

OVERVIEW

MARKETING CAMPAIGNS ANALYTICS

Channel
All

8/1/2022 12/31/2022



Campaigns

3345

-2.1% ▼

Return

83.1M

+0.5% ▲

Spend

25.9M

-1.3% ▼

Impressions

187.9M

-0.9% ▼

Clicks

60.9M

-0.8% ▼

Conversions

15.02M

-0.4% ▼

ROI

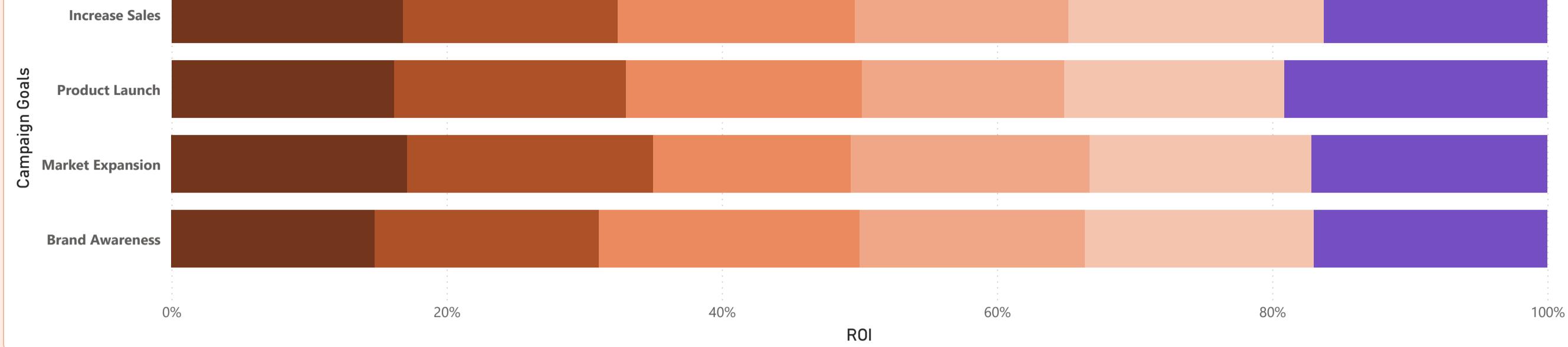
3.20

+1.9% ▲

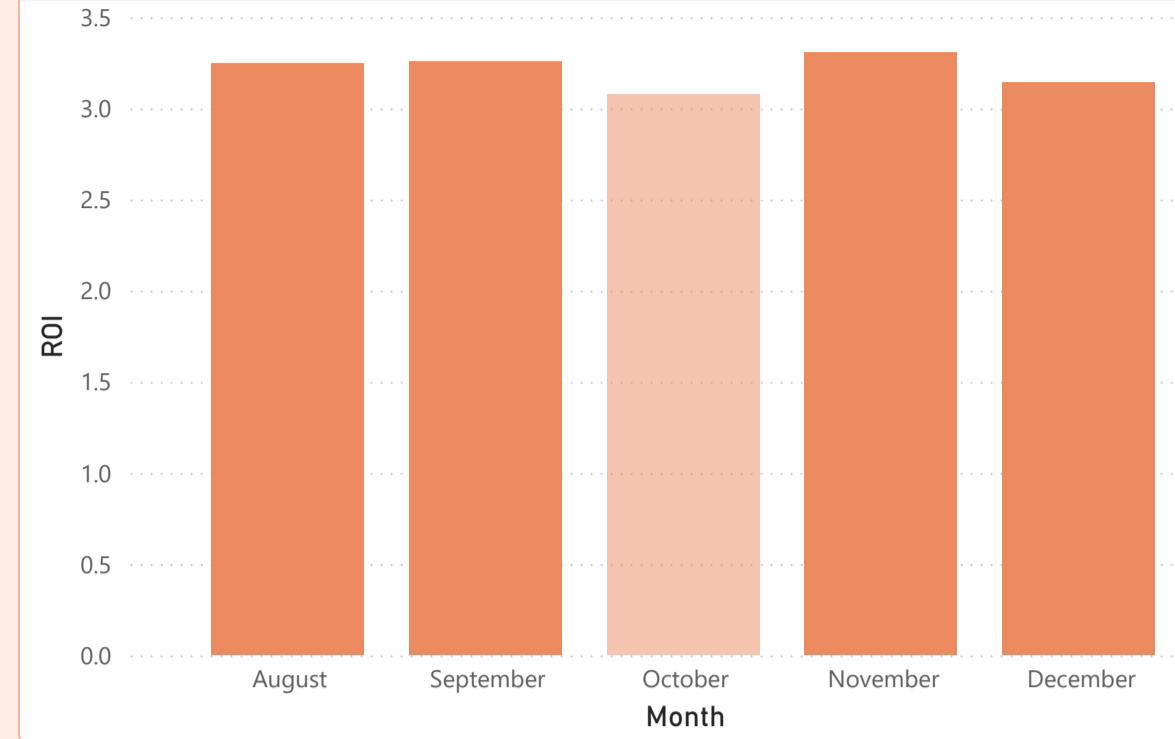
Campaign Goals and Target Audience Performance

