



DASHBOARD



CAMPAIGN ANALYSIS



PRODUCT PERFORMANCE



Reach



214M



Impressions

256M



Page Views

4M



Clicks

5M



[See details](#)

Fix this

01-01-2024



30-03-2024



Purchases



51.1K

Average CPS



₹ 111.31

Conversions

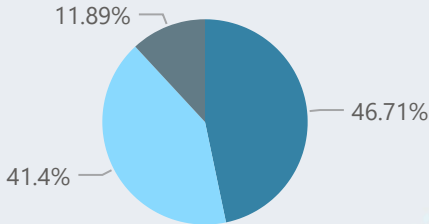
211.69K

CTR

33.33%

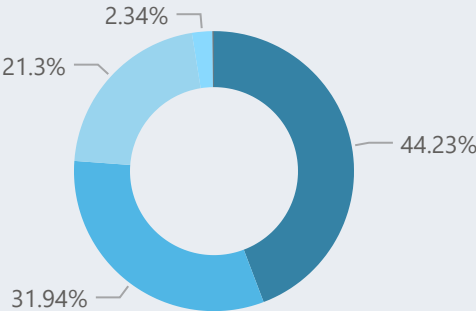
Total Purchases Conversion
by Audience

● Fresh ● Advantage ● Retargeting



Conversion % by Ad type

● Catalog ● Custom ● V&R ● Single Image ● Collection



Top Campaign Showing How much Total Amount Spent And Profit

Campaign name	Total Spend	Sum of Website purchases conversion value	Profit on Campaign (Lakhs)	Profit %
Campaign 3	₹ 22,95,141.64	₹ 1,02,99,244.27	₹ 80.04	348.7%
Campaign 6	₹ 18,52,789.11	₹ 89,96,062.68	₹ 71.43	385.5%
Campaign 30	₹ 13,23,205.28	₹ 58,28,125.12	₹ 45.05	340.5%
Campaign 1	₹ 12,48,222.92	₹ 59,44,493.52	₹ 46.96	376.2%
Campaign 2	₹ 10,12,009.03	₹ 40,70,696.4	₹ 30.59	302.2%
Campaign 4	₹ 10,02,687.16	₹ 48,78,526.96	₹ 38.76	386.5%
Campaign 29	₹ 8,98,131.87	₹ 48,31,356.49	₹ 39.33	437.9%
Campaign 10	₹ 3,03,171.73	₹ 12,11,056.06	₹ 9.08	299.5%
Campaign 15	₹ 1,01,670.77	₹ 7,44,170.22	₹ 5.62	200.6%
Total	₹ 1,08,78,216.94	₹ 4,94,49,448.15	₹ 385.71	354.6%

Campaign 30

Total Spend(Lakhs)

Profit On Campaign(Lakhs)

