

# Social Media Campaign Performance Tracker

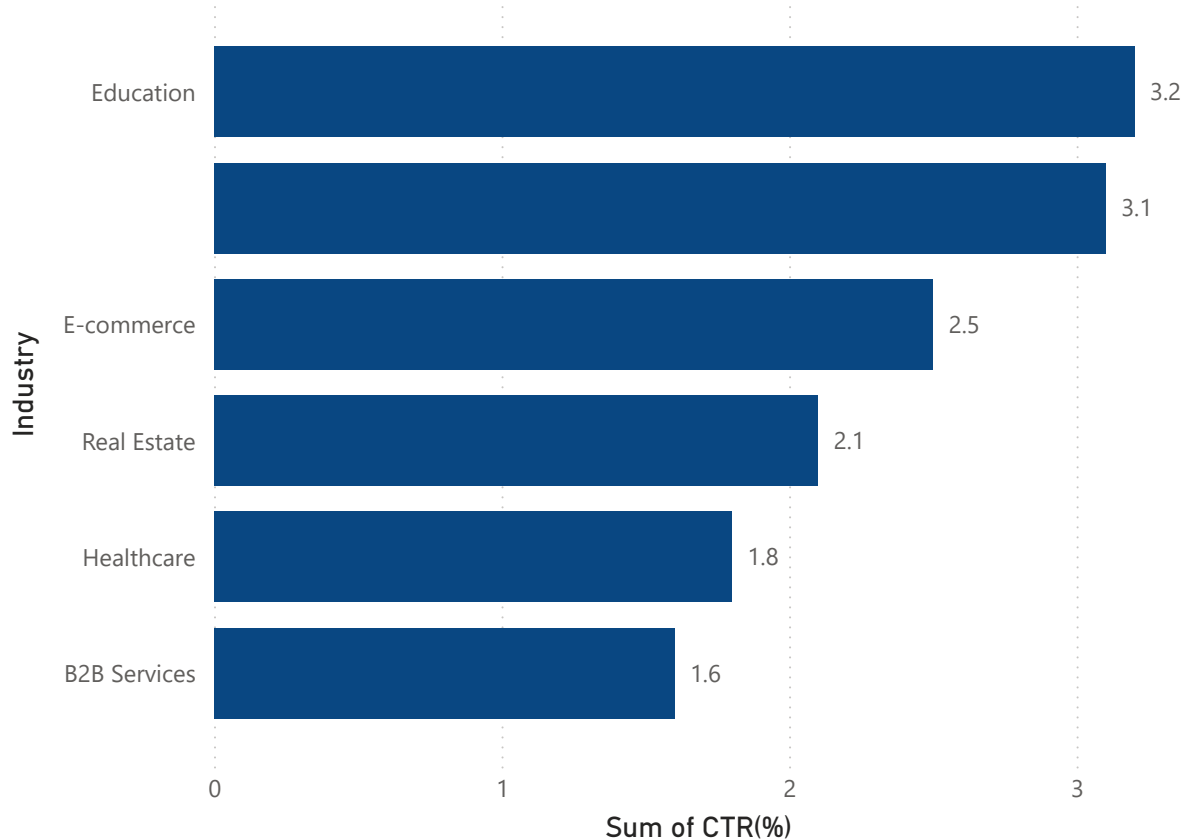
14.30  
Sum of CTR(%)

63.80  
Sum of Conversion Rate(%)

8.35  
Sum of CPC(\$)

2550  
Sum of Average ROI(%)

Sum of CTR(%) by Industry

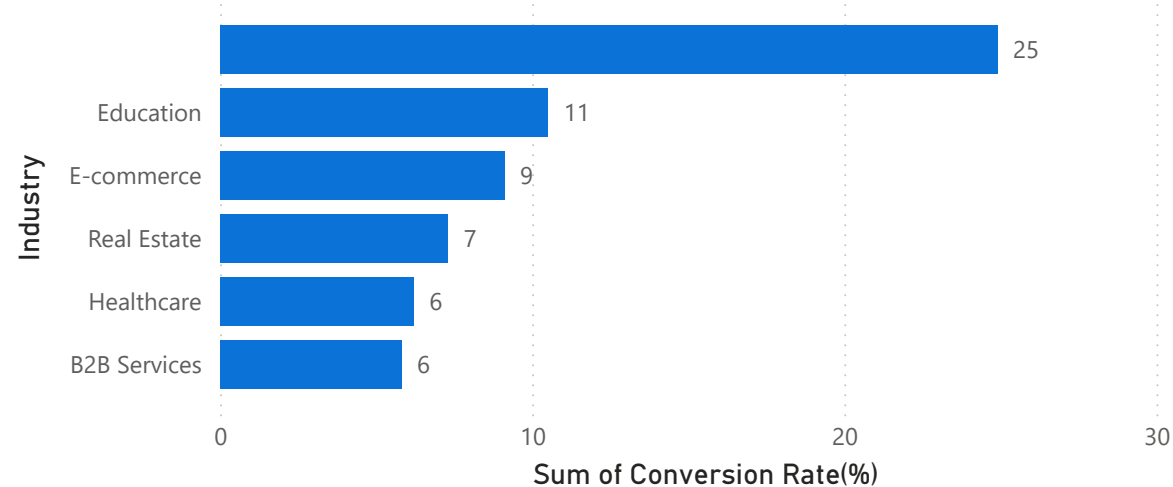


At 3.20, Education had the highest Sum of CTR(%) and was 100.00% higher than B2B Services, which had the lowest Sum of CTR(%) at 1.60.

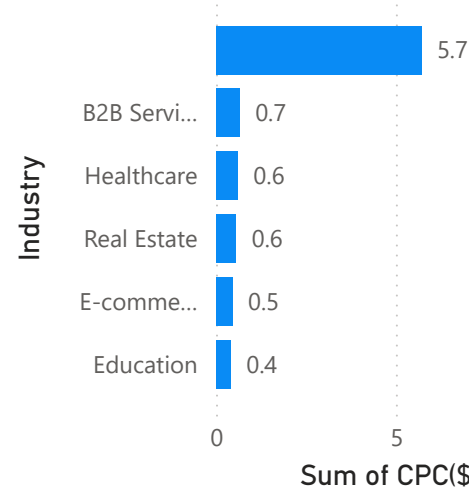
Education accounted for 22.38% of Sum of CTR(%).

Across all 6 Industry, Sum of CTR(%) ranged from 1.60 to 3.20.

Sum of Conversion Rate(%) by Industry



Sum of CPC(\$) by Industry



Sum of Average ROI(%) by Industry

