Digital Marketing Campaign Dashboard

High | Low | Medium

2023 | 2024

Display | Email | Social Media

$500.3M Revenue | **$27.5M** Cost | **5.2M** Conversions | **$100.2M** Profit | **2.0K** margin | **5135.7K%** %Profit

Campaign Objective: All

Month: All

Revenue by Month

Revenue by Channel Type

- Facebook
- Google
- Email

$163.... (32.7%) | $170.... (34.1%)
$166.3M (33.2%)
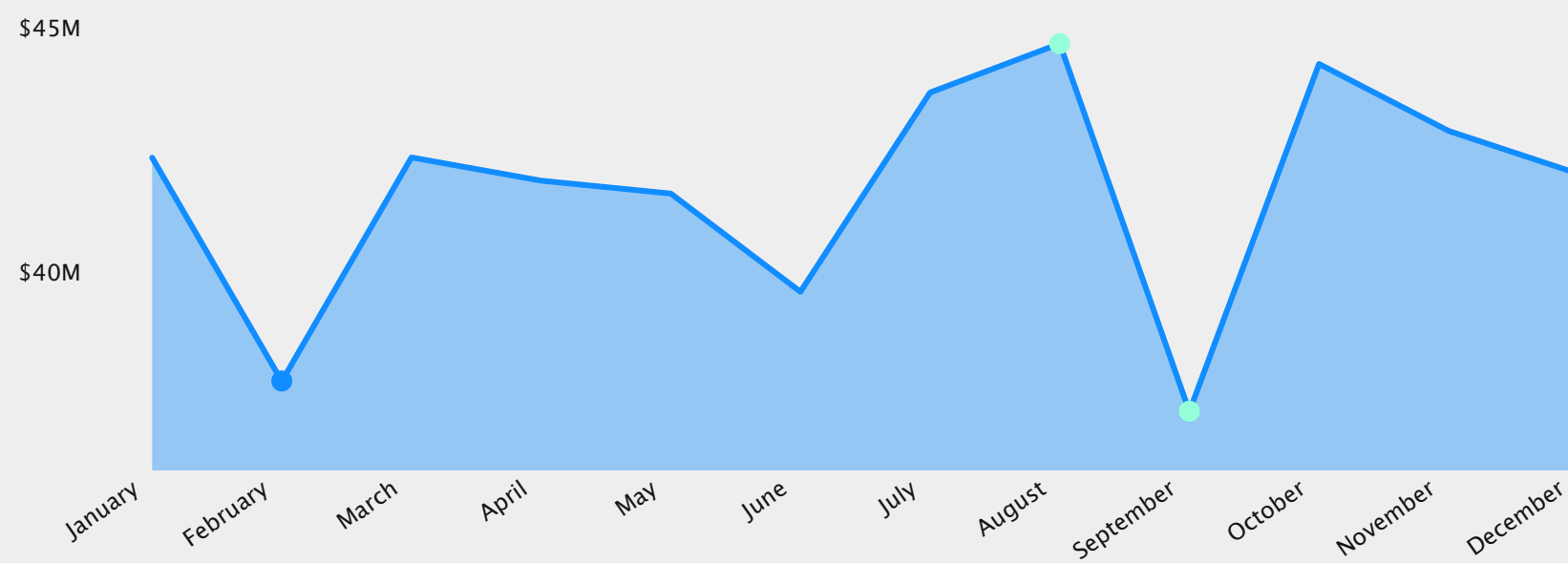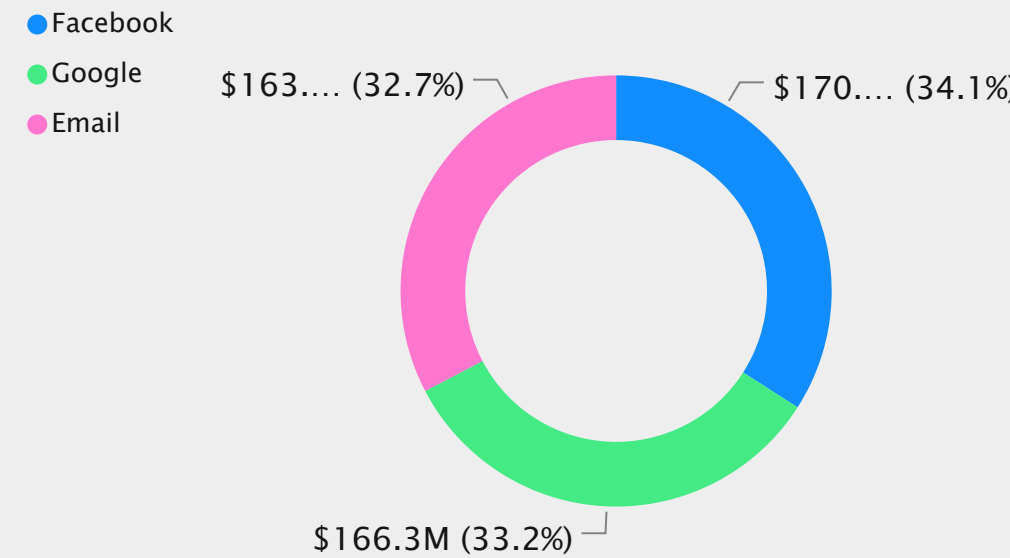
Profit by Month and Income Level

- High
- Low
- Medium

$10M — $5M — $0M

Conversion and Cost by Month

- Sum of Campaign Duration
- Sum of Cost

14K | 13K | 12K — $2.4M | $2.3M | $2.2M | $2.1M
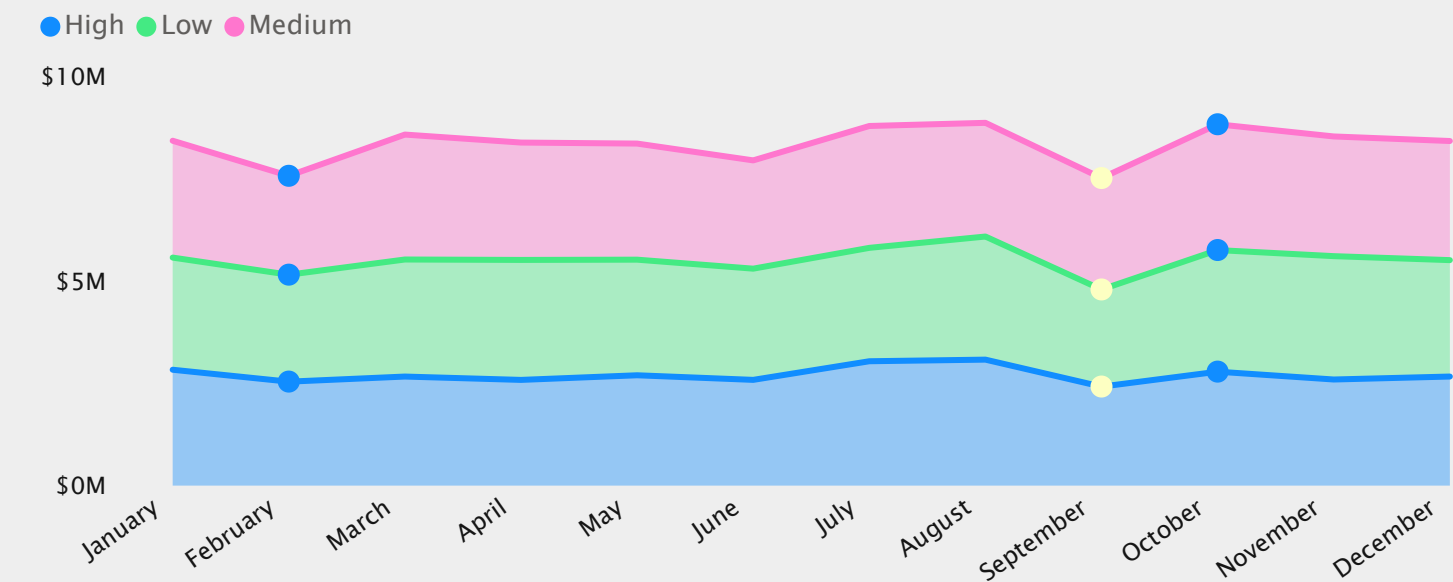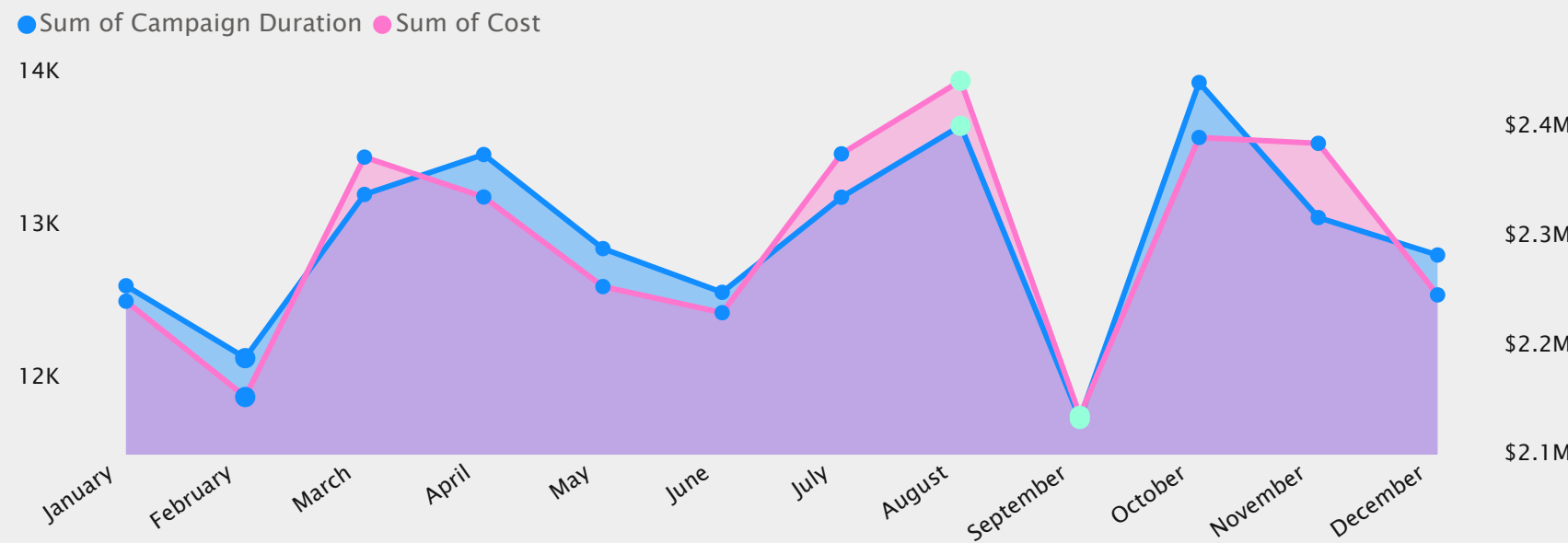
Conversion by Campaign Objective

