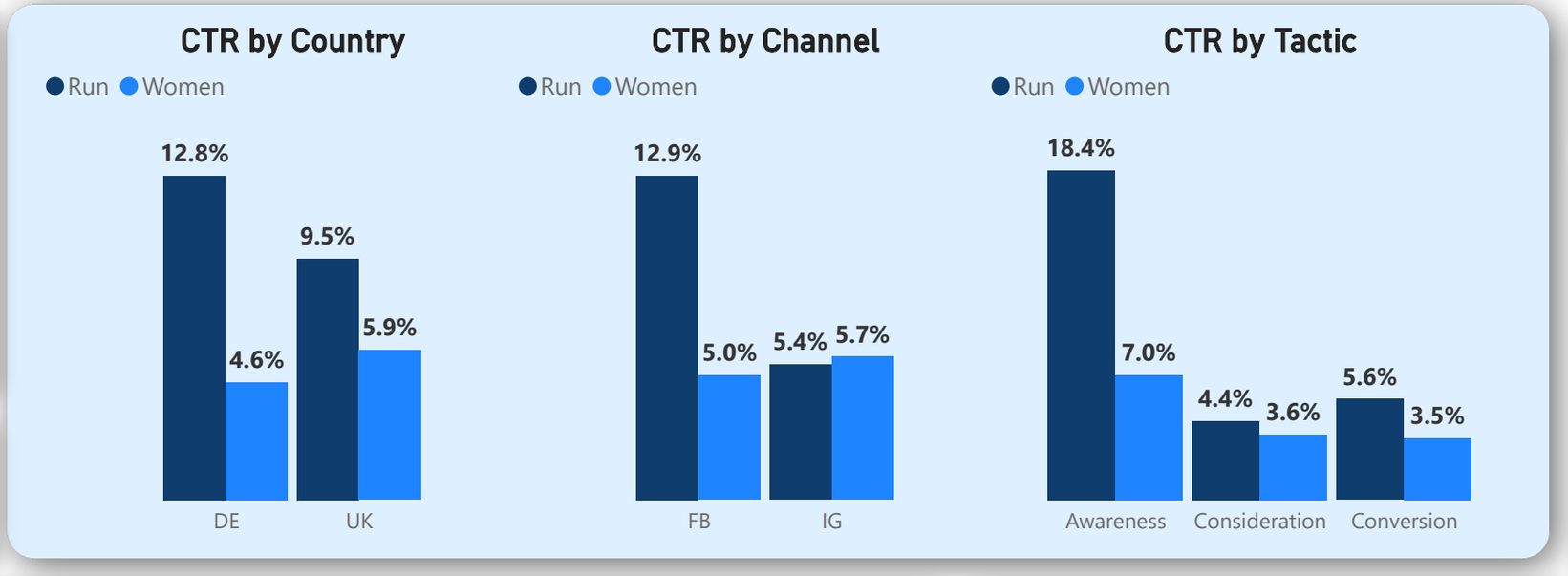
Campaign Click-Through Rate (CTR) Overview

