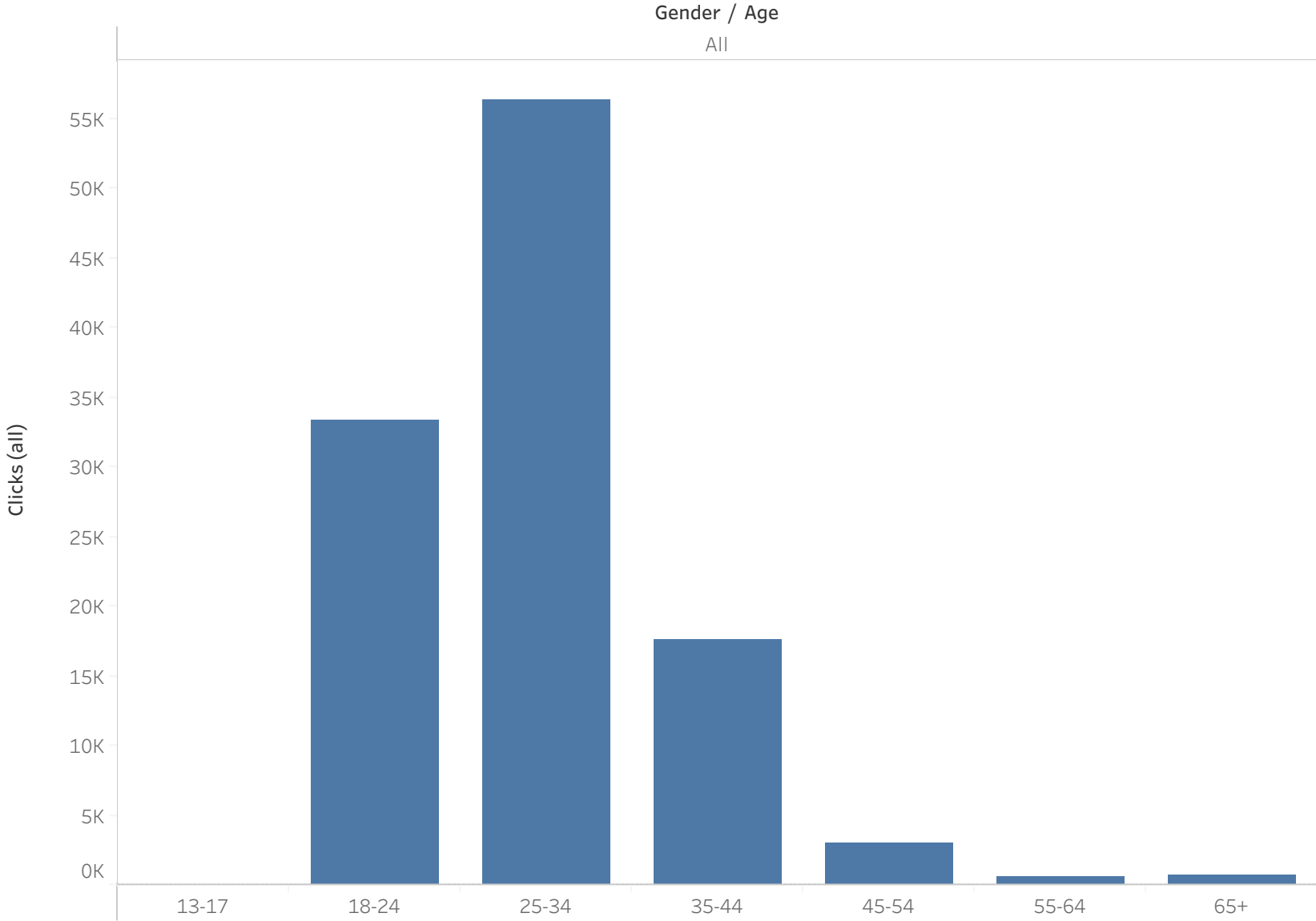
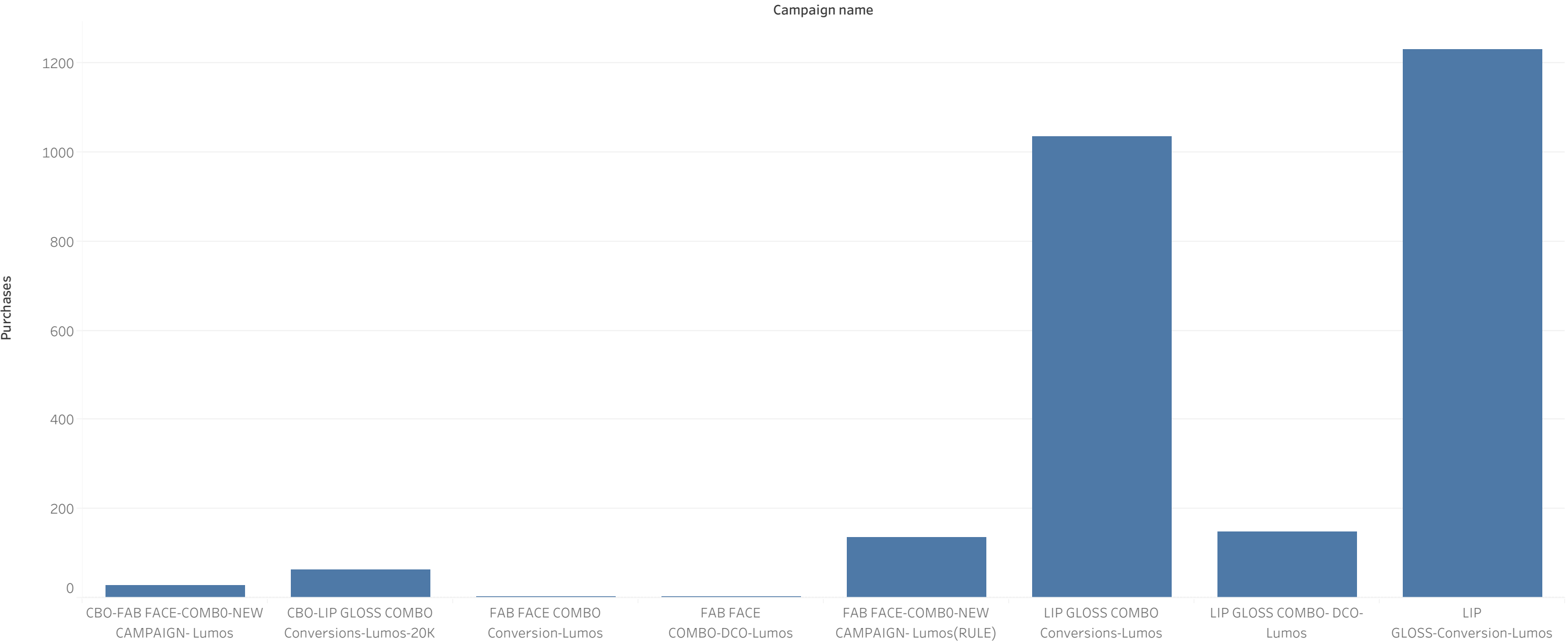


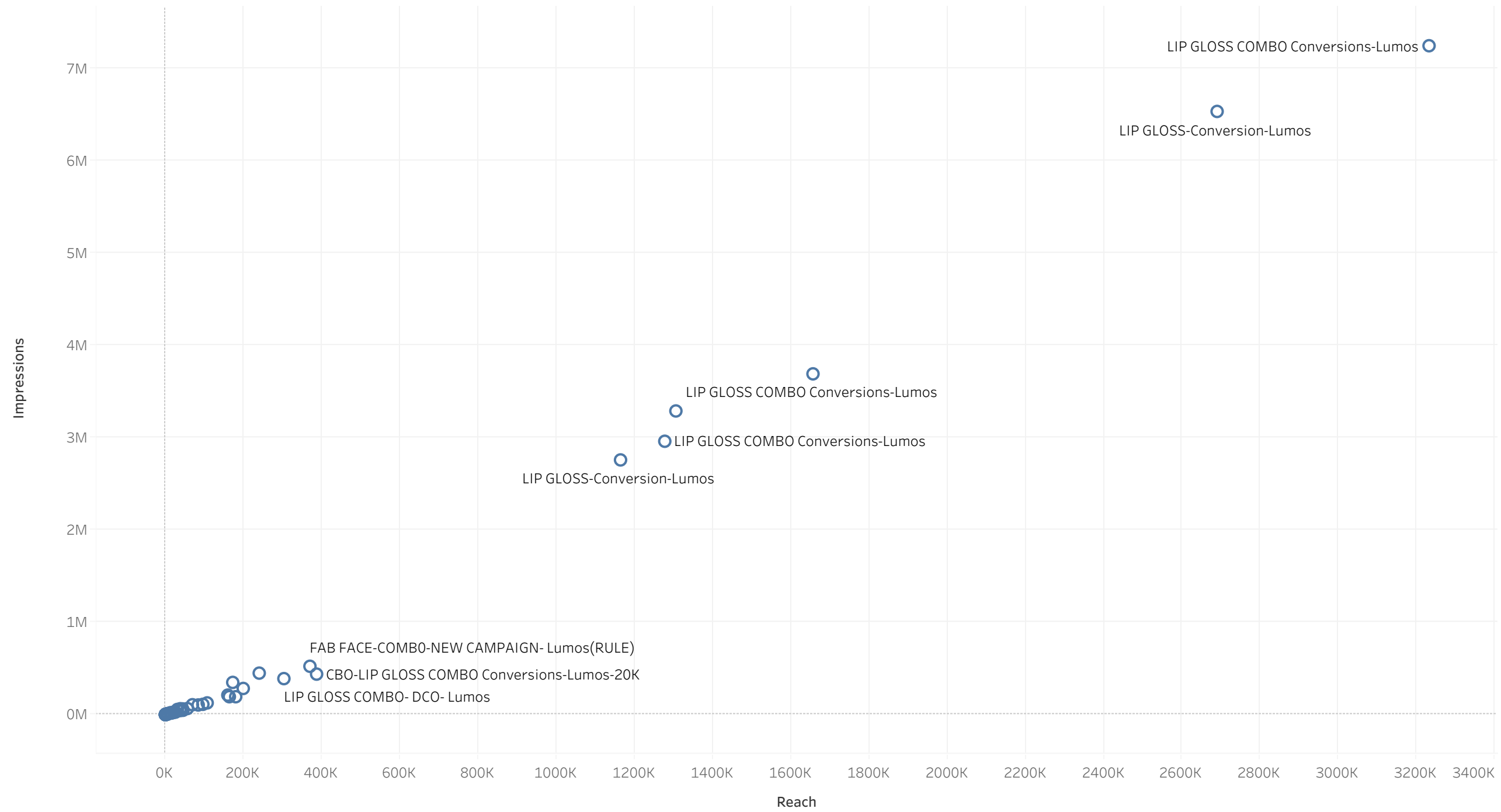