Profit %



₹ 13.69



₹ 46.47



339.4%

Total Purchase

Purchase Value

Conversion Per Cart %

CTR %



6399.0



₹ 6.02M



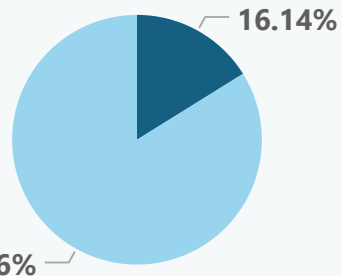
38.42%



5.08%

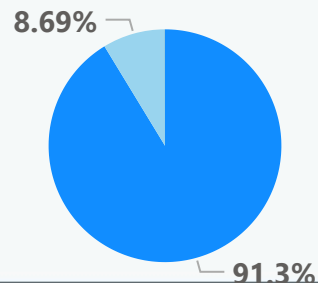
C2C and A2C Distrubution

● C2C ● A2C



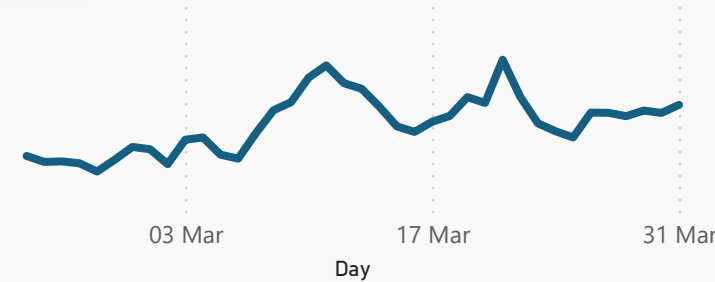
Total Purchases by Audience

Audience ● Advantage ● Fresh ● Retargeting



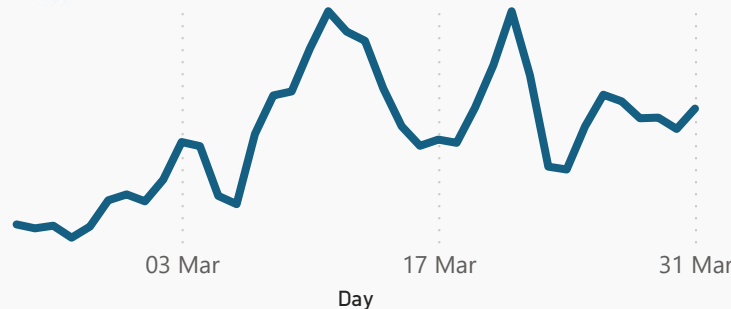
Total Reach by Daywise

Reach



Total Clicks by Daywise

Clicks



Ad name	Total Spend	Total Conversions	Profit %
AD4590	₹ 36,515.07	919	404.9%
AD4587	₹ 32,729.64	819	407.9%
AD4441	₹ 32,553.9	815	427.2%
AD5484	₹ 40,392.01	705	276.2%
AD5743	₹ 41,672.12	683	283.6%
AD5589	₹ 40,000.7	651	268.6%
AD5537	₹ 41,991.14	649	261.6%
AD4434	₹ 28,915.52	639	424.1%
AD5691	₹ 37,006.29	625	334.1%
AD5641	₹ 40,403.57	594	223.1%
AD4368	₹ 25,539.39	555	310.6%
AD5433	₹ 31,667.91	554	313.0%
AD5204	₹ 20,001.71	502	242.5%
Total	₹ 13,69,444.05	27524	339.4%