- Conversion
- Awareness
- Lead Generation

1.7M (32.9%) | 1.8M (34.0%)
1.7M (33.0%)
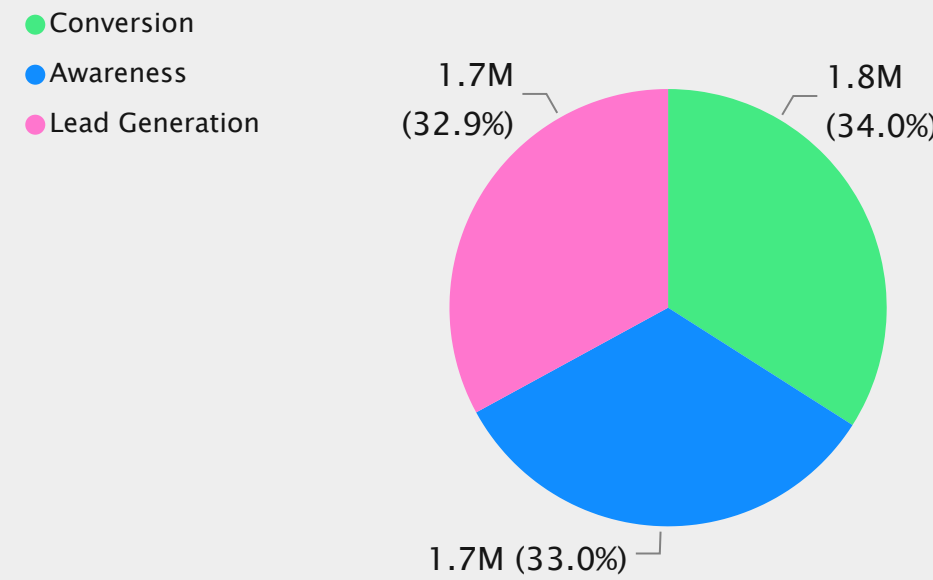
Revenue by Country and Channel Type

- Email
- Facebook
- Google

	UK	France	Germany	USA	Canada
Google	$36M	$35M	$35M	$31M	$30M
Facebook	$33M	$34M	$34M	$35M	$35M
Email	$33M	$32M	$32M	$33M	$33M
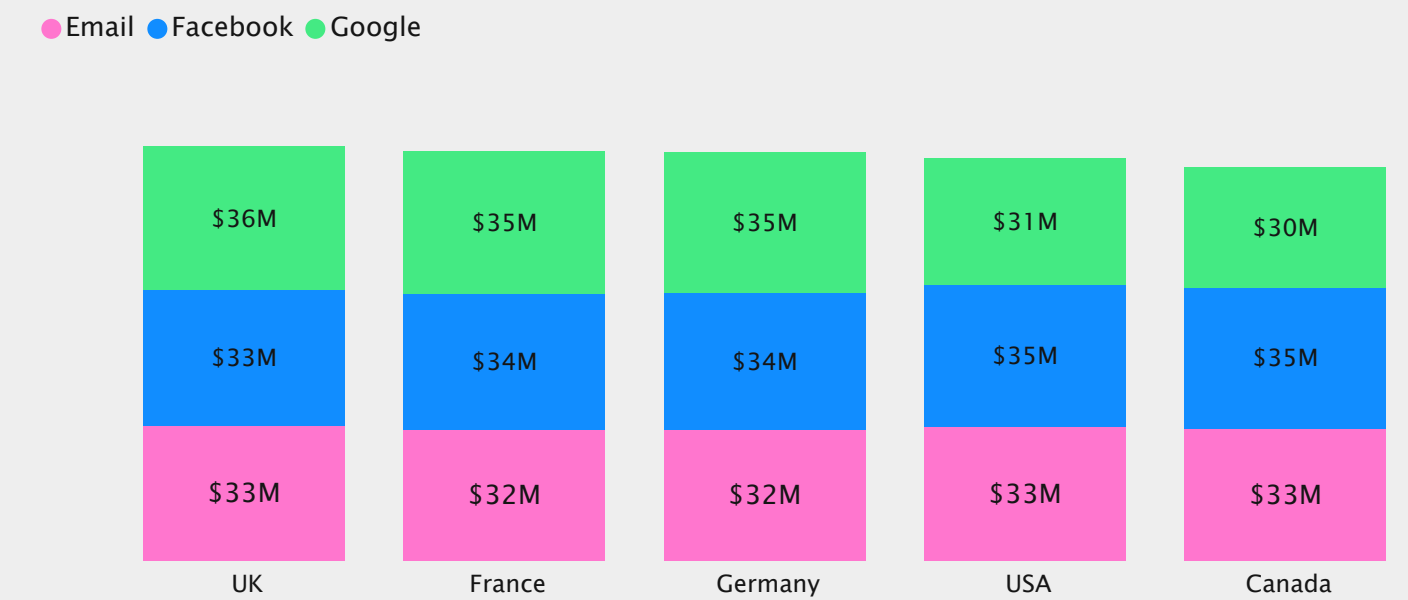
Cost, Revenue and Profit by Age and Income Level

- High
- Low
- Medium

$5M | $4M | $3M | $2M
$140K | $160K | $180K | $200K | $220K | $240K | $260K

Conversion by Age Category

Age Category	Conversion
Young Adults	2.29M
Middle-aged Adults	1.63M
Seniors	1.07M
Teens	0.22M
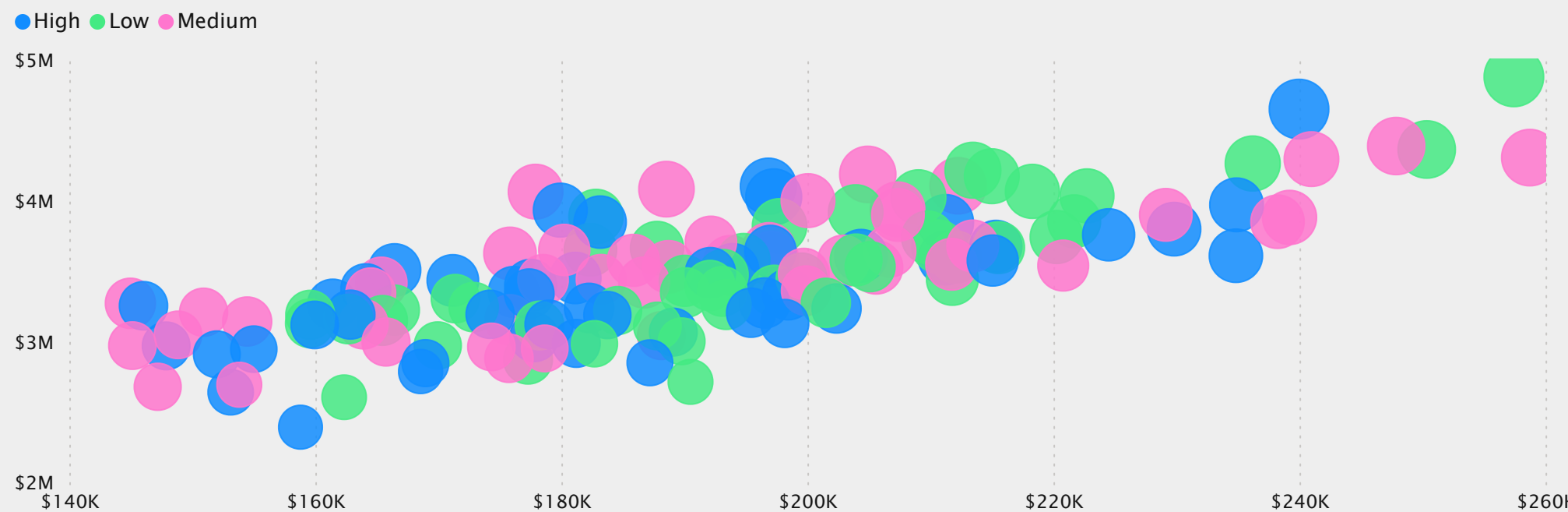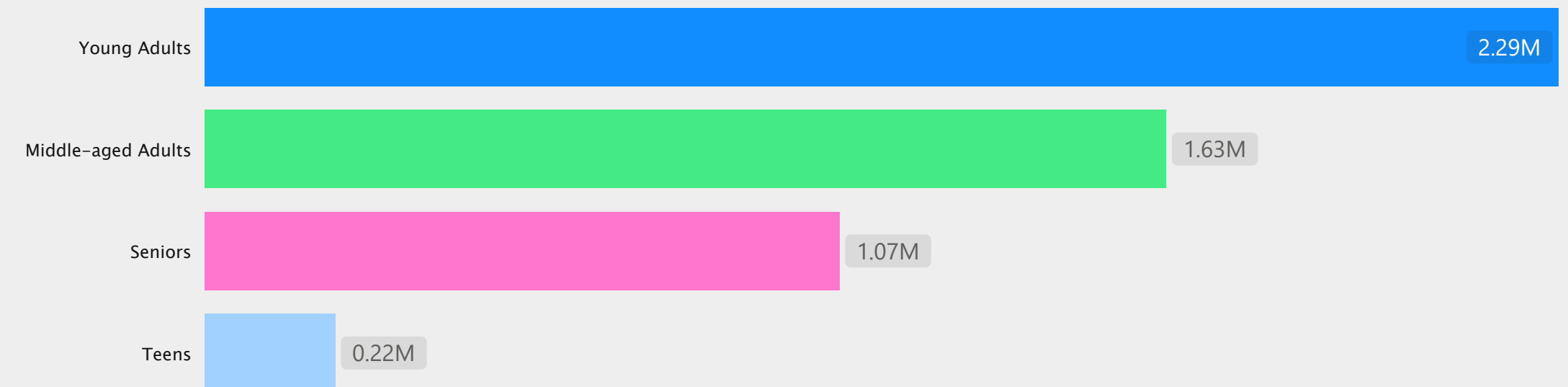
Campaign Performance Analysis