Campaign CTR

Run
11.2%

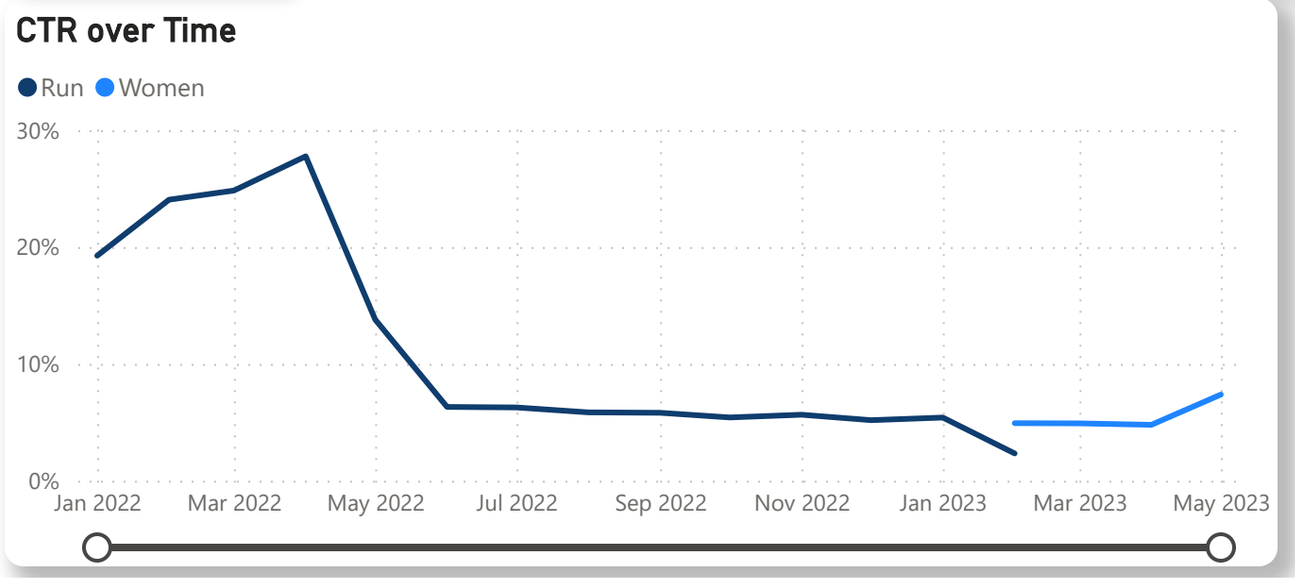
Women
5.3%

Overall CTR
10.0%



Date Interval
All

Year	Run	Women
2022	11.7%	
January	19.3%	
February	24.1%	
March	24.8%	
April	27.8%	
May	13.8%	
June	6.3%	
July	6.3%	
August	5.9%	
September	5.8%	
October	5.4%	
November	5.7%	
December	5.2%	
2023	5.4%	5.3%
January	5.4%	
February	2.3%	4.9%
March		4.9%
April		4.8%
May		7.4%
Total	11.2%	5.3%



Key influencers | Top segments

What influences Click-Through Rate to: Increase ?

When...	....the average of Click-Through Rate increases by
Tactic is Awareness	16.13%
Channel is FB	6.84%