ROI by Campaign & Audience

Target Audience ● Men 18-24 ● Men 25-34 ● Men 35-44 ● Women 18-24 ● Women 25-34 ● Women 35-44



ROI Overtime



Campaign Goal Detail

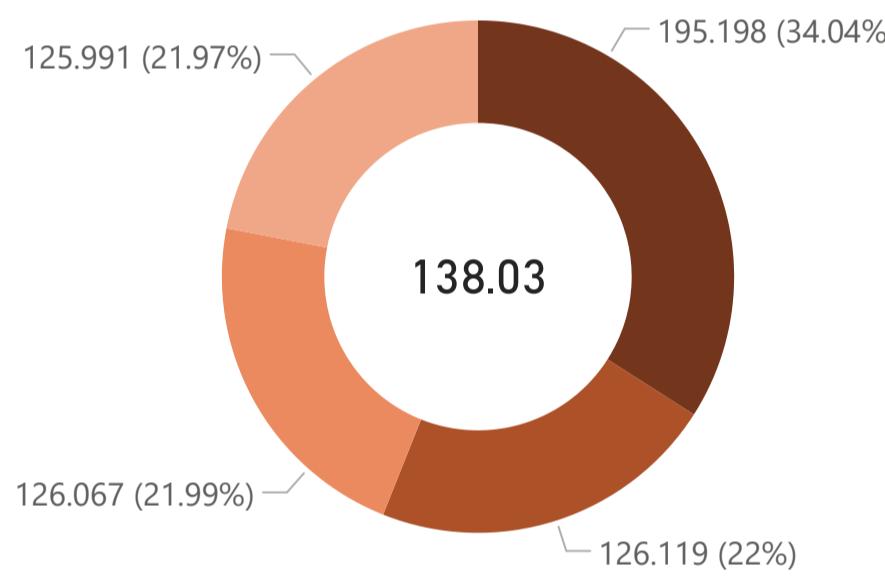
Campaign Goal	Count	Return	Return Change	ROI	ROI Change	Conversion Rate	Conversion Rate Change
Increase Sales	864	21,477K	+2.5% ▲	3.27	+1.0% ▲	0.081	+1.8% ▲
Product Launch	843	20,940K	-3.7% ▼	3.20	+2.5% ▲	0.077	-4.0% ▼
Market Expansion	831	20,382K	+4.7% ▲	3.18	+2.3% ▲	0.081	+5.5% ▲
Brand Awareness	807	20,308K	-1.0% ▼	3.16	+1.8% ▲	0.081	-1.0% ▼
Total	3345	83,107K	+0.5% ▲	3.20	+1.9% ▲	0.080	+0.4% ▲