$500,254,606.8
Revenue

$100,168,477.2
Profit

5,210,937.69
Conversion

Facebook has the highest revenue share at 34.1%, followed by Google at 33.2% and Email at 32.7%.

A simple recommendation would be to allocate resources strategically based on revenue contribution from each channel: prioritize Google for higher investment due to its leading revenue share, followed by Facebook and Email channels accordingly.

Revenue by Channel Type

- Facebook
- Google
- Email

$163.5M (32.7%)
$170.5M (34.1%)
$166.3M (33.2%)

Revenue by Campaign Type and Campaign Objective

- Awareness
- Conversion
- Lead Generation

	Awareness	Conversion	Lead Generation
Display	$57M	$57M	$55M
Social Media	$54M	$56M	$59M
Email	$56M	$55M	$52M

$0M $50M $100M $150M
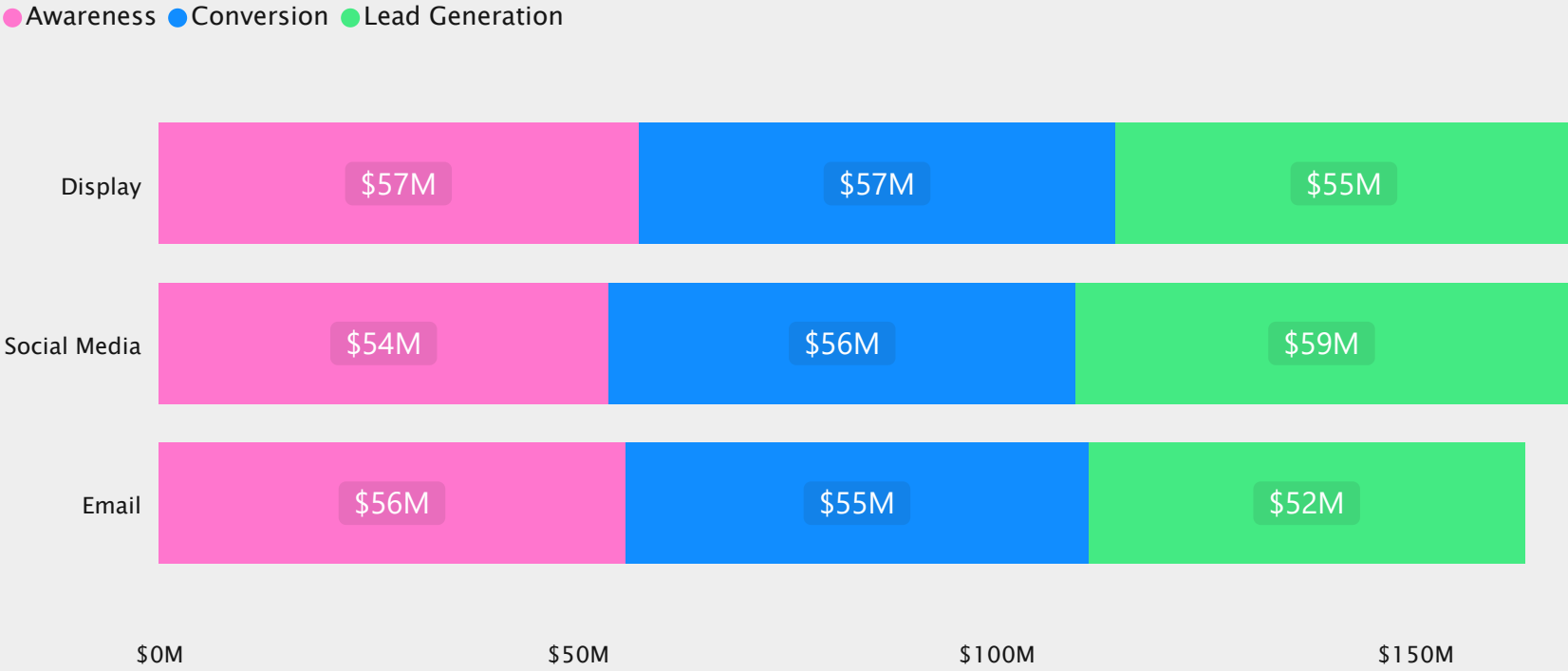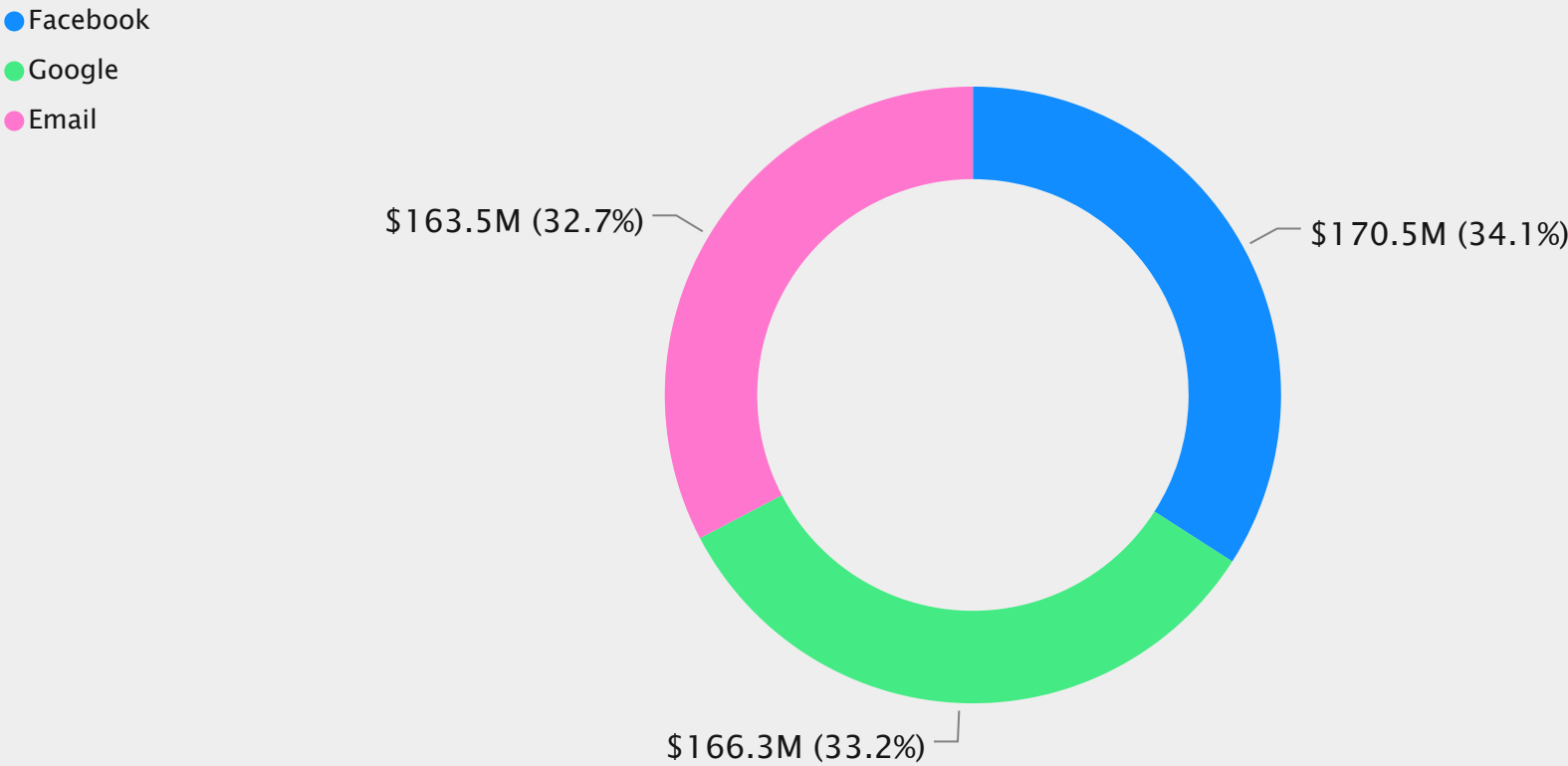
In 2023, the Display Campaign Type generated $1.14M, which decreased to $0.62M in 2024. Email generated $1.10M in 2023, decreasing to $0.60M in 2024, while Social Media generated $1.14M in 2023 and $0.61M in 2024.