Country Conversion Rate (CVR) Overview

Conutry CVR

DE

4.4%

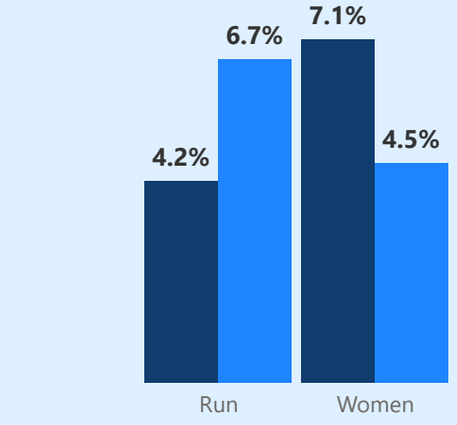
UK

6.3%

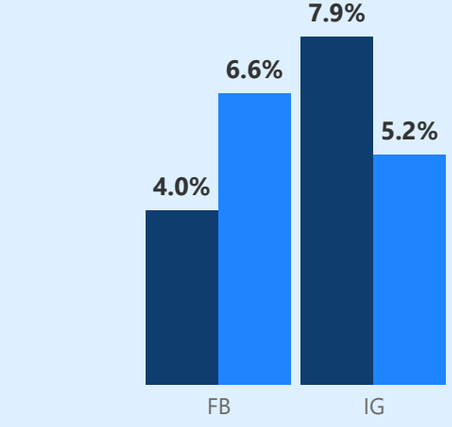
Overall CVR

5.2%

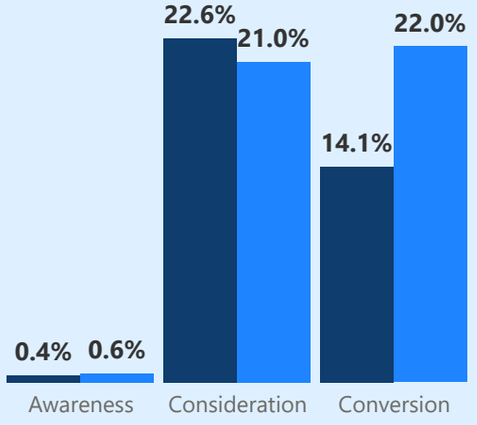
CVR by Campaign



CVR by Channel



CVR by Tactic

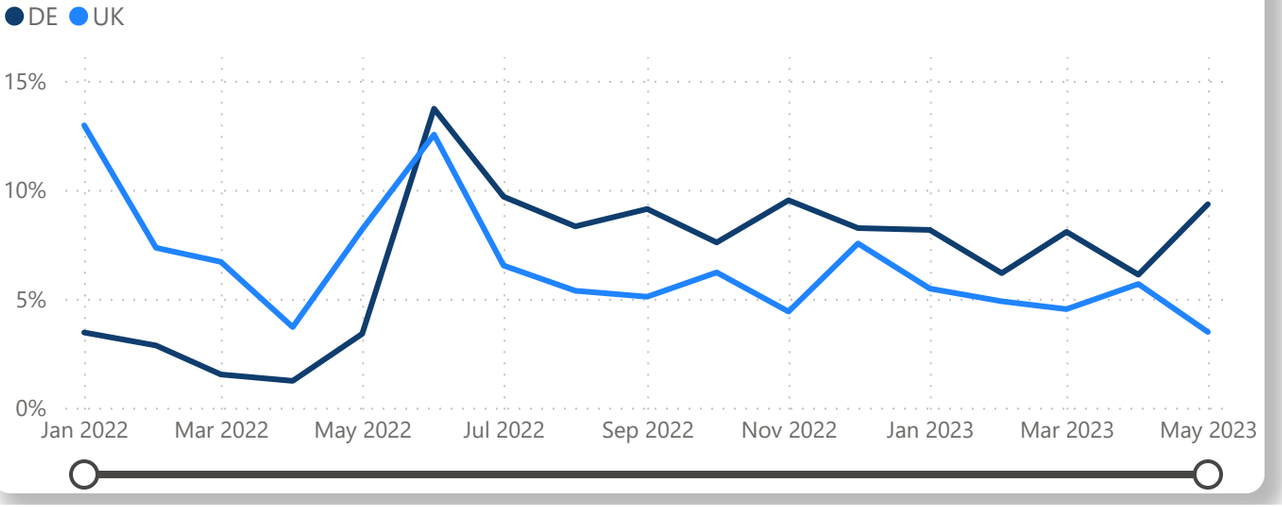


Date Interval

All

Year	DE	UK
2022	**4.0%**	**6.7%**
January	3.5%	13.0%
February	2.9%	7.3%
March	1.5%	6.7%
April	1.2%	3.7%
May	3.4%	8.2%
June	13.7%	12.5%
July	9.7%	6.5%
August	8.3%	5.4%
September	9.1%	5.1%
October	7.6%	6.2%
November	9.5%	4.4%
December	8.2%	7.5%
2023	**7.4%**	**4.8%**
January	8.2%	5.5%
February	6.2%	4.9%
March	8.1%	4.5%
April	6.1%	5.7%
May	9.3%	3.5%
Total	**4.4%**	**6.3%**

CVR over Time



Key influencers | Top segments

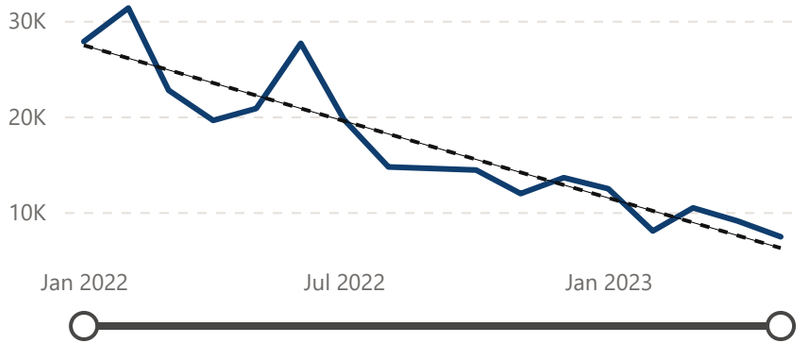
What influences conversion rate to: Increase ?