Target Audience Detail

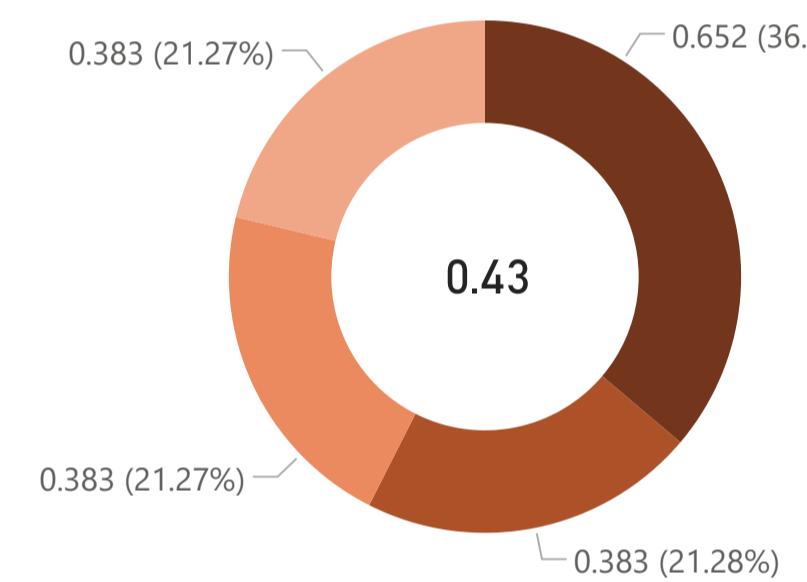
Target Audience	Return	Return Change	ROI	ROI Change	Conversion Rate	Conversion Rate Change
Men 35-44	14,695K	+14.9% ▲	3.26	+4.7% ▲	0.081	+3.2% ▲
Men 25-34	14,462K	+0.1% ▲	3.20	+0.8% ▲	0.080	-2.3% ▼
Women 35-44	13,877K	-3.0% ▼	3.33	+0.6% ▲	0.081	+1.7% ▲
Men 18-24	13,847K	-0.4% ▼	3.12	+3.4% ▲	0.078	+1.1% ▲
Women 25-34	13,173K	-2.9% ▼	3.25	+4.2% ▲	0.083	+1.6% ▲
Women 18-24	13,052K	-3.5% ▼	3.07	-2.0% ▼	0.076	-2.7% ▼
Total	83,107K	+0.5% ▲	3.20	+1.9% ▲	0.080	+0.4% ▲