Clicks according to gender and Age



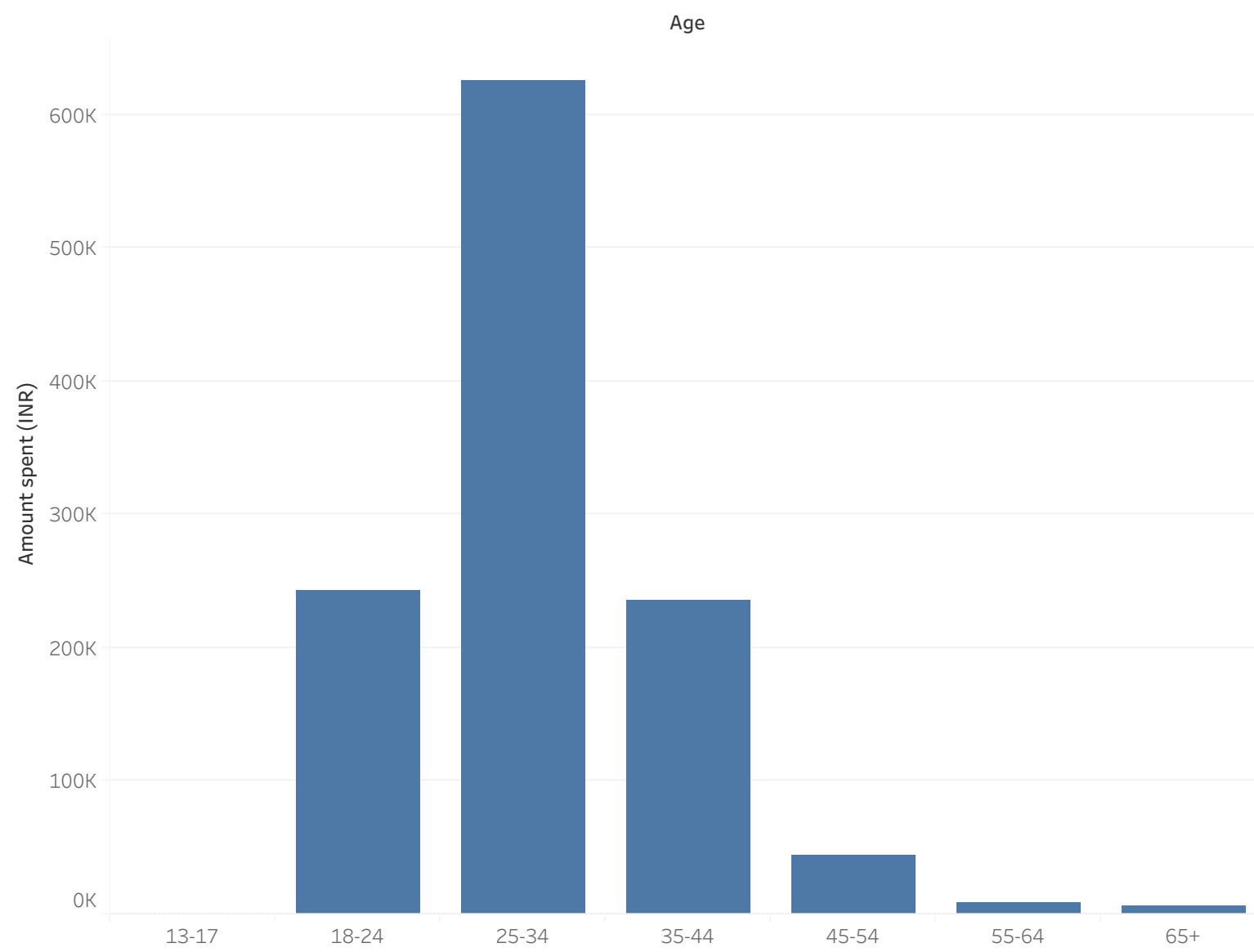
Campaign Name vs Purchases



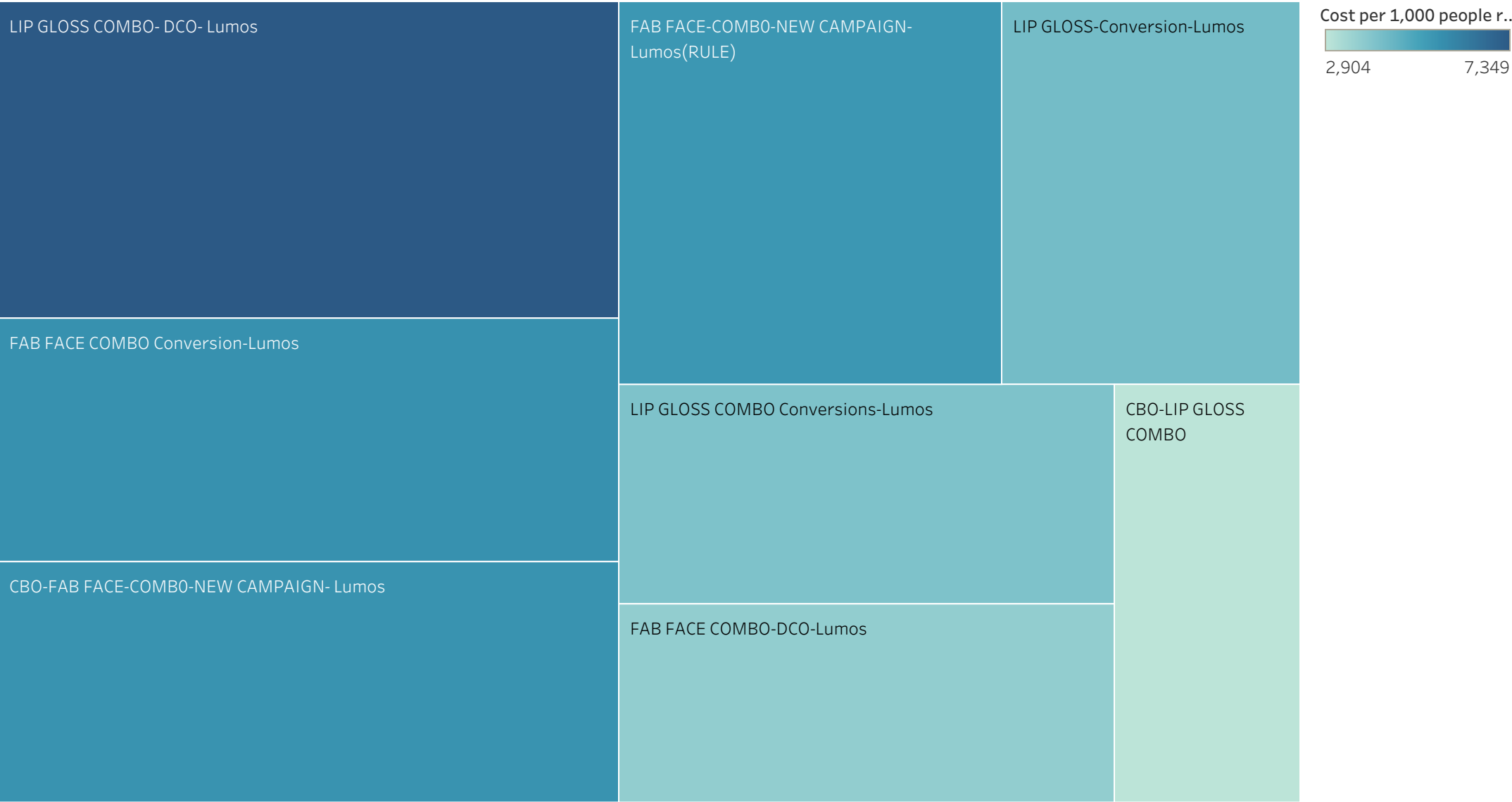