When...	....the average of conversion rate increases by
Tactic is Consideration	12.02%
Media Cost is $423.83 - $594.83	10.9%

Conversions Overview

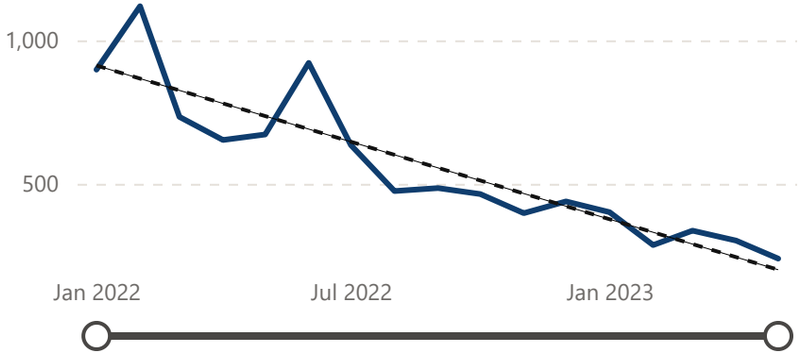
Total Conversions

286K



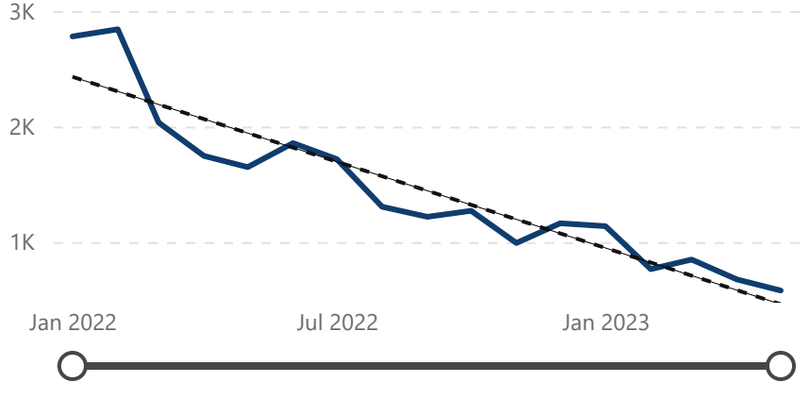
Avg. Daily Conversions

555



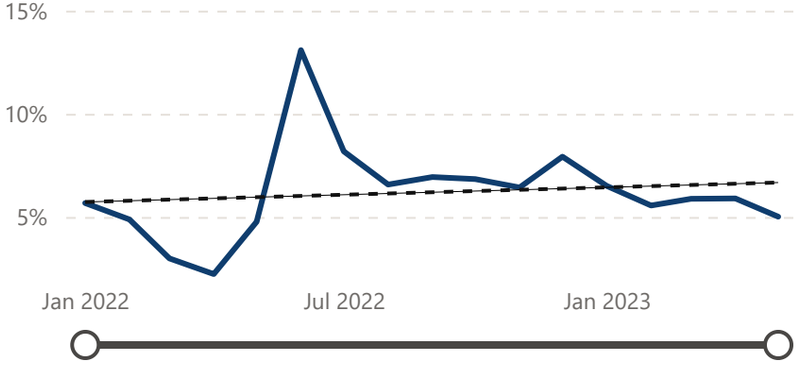
Max. Daily Conversions

2,842