Added In Cart



591K



Avg Order Value

₹ 491.39

Day

01-01-2024



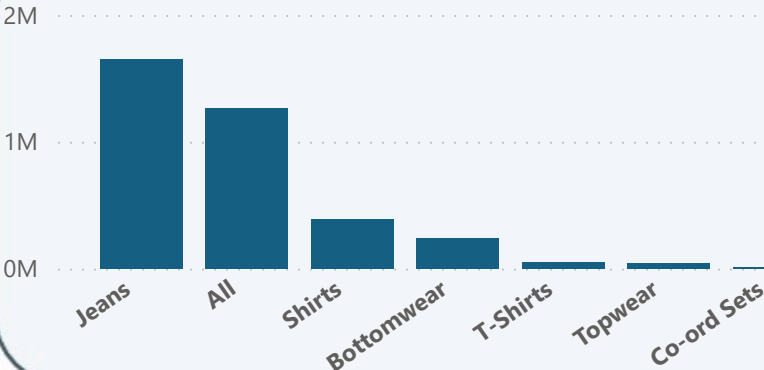
31-03-2024



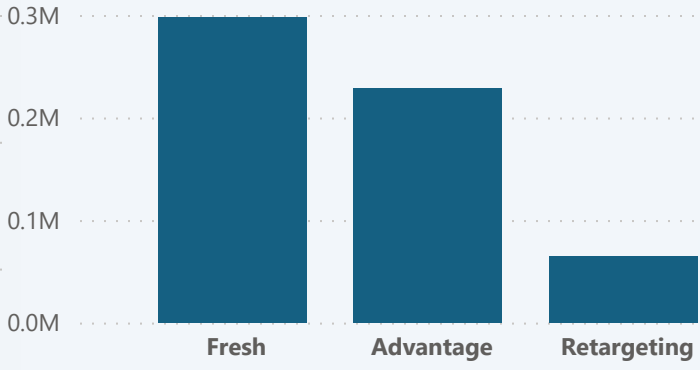
Product

All

Max Reach By Product



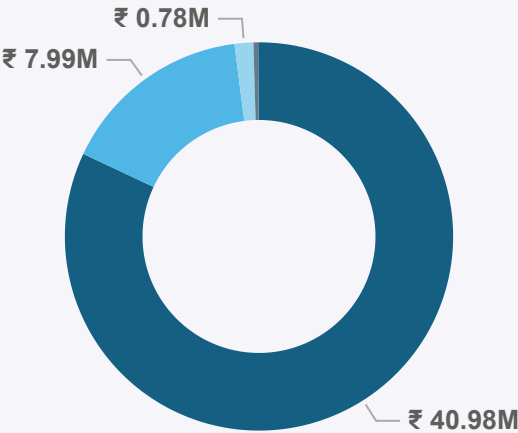
Max Adds To Cart By Audience



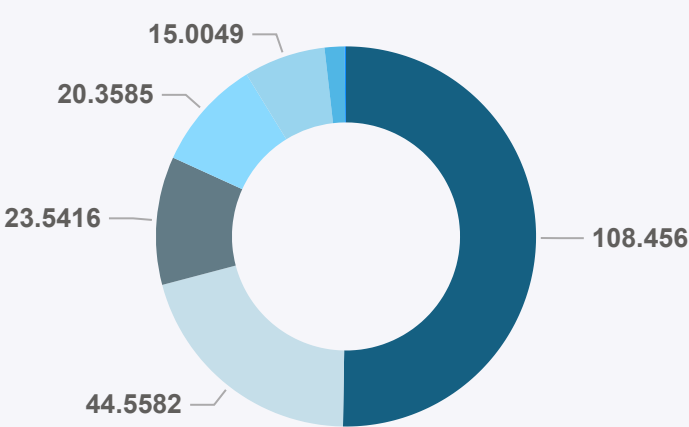
- Maximum Reach Product Is Jeans.
- Maximum Fresh Audience Adding Product to Cart .

Purchases Value By Ad Type

Ad type Catalog Custom V&R Single Image Collection Product All Jeans Shirts Bottomwear T-Shirts



Conversion % By Product



Product	Total Purchase Value	Total Purchases
All	₹ 3,47,81,291.57	36642
Bottomwear	₹ 25,28,364.59	2350
Co-ord Sets	₹ 15,476.6	11
Jeans	₹ 1,06,43,034.03	10768
Shirts	₹ 18,12,629.2	1676
Topwear	₹ 14,816.45	22
T-Shirts	₹ 1,86,801.38	154
Total	₹ 4,99,82,413.82	51623

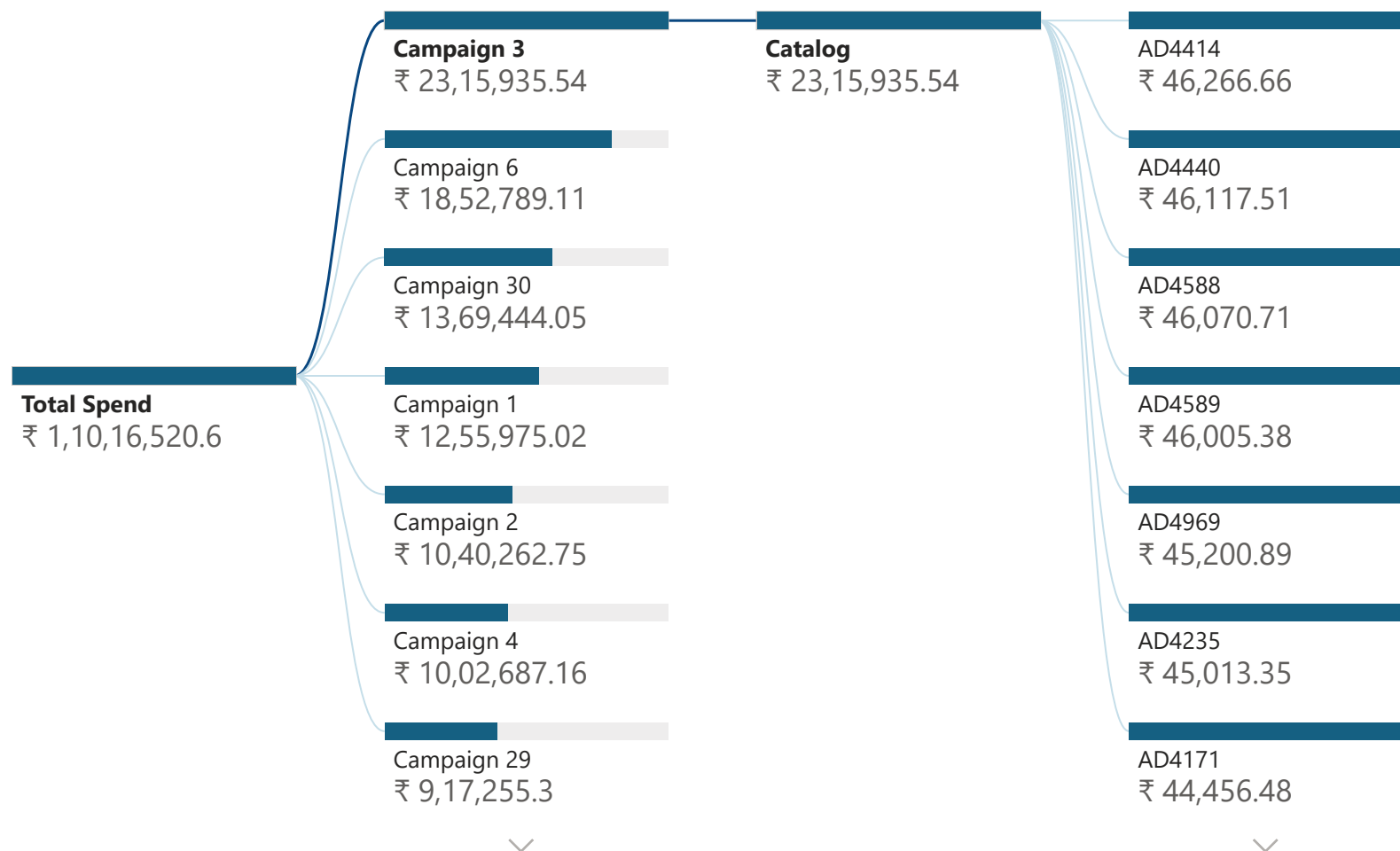
Total Spending On Campaign And Ads Type In This Campaign