Reach vs Impressions



Amount spend vs Age



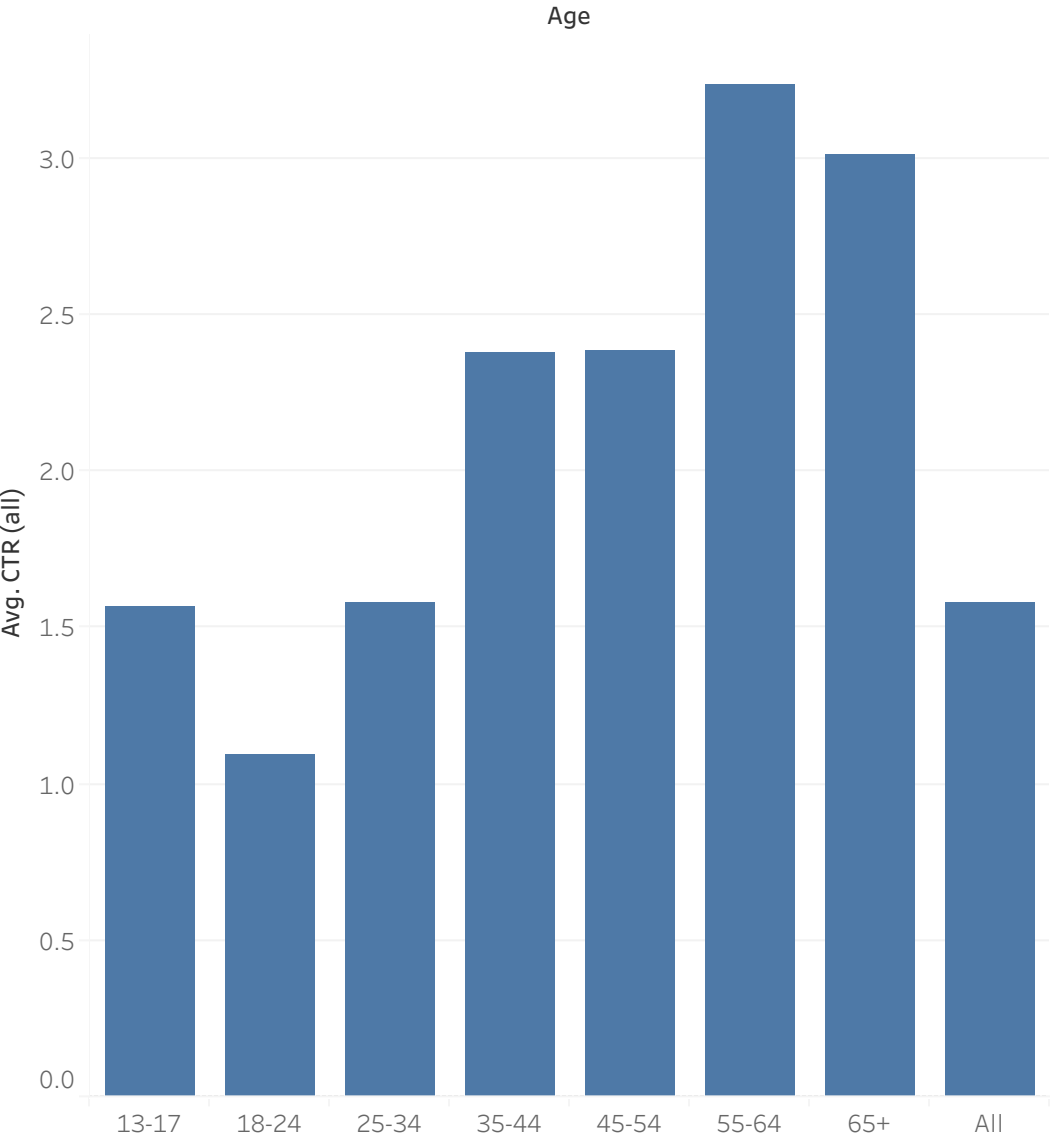
Cost per 1,000 people reached



CPC

Campaign name		Avg. CPC (all)	
CBO-FAB FACE-COMBO-NEW CAMPAIGN- Lumos	8.238	7.299	16.574
CBO-LIP GLOSS COMBO Conversions-Lumos-20K	16.574		
FAB FACE COMBO Conversion-Lumos	16.562		
FAB FACE COMBO-DCO-Lumos	8.031		
FAB FACE-COMBO-NEW CAMPAIGN- Lumos(RULE)	7.299		
LIP GLOSS COMBO Conversions-Lumos	11.380		
LIP GLOSS COMBO- DCO- Lumos	12.007		
LIP GLOSS-Conversion-Lumos	10.700		

Avg. CTR vs AGE



Sales Dashboard