Overall CVR

5.2%

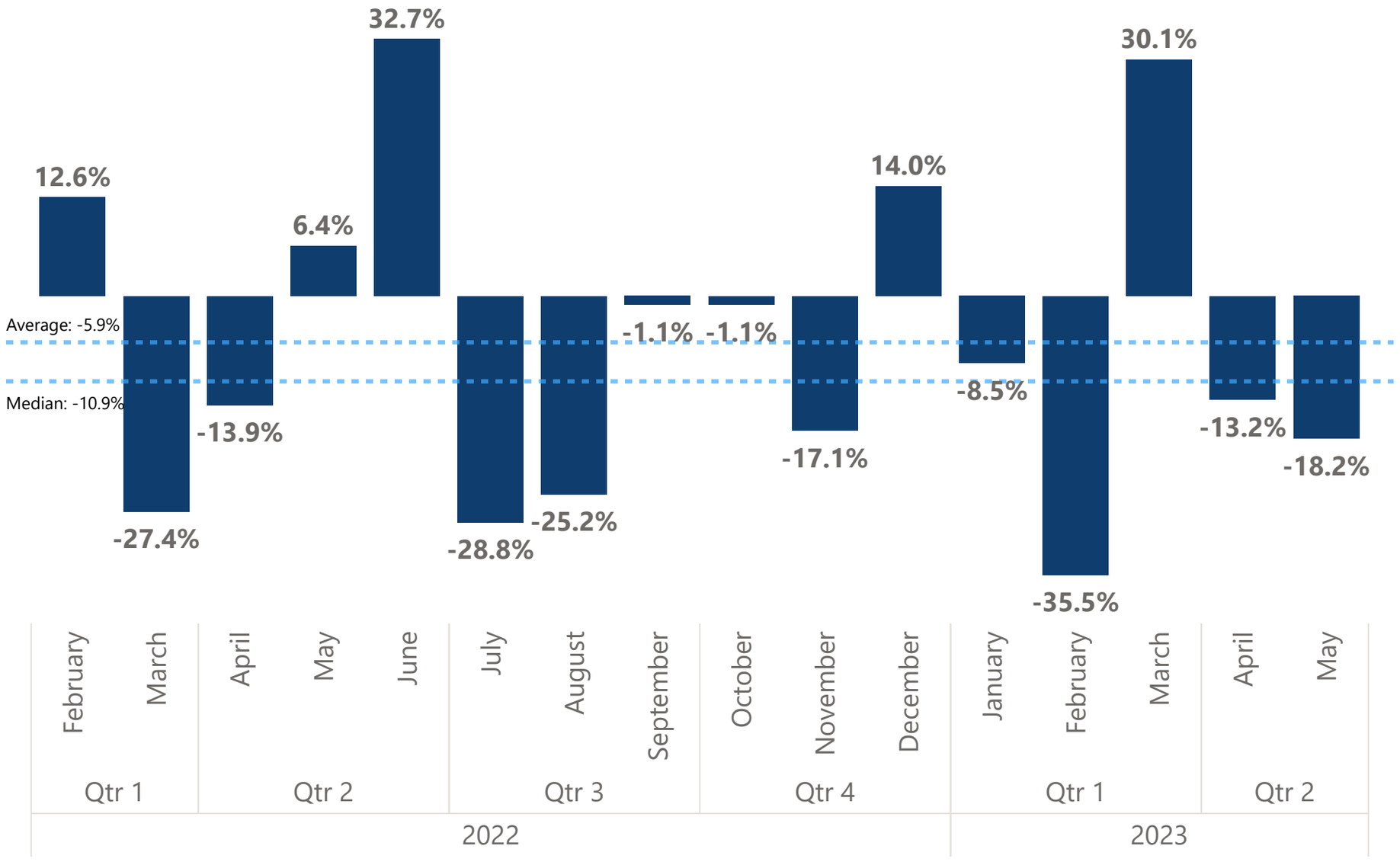


01/01/2022 — 31/05/2023

Average Daily Conversions

Year	Amount
2022	**654**
January	898
February	1,119
March	733
April	653
May	672
June	922
July	635
August	475
September	485
October	464
November	398
December	439
2023	**314**
January	401
February	287
March	337
April	302
May	239
Total	**555**