We would need to analyze the factors contributing to the decrease in revenue for Display, Email, and Social Media campaigns from 2023 to 2024 to identify areas for improvement and optimize performance.

The revenue generated varies across different campaign types and objectives. For the awareness campaign, the highest revenue of $57M was generated, with Social Media following closely at $57M and Email at $55M. In the case of Social Media campaigns, the revenue was highest for the awareness objective at $54M, followed by $56M for Conversion and $59M for Lead Generation. Email campaigns generated $56M for the awareness objective, $55M for Conversion, and $52M for Lead Generation.

A simple recommendation would be to optimize Email campaigns for Conversion, focus resources on successful Awareness campaigns, replicate effective strategies from Social Media Awareness campaigns, and enhance Lead Generation strategies for Email campaigns.
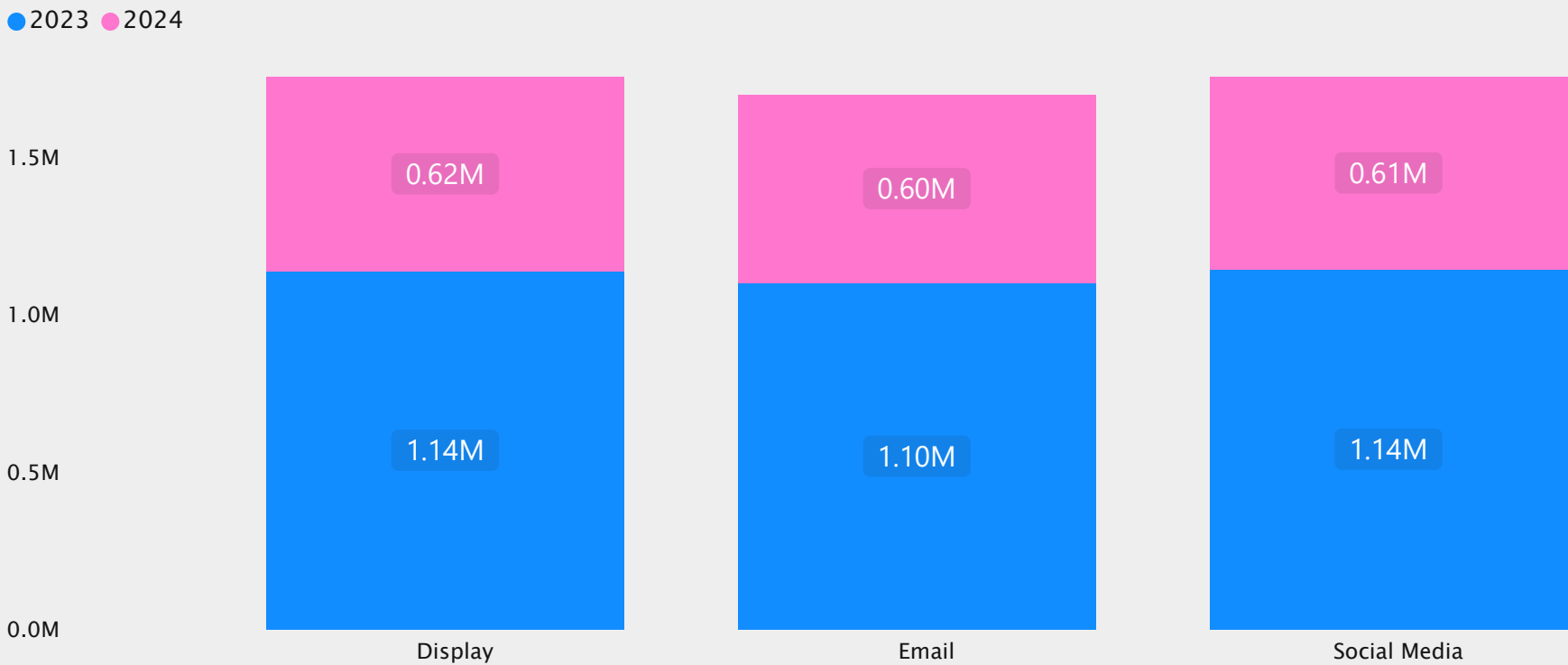
Conversion, Profit and Campaign Type by Year

- 2023
- 2024

	Display	Email	Social Media
2024	0.62M	0.60M	0.61M
2023	1.14M	1.10M	1.14M

1.5M
1.0M
0.5M
0.0M

Audience Segmentation and Targeting Analysis

$500,254,606.8
Revenue

$100,168,477.2
Profit

5,210,937.69
Conversion

Revenue by Education and Income

- High
- Low
- Medium

PhD: $39.0M, $43.8M, $40.7M
Master's: $39.8M, $43.2M, (Medium)
High School: $40.1M, $42.1M
Bachelor's: $42.9M, $42.2M

In terms of educational levels, among PhD holders, high-income earners generated $39.0M in revenue, while low-income earners generated $43.8M, and medium-income earners generated revenue. For Master's degree holders, high-income earners generated $39.8M, followed by low-income earners at $43.2M, and medium-income earners at $44.5M. At the Bachelor's level, high-income earners generated $42.9M, low-income earners generated $42.1M, and medium-income earners generated $42.2M. In the case of High School graduates, high-income earners generated $40.1M, followed by low-income earners at $39.8M, and medium-income earners at $42.1M.

A recommendation would be to consider adjusting marketing approaches to better cater to the income preferences of different educational levels for improved revenue generation.