Campaign name × Ad type × Ad name ×

Campaign 3

Catalog



• **Total Spend ₹ 1,10,16,520.6 on Total Campaign.**

• **We Spend Highest Money on Campaign 3 Marketing**

• **Catalog Ads Type has Highest Conversion Rate.**

Ad name	Max Page Views	Ad Frequency
AD4969	19685	1.21
AD4440	19203	1.26
AD4589	18996	1.22
AD4900	18561	1.22
AD456	18414	1.25
AD4588	18194	1.24
AD5137	17397	1.20
AD4772	17020	1.25
AD4771	16920	1.22
AD4414	16550	1.23

Ads Above ROAS



2283



Ads Below ROAS

3485



Total Spend(Lakhs)

₹ 110.17



Ads Spend Below ROAS

₹ 329.48K

Campaign name	Total Spend	Total Purchase Value	ROAS %	ROAS by Campaigns
Campaign 3	₹ 23,15,935.54	₹ 1,03,61,076	98.61%	4.47
Campaign 6	₹ 18,52,789.11	₹ 89,96,062.68	107.02%	4.86
Campaign 30	₹ 13,69,444.05	₹ 60,16,806.63	96.84%	4.39
Campaign 1	₹ 12,55,975.02	₹ 59,87,167.95	105.07%	4.77
Campaign 29	₹ 9,17,255.3	₹ 49,03,291.84	117.82%	5.35
Campaign 4	₹ 10,02,687.16	₹ 48,78,526.96	107.24%	4.87
Campaign 2	₹ 10,40,262.75	₹ 41,69,857.4	88.35%	4.01
Campaign 10	₹ 3,03,171.73	₹ 12,11,056.06	88.04%	3.99
Campaign 15	₹ 1,81,678.77	₹ 7,44,178.23	90.28%	4.10
Campaign 34	₹ 1,20,050.07	₹ 5,64,566.23	103.65%	4.70
Campaign 33	₹ 74,718.62	₹ 3,38,709.59	99.91%	4.53
Campaign 31	₹ 55,395.43	₹ 2,72,762.14	108.53%	4.92
Campaign 32	₹ 57,759.37	₹ 2,56,725.95	97.97%	4.44
Campaign 7	₹ 47,949.58	₹ 1,82,242.24	83.77%	3.80
Total	₹ 1,10,16,520.6	₹ 4,99,82,413.82	100.00%	3.39

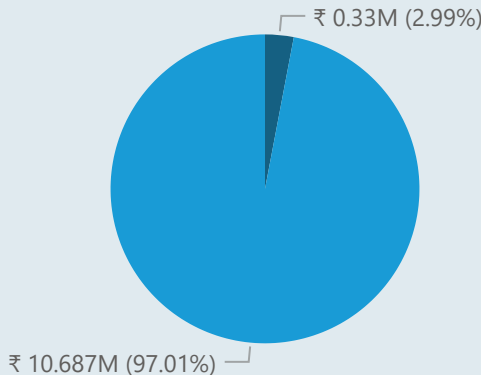
Ads Spend Above ROAS



₹ 10.687M

Total Ads Spend By ROAS

● Spend Below ROAS ● Spend Above ROAS





Preparing Q&A