Conversions's Month-over-Month (MoM) Percentage Change

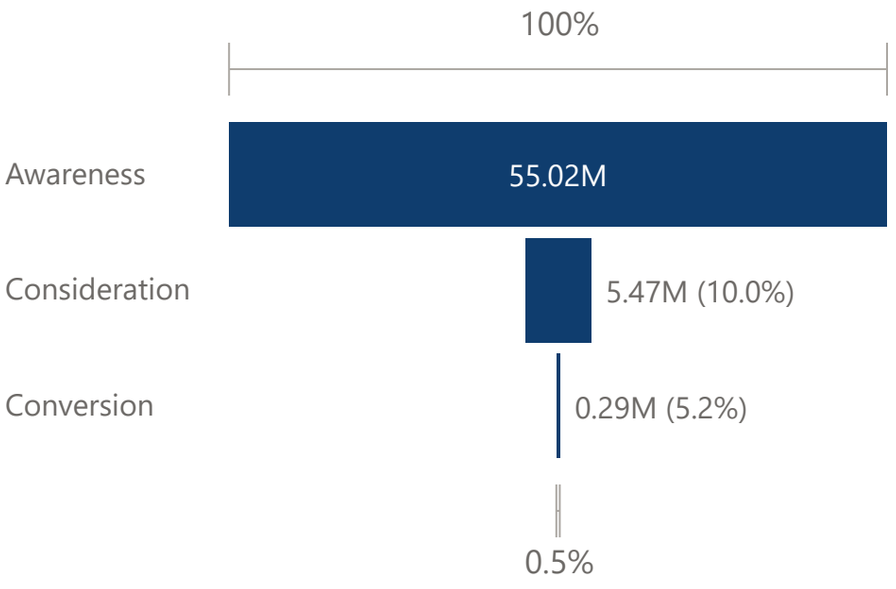


Year	Change
2022	6.0%
Qtr 1	38.4%
February	12.6%
March	-27.4%
Qtr 2	7.8%
April	-13.9%
May	6.4%
June	32.7%
Qtr 3	-21.1%
July	-28.8%
August	-25.2%
September	-1.1%
Qtr 4	-2.3%
October	-1.1%
November	-17.1%
December	14.0%
2023	-22.3%
Qtr 1	-9.3%
January	-8.5%
February	-35.5%
March	30.1%
Qtr 2	-38.8%
April	-13.2%
May	-18.2%
Total	0.0%

Conversions Performance Overview by Marketing Funnel

Total Amount by Funnel Stages

Awareness (Impressions), Consideration (Clicks), Conversion (Conversions)



Conversions Amount by Tactic Objective

Tactic	Total	Daily Average	Conversion Rate (CVR)
Awareness	20.6K	120	0.5%
Consideration	107.5K	625	21.7%
Conversion	158.1K	914	17.2%

Key influencers | Top segments

What influences Conversions to Increase ?

When...	....the average of Conversions increases by
Tactic is Conversion	540.7
Media Cost is more than $700.00	510.7
Media Cost is $400.00 - $700.00	411.4
Campaign Name is Run	341.5
Channel is FB	291

Campaign

- Run
- Women

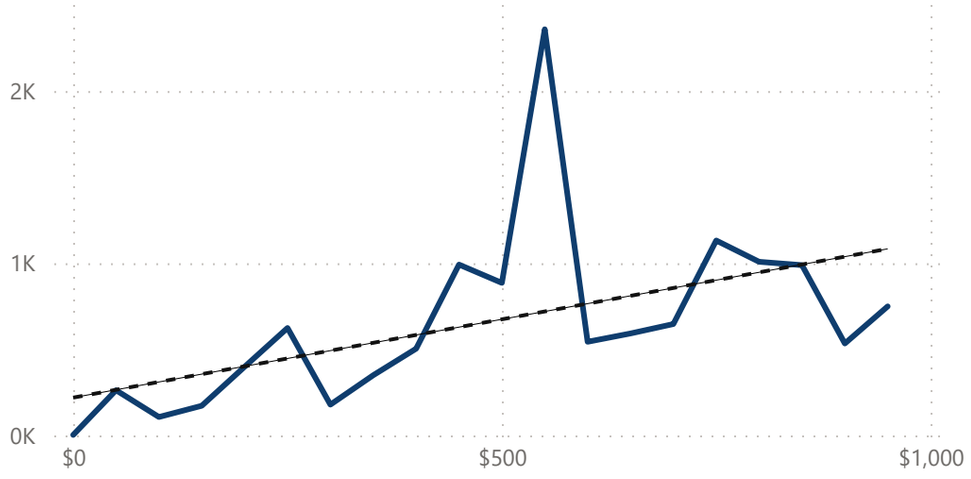
Date Interval

- 2022
  - Qtr 1
  - Qtr 2
  - Qtr 3
  - Qtr 4
- 2023
  - Qtr 1
  - Qtr 2
  - Qtr 3
  - Qtr 4