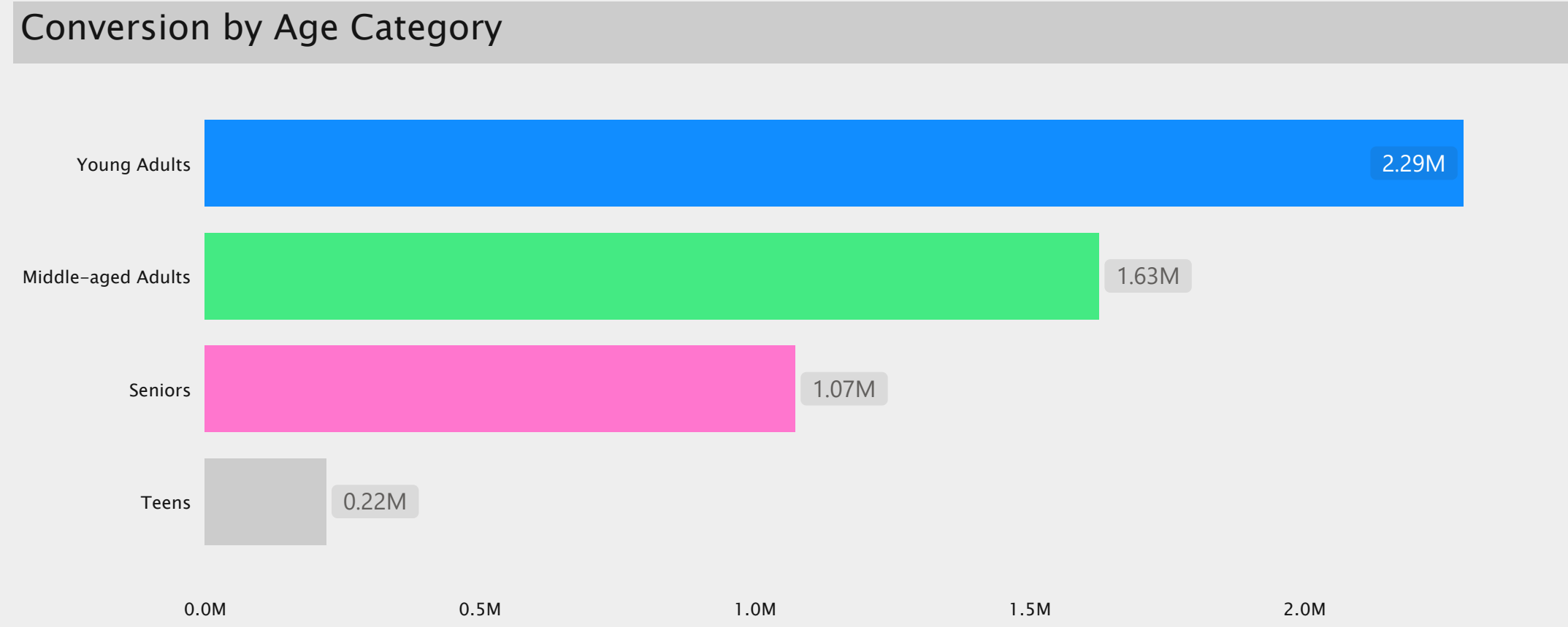## Revenue and Conversion by Gender

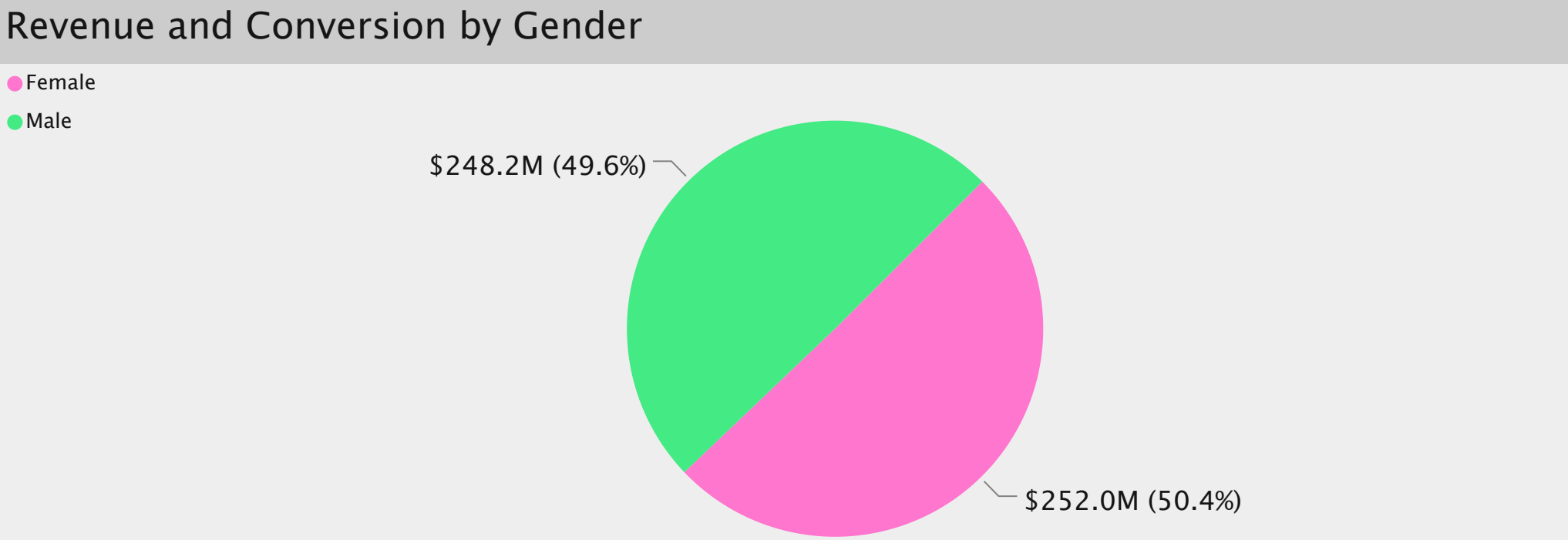- Female
- Male

$248.2M (49.6%)
$252.0M (50.4%)

Among the genders, Females contributed 50.4% to the company's revenue creation, while Males contributed 49.6% to the total revenue.

A simple recommendation is to continue to focus on targeting and engaging with the female demographic to maintain and potentially increase their contribution to the company's revenue, while also exploring strategies to further engage the male demographic to balance the revenue contributions.

Conversion by Age Category

Young Adults: 2.29M
Middle-aged Adults: 1.63M
Seniors: 1.07M
Teens: 0.22M

0.0M   0.5M   1.0M   1.5M   2.0M

Among different age categories, Young Adults achieved the highest sales conversion of 2.29M, followed by Middle-aged Adults with 1.63M conversions, Seniors with 1.07M conversions, and Teens with the lowest conversion of 0.22M.

A simple recommendation would be to focus marketing efforts and strategies towards Young Adults to capitalize on their high sales conversion rate, while also exploring ways to increase conversions for Middle-aged Adults and Seniors. Additionally, consider targeted approaches to improve conversion rates for the Teenage demographic.

Time Series Analysis

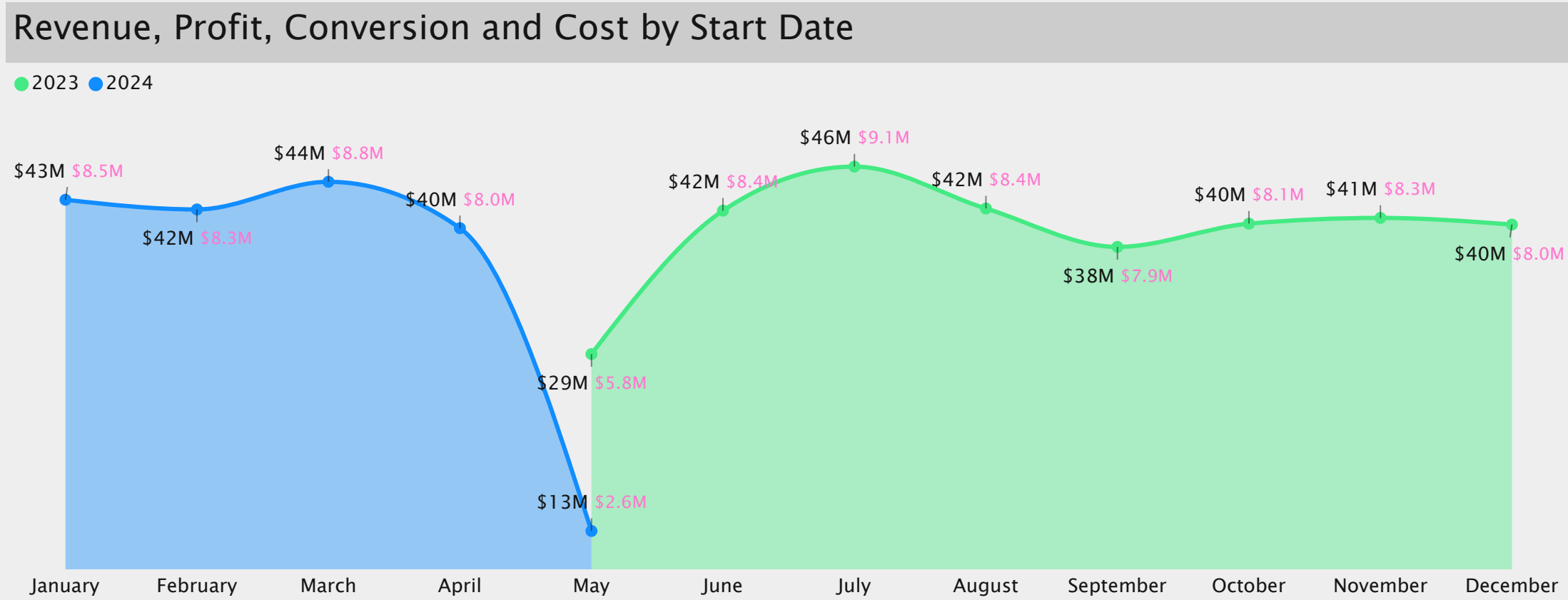**$500,254,606.8**
Revenue

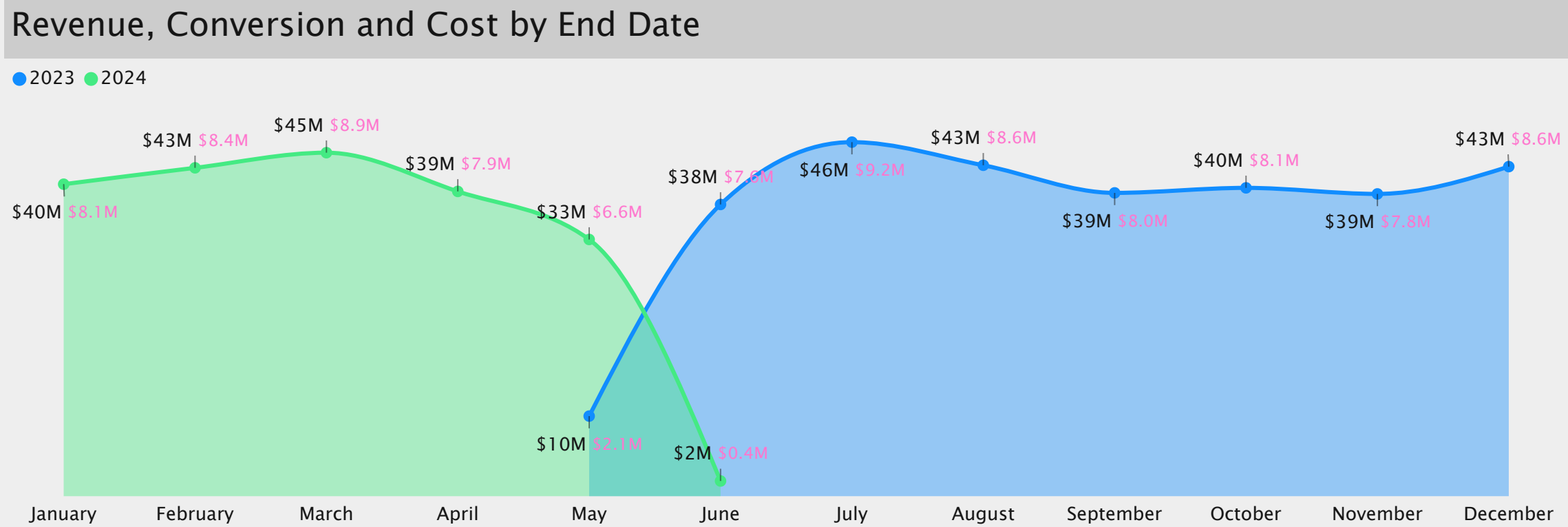**$100,168,477.2**
Profit

5,210,937.69
Conversion

In March 2024, the highest revenue of $45M was recorded with a profit of $8.9M, while June had the lowest revenue of $2M with a profit of $0.4M. In 2023, the peak occurred in July with revenue reaching $46M and a profit of $9.2M, while the lowest point was in May with revenue at $10M and a profit of $2.1M.