Cost Effective Analytics

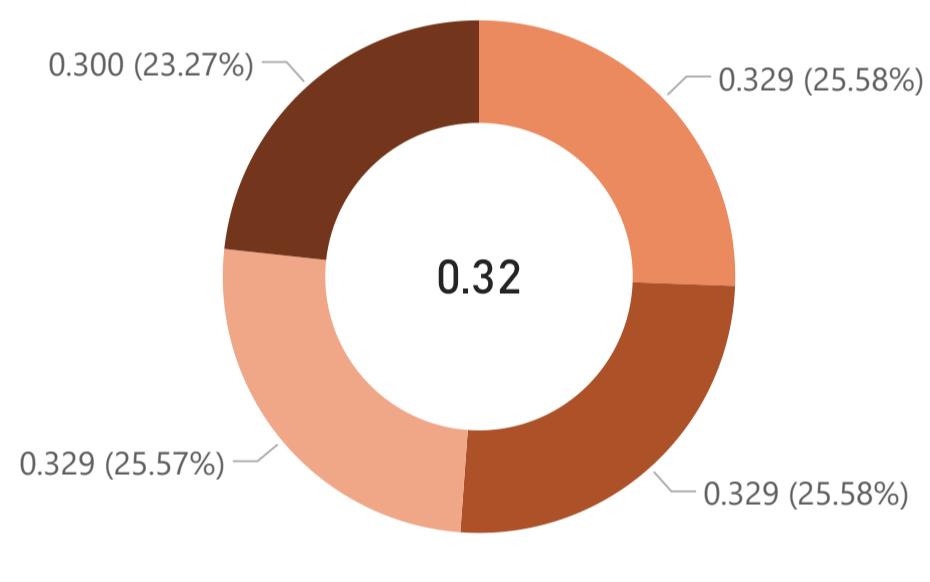
CPM by Channel



CPC by Channel



CTR by Channel

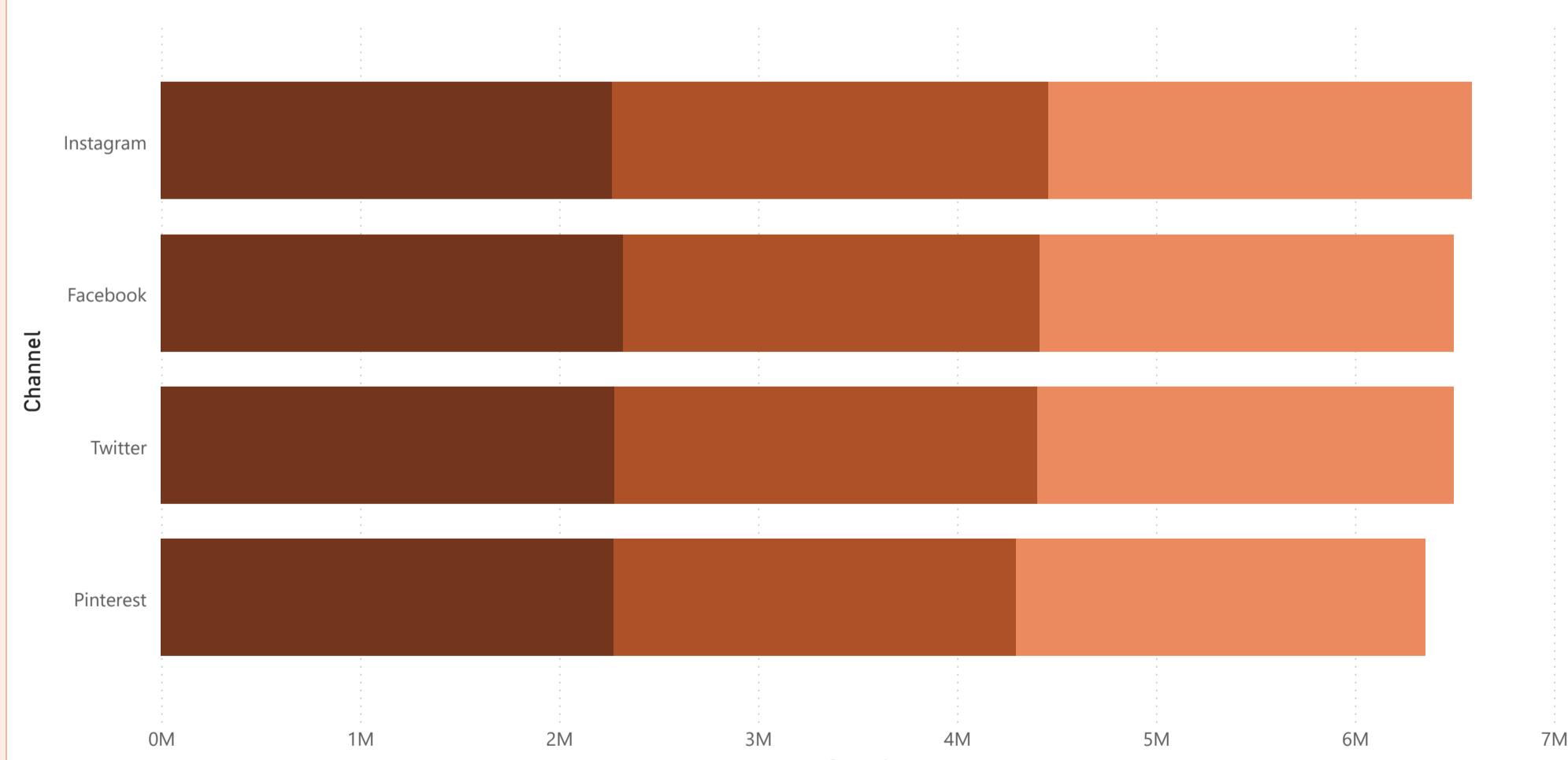


Cost Effective Detail

Channel	ROI	ROI Change	CPM	CPM Change	CPC	CPC Change	CTR	CTR Change
Instagram	4.07	-0.7% ▼	126.12	0.0% ▼	0.383	-0.1% ▼	0.329	+0.1% ▲
Twitter	3.99	+3.6% ▲	125.99	-0.1% ▼	0.383	0.0% ▼	0.329	-0.1% ▼
Facebook	3.97	-1.0% ▼	126.07	0.0% ▼	0.383	-0.1% ▼	0.329	+0.1% ▲
Pinterest	0.72	+1.5% ▲	195.20	0.0% ▲	0.652	0.0% ▲	0.300	0.0% ▼
Total	3.20	+1.9% ▲	138.03	-0.4% ▼	0.426	-0.5% ▼	0.324	+0.1% ▲