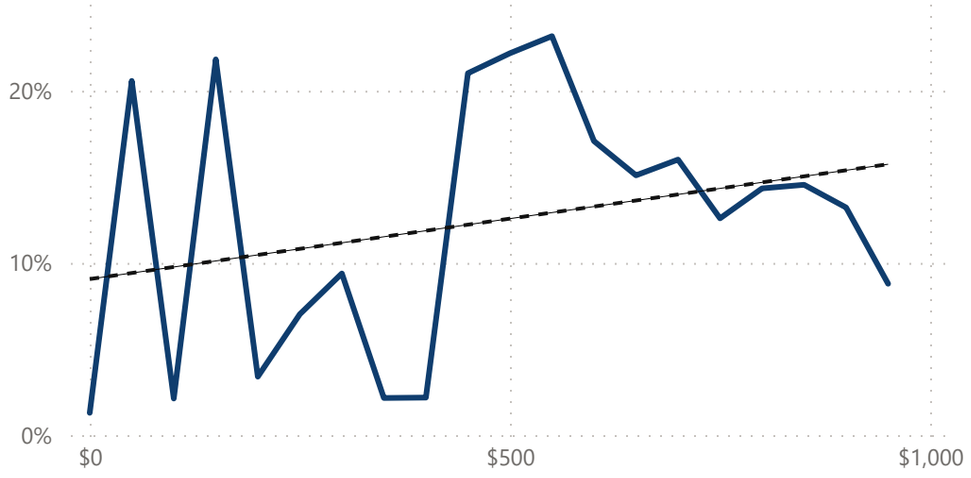
Explore conversions vs media cost

Relationships Between Conversions and Media Cost

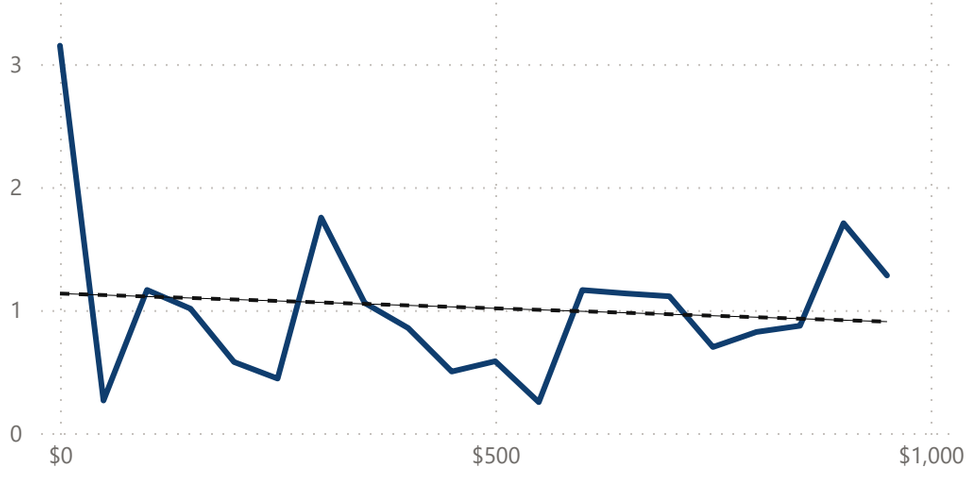
Average Daily Conversion Amount by Media Cost ($50/bin)



Conversion Rate by Avg. Daily Media Cost ($50/bin)



Cost per Acquisition ($) by Media Cost ($50/bin)



Campaign
- [ ] Run
- [ ] Women

Channel
- [ ] FB
- [ ] IG

Country
- [ ] DE
- [ ] UK

Date Interval
- [ ] 2022
  - [ ] Qtr 1
  - [ ] Qtr 2
  - [ ] Qtr 3
  - [ ] Qtr 4
- [ ] 2023
  - [ ] Qtr 1
  - [ ] Qtr 2
  - [ ] Qtr 3
  - [ ] Qtr 4

Click to go back