The recommendation is to analyze the revenue and profit patterns across months to understand the fluctuations and consistency in performance between 2023 and 2024, and consider optimizing strategies based on the successful months to improve overall revenue and profitability.
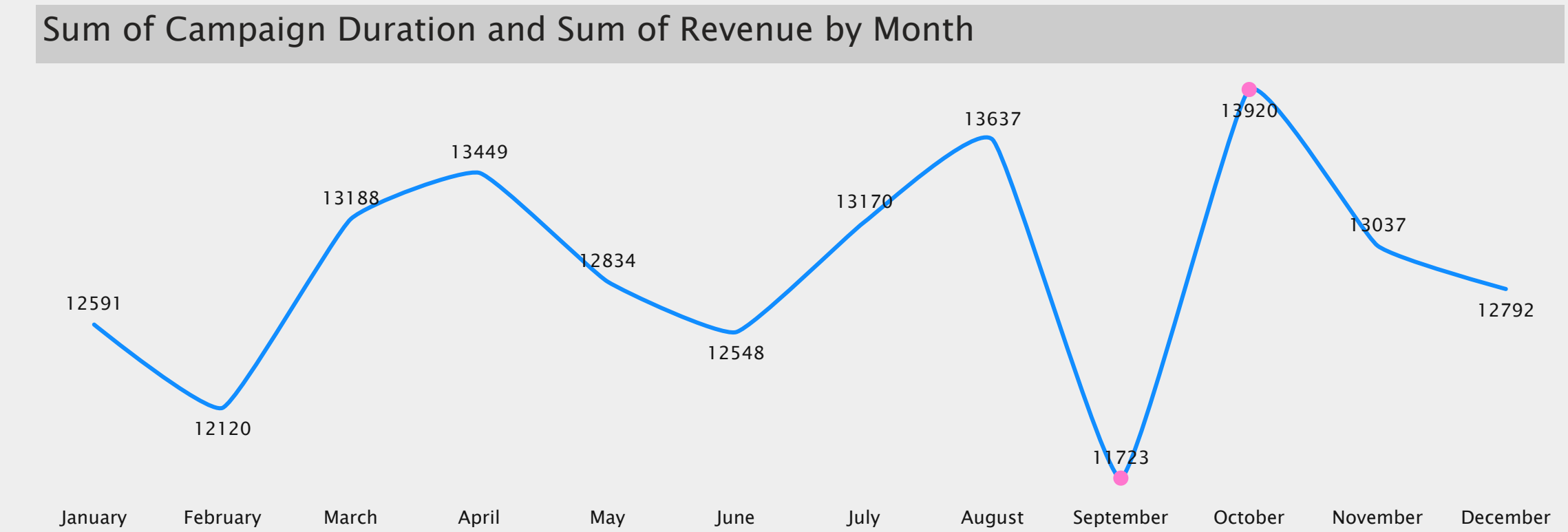
←

Revenue, Conversion and Cost by End Date

● 2023 ● 2024

$40M $8.1M $43M $8.4M $45M $8.9M $39M $7.9M $33M $6.6M $38M $7.6M $46M $9.2M $43M $8.6M $39M $8.0M $40M $8.1M $39M $7.8M $43M $8.6M

$10M $2.1M $2M $0.4M

January February March April May June July August September October November December

Revenue, Profit, Conversion and Cost by Start Date

● 2023 ● 2024

$43M $8.5M $42M $8.3M $44M $8.8M $40M $8.0M $42M $8.4M $46M $9.1M $42M $8.4M $38M $7.9M $40M $8.1M $41M $8.3M $40M $8.0M

$29M $5.8M

$13M $2.6M

January February March April May June July August September October November December

→

In July 2024, the highest revenue of $46M was recorded with a profit of $8.4M, while May had the lowest revenue of $29M with a profit of $5.8M. In 2023, the peak occurred in March with revenue reaching $44M and a profit of $8.8M, while the lowest point was in May with revenue at $13M and a profit of $2.6M.

A simple recommendation is to identify the factors contributing to the revenue and profit fluctuations in different months to optimize performance and maximize profitability. Additionally, consider strategies to maintain or improve revenue and profit levels during low-performing months.

The peak sum of campaign duration, totaling 13920, was observed in October with a revenue of $44.2M, while the lowest duration of 11723 was recorded in September, generating a revenue of $37.2M.

A simple recommendation is to consider adjusting campaign durations based on the successful outcomes observed in high-revenue months to potentially enhance overall performance.

←

Sum of Campaign Duration and Sum of Revenue by Month

12591   12120   13188   13449   12834   12548   13170   13637   11723   13920   13037   12792

January February March April May June July August September October November December

Channel Effectiveness and Conversion Analysis

$500,254,606.8
Revenue

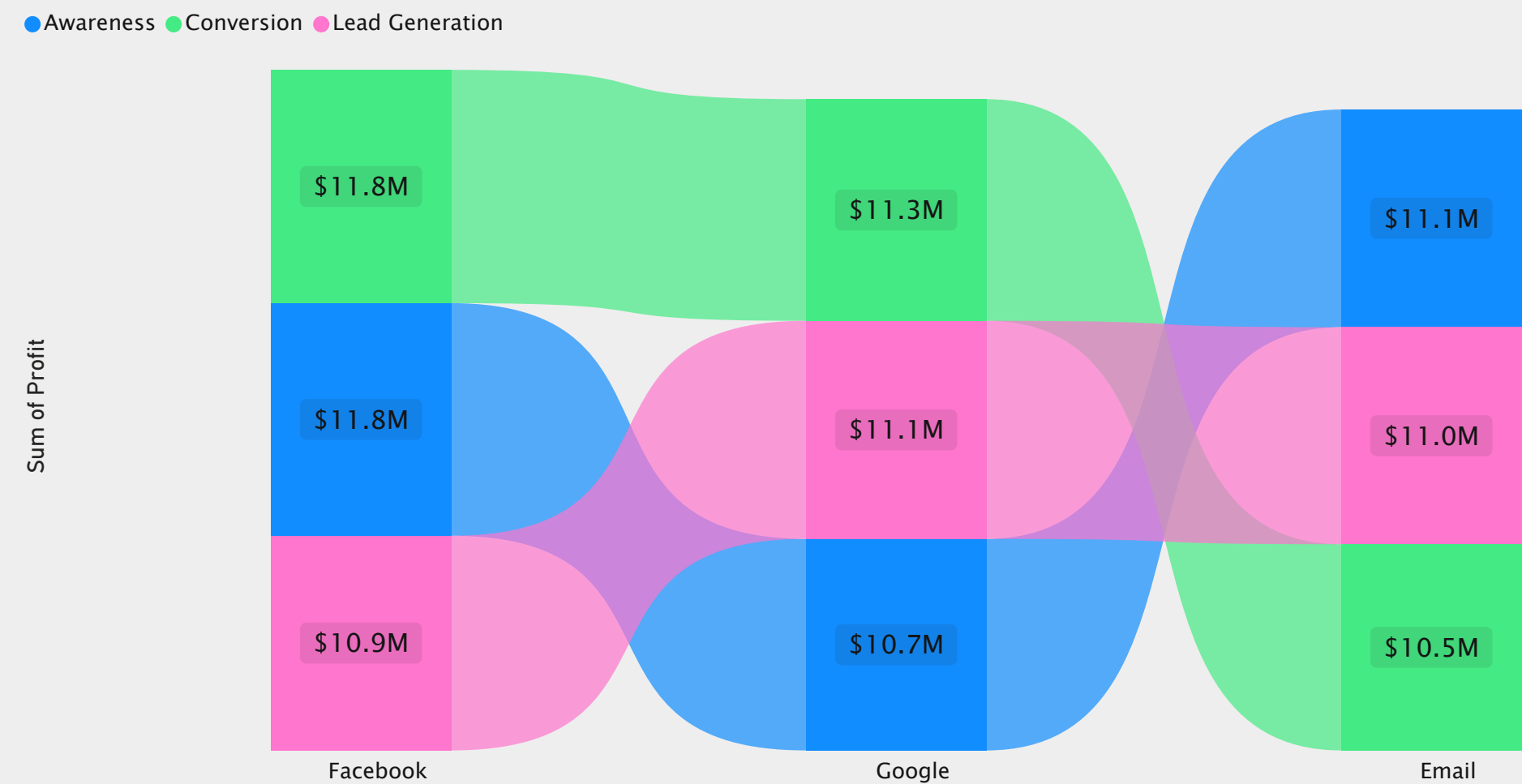**$100,168,477.2**
Profit

5,210,937.69
Conversion

Facebook leads in revenue with $170.5M and 100% conversion, followed by Google with $165.5M and 95.5% conversion, and Email with $163.5M and 95.5% conversion.

Based on the revenue and conversion rates by channel, a simple recommendation would be top prioritize efforts on Facebook to capitalize on its high revenue and full conversion rate. Consider optimizing strategies for Google and Email channels to improve their conversion rates while maintaining or increasing revenue levels.

Revenue and Conversion by Channel

100%

Channel	Revenue
Facebook	$170.5M
Google	$166.3M
Email	$163.5M

95.9%
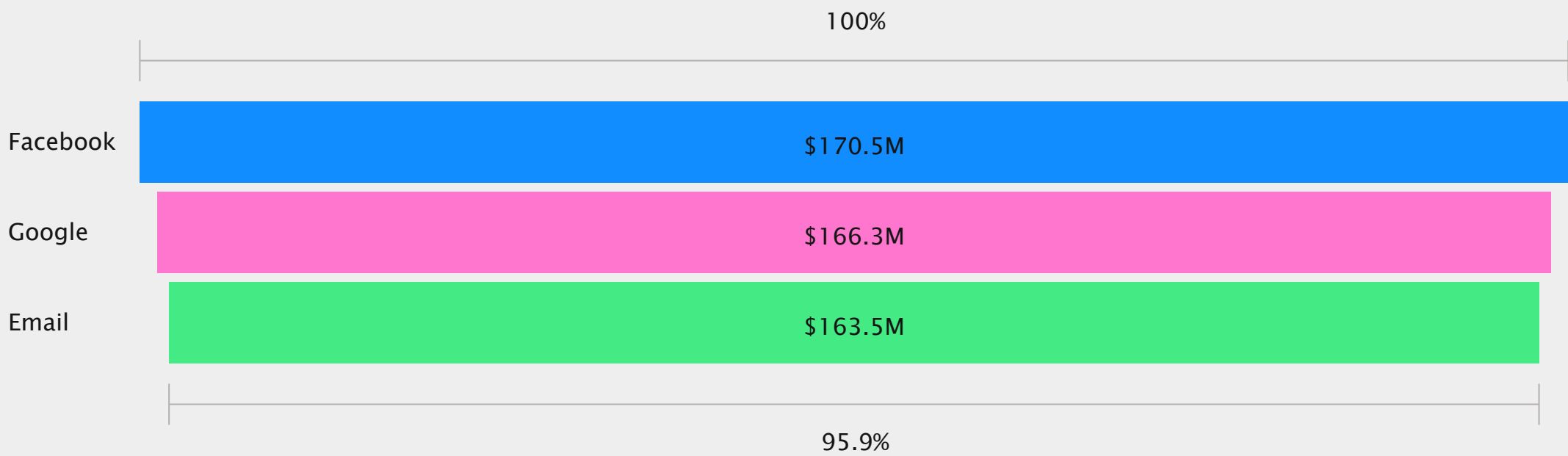
Profit by Channel Type and Campaign Objective