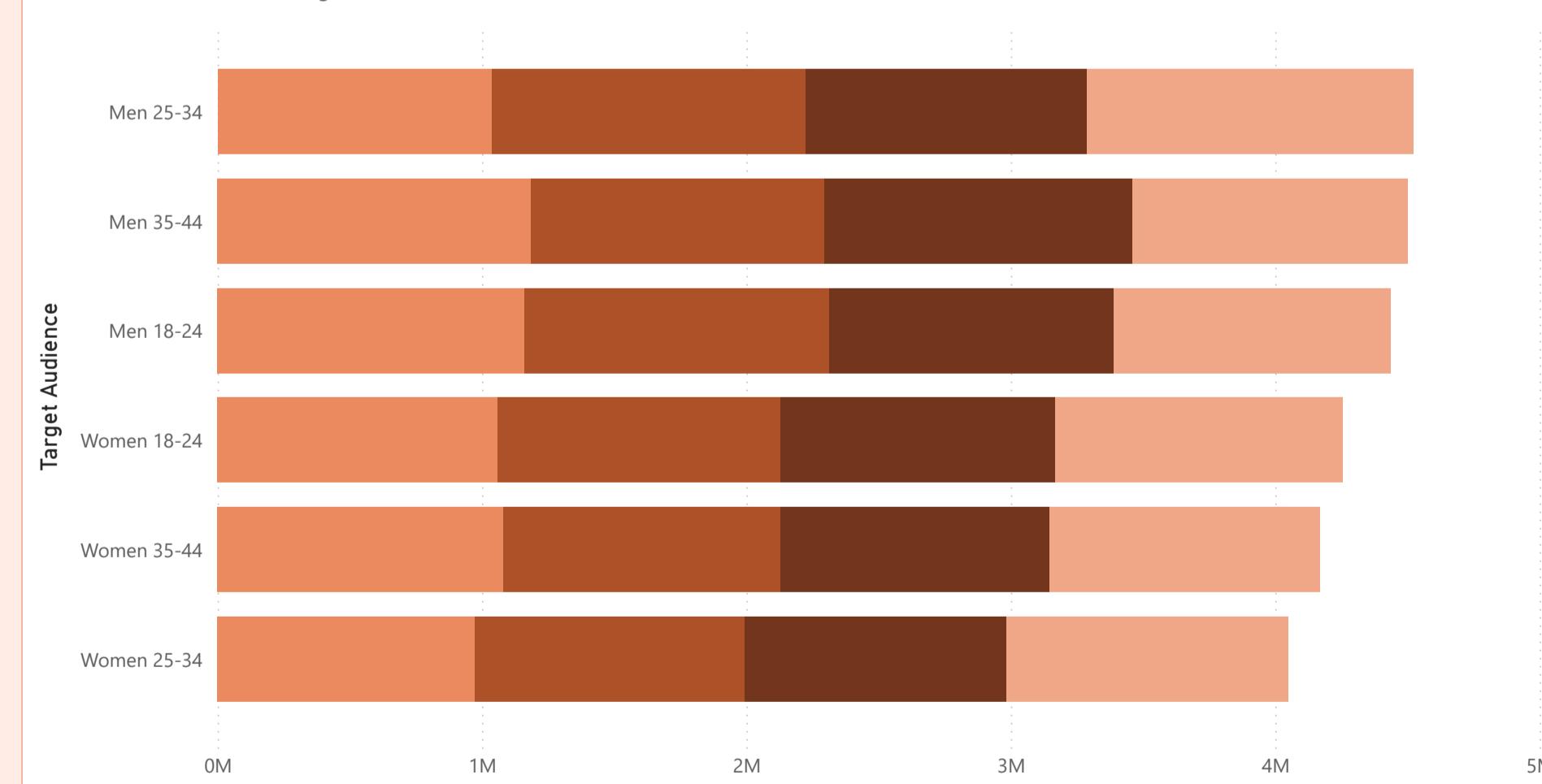
Spend by Channel and Language

Language ● English ● French ● Spanish



