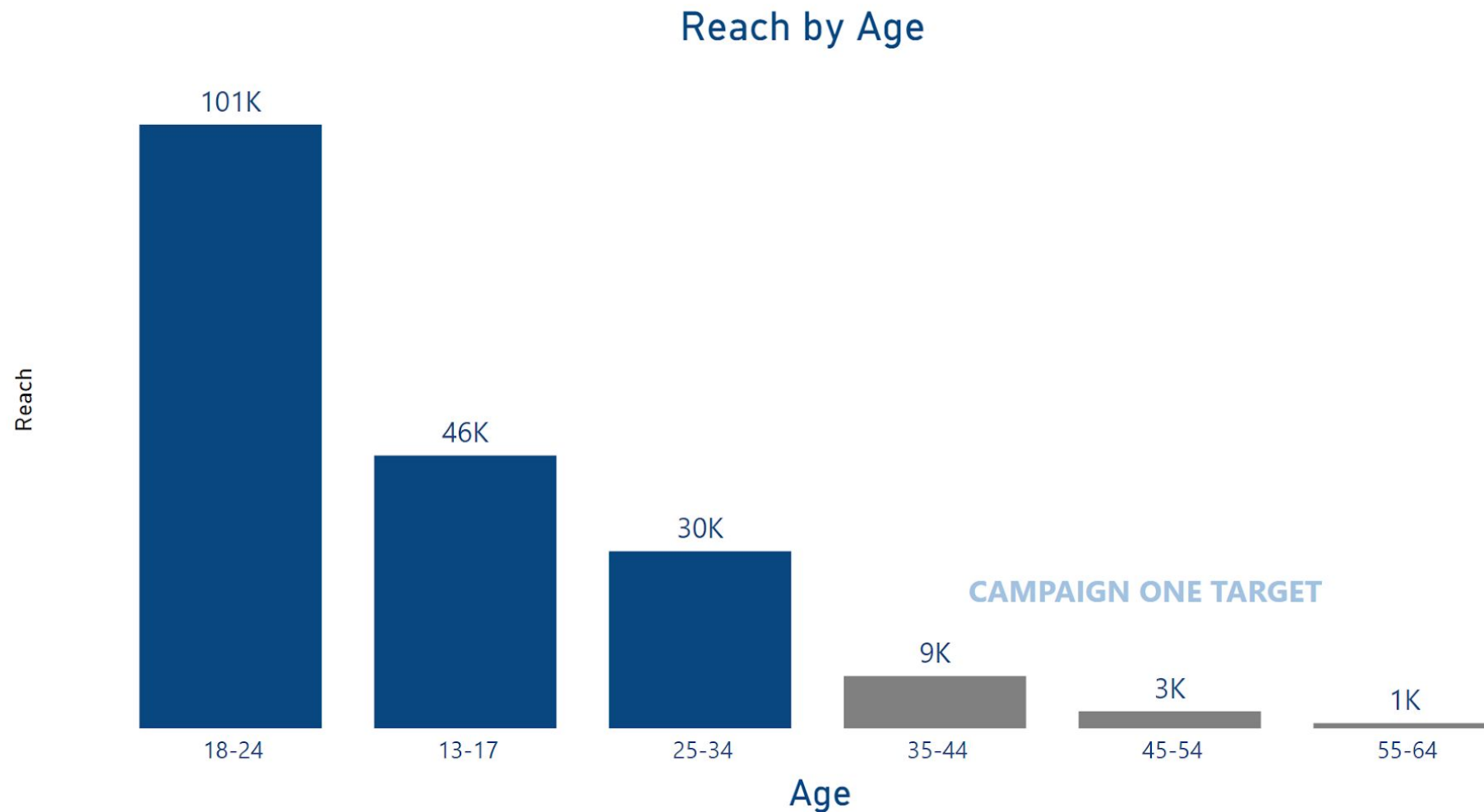
Ad Campaign Analysis1

[View in Power BI](#) ↗

Last data refresh:
9/15/2023 9:54:12 AM UTC

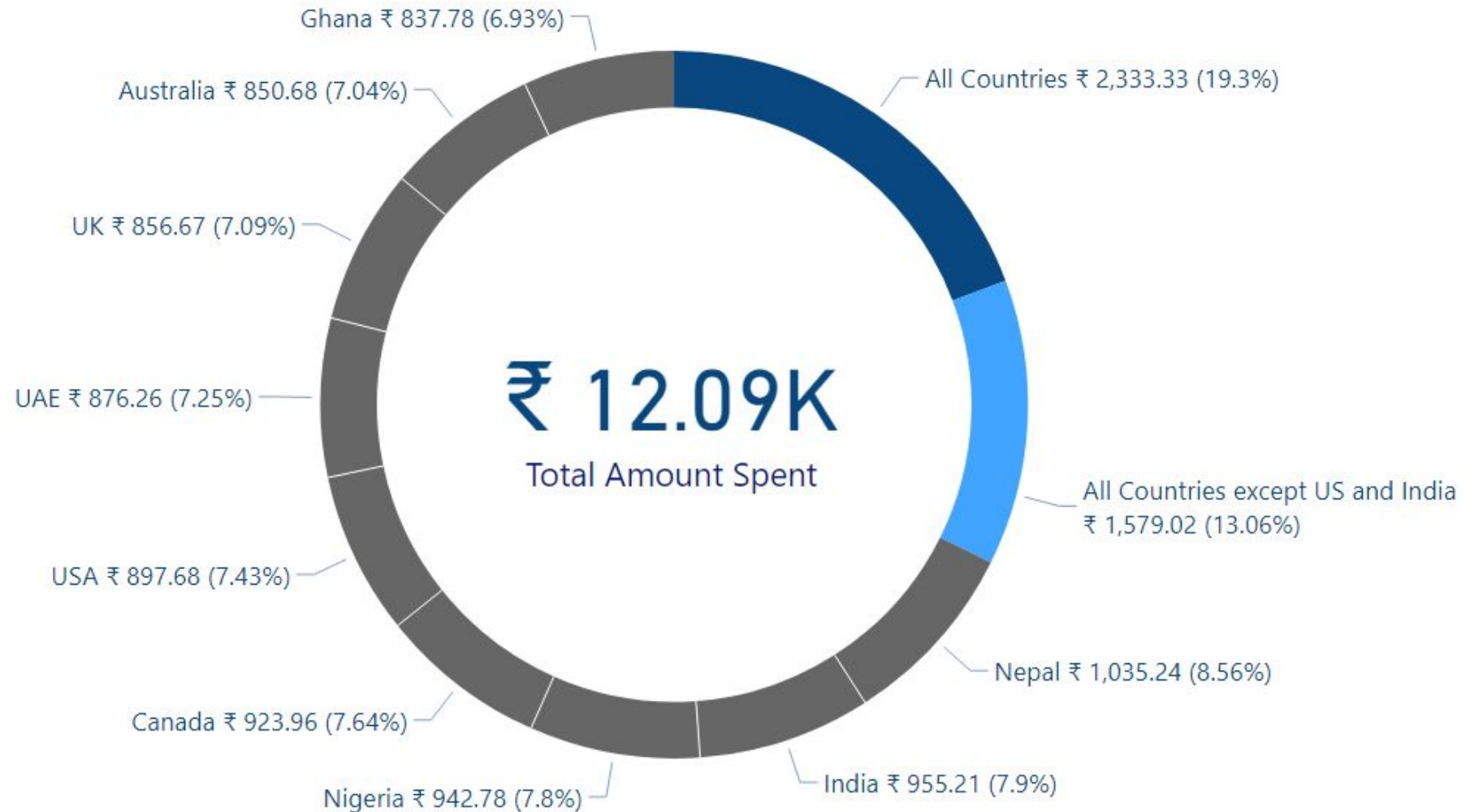
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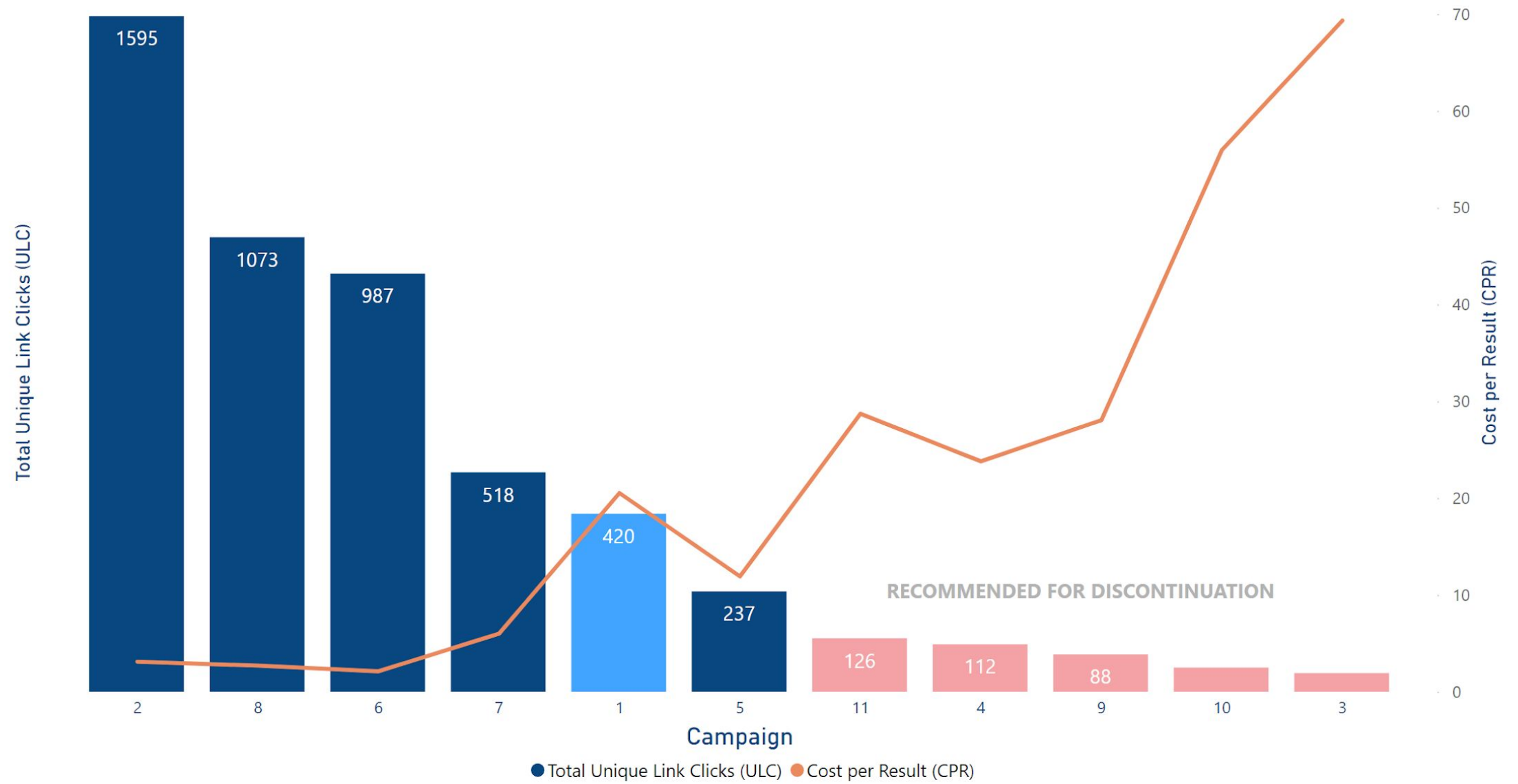
Basically Campaign One which retargeted Ages 35 - 64 had less reach despite the resources put into it. It is safe to say that Campaign was wrongly targeted hence needs to retargeted or discontinued.

Total Amount Spent by Countries



As evident, More money was spent on Campaign 1 (All Countries and Campaign 2 (All Countries except US and India).

Total Unique Link Clicks (ULC) and Cost per Result (CPR) by Campaign



Impressions and Reach by Campaign