● Awareness ● Conversion ● Lead Generation

Sum of Profit

	Facebook	Google	Email
Conversion	$11.8M	$11.3M	$11.1M
Lead Generation	$11.8M	$11.1M	$11.0M
Awareness	$10.9M	$10.7M	$10.5M

It showcases how profit is distributed among various campaign objectives (Awareness, Conversion, Lead Generation) across three channel types (Facebook, Google, Email). Facebook leads in revenue for Awareness with $11.8M, followed by Email at $11.1M and Google at $10.7M. In Conversion, Facebook tops with $11.8M, Google follows with $11.3M, and Email with $10.5M. For Lead Generation, Google leads with $11.1M, Email closely behind at $11.0M, and Facebook with the lowest at $10.9M in revenue generation.

A simple recommendation would be to optimize marketing strategies by channel type based on revenue performance for each campaign objective: prioritize Facebook for Awareness, Conversion, and Lead Generation campaigns to maximize revenue, followed by Google and Email channels accordingly. Analyze the success factors of each channel in generating revenue for different campaign objectives to refine targeting and messaging strategies for improved profitability.
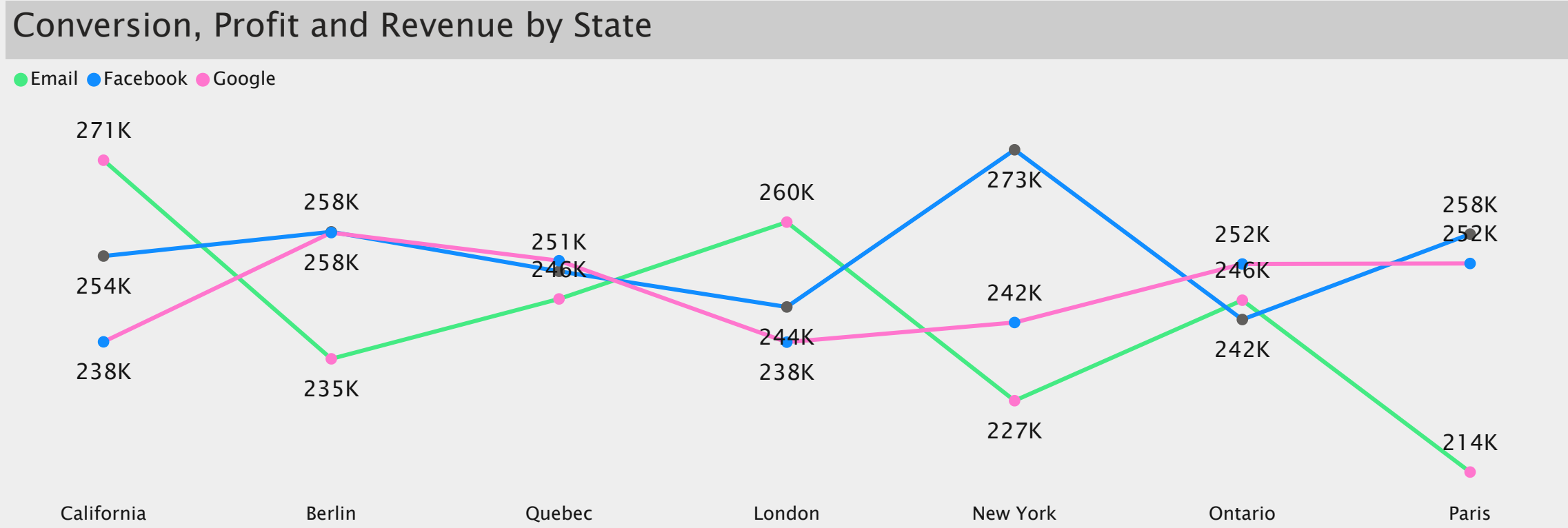
Geography Analysis

$500,254,606.8
Revenue

$100,168,477.2
Profit

5,210,937.69
Conversion

Conversion, Profit and Revenue by State

● Email ● Facebook ● Google

271K						
254K	258K	251K	260K	273K	252K	258K
238K	258K	246K	244K	242K	246K	252K
	235K		238K	227K	242K	214K
California	Berlin	Quebec	London	New York	Ontario	Paris

The is performance of Email, Facebook, and Google in six different locations: California, Berlin, Quebec, London, New York, and Ontario. In New York, Facebook achieves the highest conversion rate at 273K and a profit of $5.2M, surpassing Gmail with 227K and a profit of $4.4M, and Google with 242K and a profit of $4.5M. Meanwhile, in London, Email demonstrates the highest conversion rate of 260K and a profit of $4.7M, outperforming Facebook with 244K conversions and a profit of $5.0M, and Google with 238K conversions and a profit of $5.1M.

A simple recommendation would be to analyze the successful strategies in New York and London for Facebook, Gmail, and Google to identify key factors contributing to high conversion rates and profits. Utilize these insights to optimize campaigns and tailor marketing efforts in other locations to replicate or improve upon the performance observed in these two cities. Additionally, consider exploring partnerships or collaborations with local businesses or influencers in each location to enhance brand visibility and drive conversions.
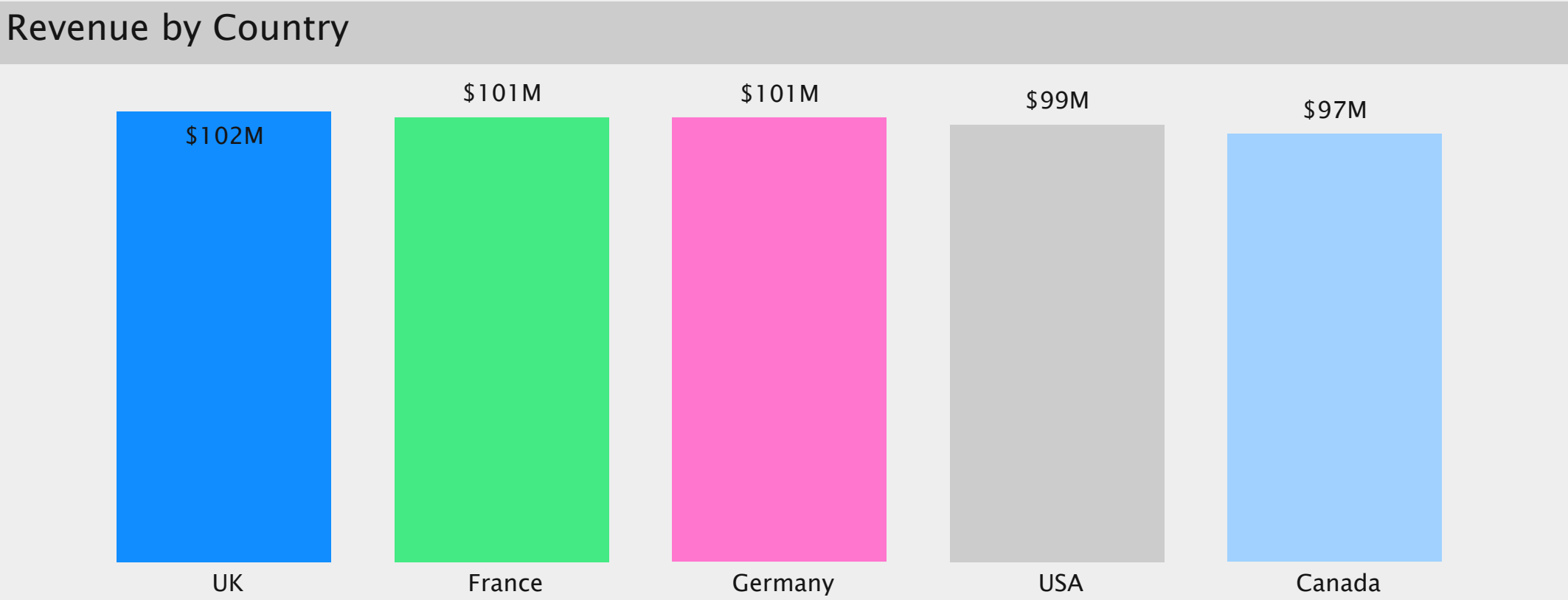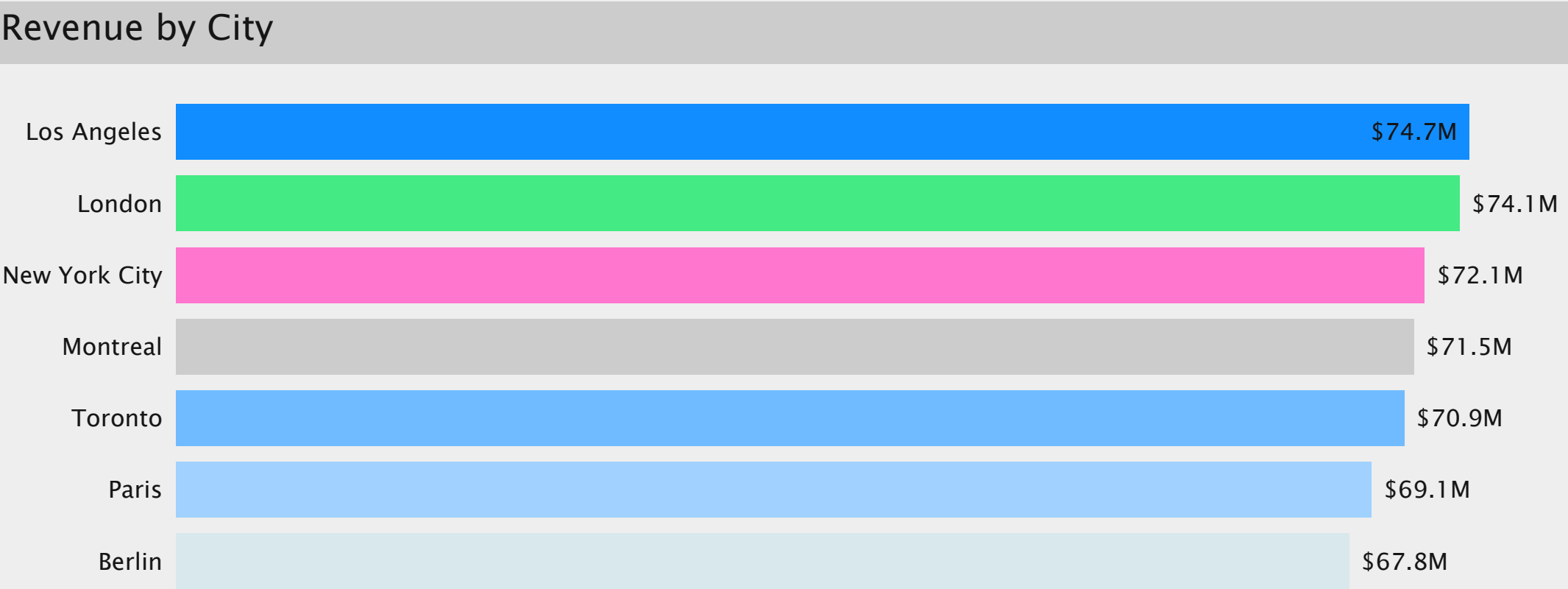
Los Angeles leads with the highest revenue of $74.7M among all cities, followed by London with $74.1M, and Berlin with the least revenue of $67.8M.

Evaluate the factors contributing to the high revenue in Los Angeles and London compared to Berlin to identify opportunities for revenue growth. Implement targeted marketing strategies and promotions in Berlin to increase revenue levels and align them with the performance of Los Angeles and London. Analyze customer preferences and market trends in each city to tailor offerings and enhance revenue generation potential.

Revenue by City

City	Revenue
Los Angeles	$74.7M
London	$74.1M
New York City	$72.1M
Montreal	$71.5M
Toronto	$70.9M
Paris	$69.1M
Berlin	$67.8M

Revenue by Country

Country	Revenue
UK	$102M
France	$101M
Germany	$101M
USA	$99M
Canada	$97M

The United Kingdom generated the highest revenue, totaling $102.3M, followed by France with $100.9M, while Canada had the least revenue among the countries, with a total of $97.1M.

A simple recommendation would be to analyze the successful revenue generation strategies in the United Kingdom and France to identify key drivers of high performance. Implement similar tactics in Canada to potentially boost revenue levels and align them with the success observed in the top-performing countries. Consider market-specific factors and consumer behavior in Canada to tailor strategies effectively and enhance revenue growth.

Campaign ROI and Profitability Analysis

$500,254,606.8
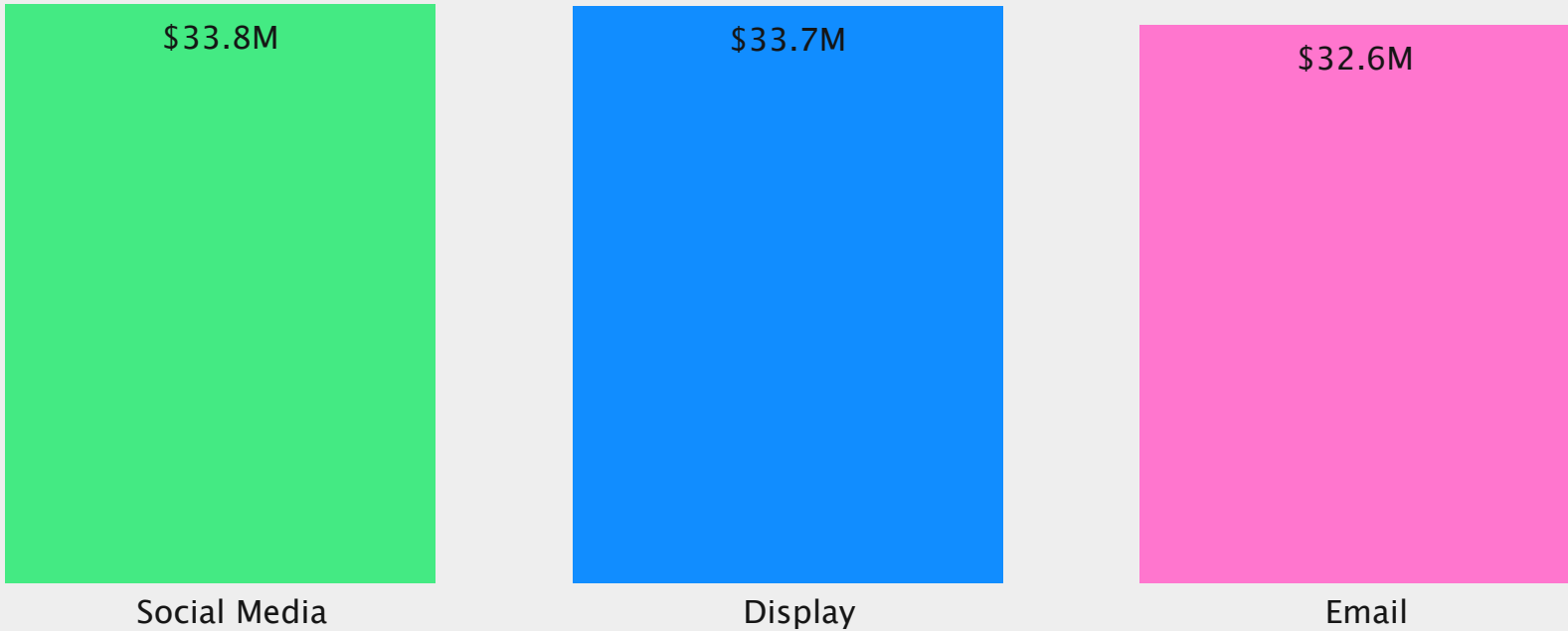**Revenue**

$100,168,477.2
Profit

5,210,937.69
Conversion

The Display campaign channel achieved the highest revenue at $168.8M, followed closely by Social Media at $168.3M, with Email generating the least revenue at $163.2M.

A simple recommendation is to evaluate the strategies and tactics employed in the Display and Social Media channels that led to high revenue generation. Identify opportunities to optimize Email campaigns to increase revenue levels and align them with the success observed in the Display and Social Media channels. Analyze customer engagement and conversion metrics in Email campaigns to enhance performance and drive revenue growth.

Revenue by Campaign Type

Display — $168.8M
Social Media — $168.3M
Email — $163.2M

Profit by Campaign Type

$33.8M — Social Media
$33.7M — Display
$32.6M — Email

The Social Media campaign type leads in profit with a total of $33.8M, followed closely by Display at $33.7M, while Email lags behind with $32.6M.

Analyze the strategies and tactics that contributed to the high profitability of Social Media and Display campaigns to identify key success factors. Implement similar effective approaches in Email campaigns to potentially increase profitability and align it with the performance of Social Media and Display campaigns. Evaluate customer engagement and conversion metrics in Email campaigns to optimize profitability and drive overall campaign success.

Cost, Revenue and Conversion Value by Conversion Value

An increase in marketing campaign costs is positively associated with higher conversion rates and revenue. As marketing campaign costs rise, conversion rates also increase, resulting in a revenue boost, and conversely, a decrease in costs may lead to lower conversion rates and revenue.

A simple recommendation is to continuously monitor the relationship between marketing campaign costs, conversion rates, and revenue to optimize performance. Implement cost-effective strategies that enhance conversion rates and drive revenue growth. Conduct regular analyses to identify cost-efficient tactics that maximize conversions and revenue, ensuring a balanced approach to cost management and revenue generation.

Executive Summary

– Revenue performance varied across different channels and campaign types, with Social Media and Display campaigns leading in revenue generation.

– Conversion rates showed a positive correlation with marketing campaign costs, indicating the importance of cost-effective strategies in driving revenue growth.

– The United Kingdom and France emerged as top revenue-generating countries, outperforming Canada in total revenue.

– Los Angeles and London stood out as cities with the highest revenue, while Berlin recorded the lowest revenue among the cities analyzed.

– Email campaigns lagged behind in revenue compared to Social Media and Display campaigns, highlighting the need for optimization in Email marketing strategies.

– Profitability was highest in Social Media campaigns, closely followed by Display campaigns, while Email campaigns showed the least profitability.

– Recommendations include optimizing Email marketing strategies, analyzing successful tactics in top-performing regions, and monitoring the cost-conversion-revenue relationship for continued growth.