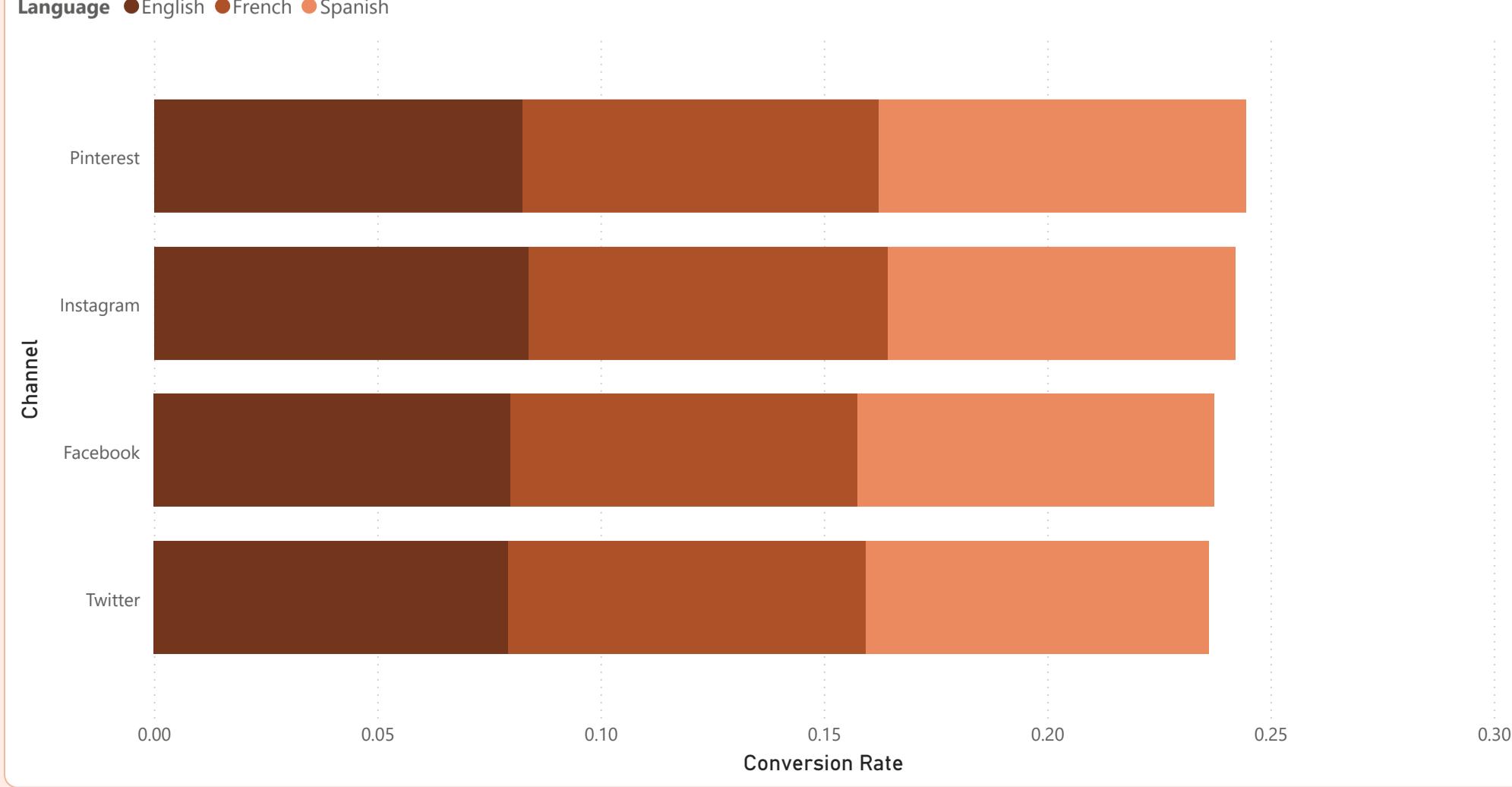
Spend by Target Audience and Channel

Channel ● Facebook ● Instagram ● Pinterest ● Twitter



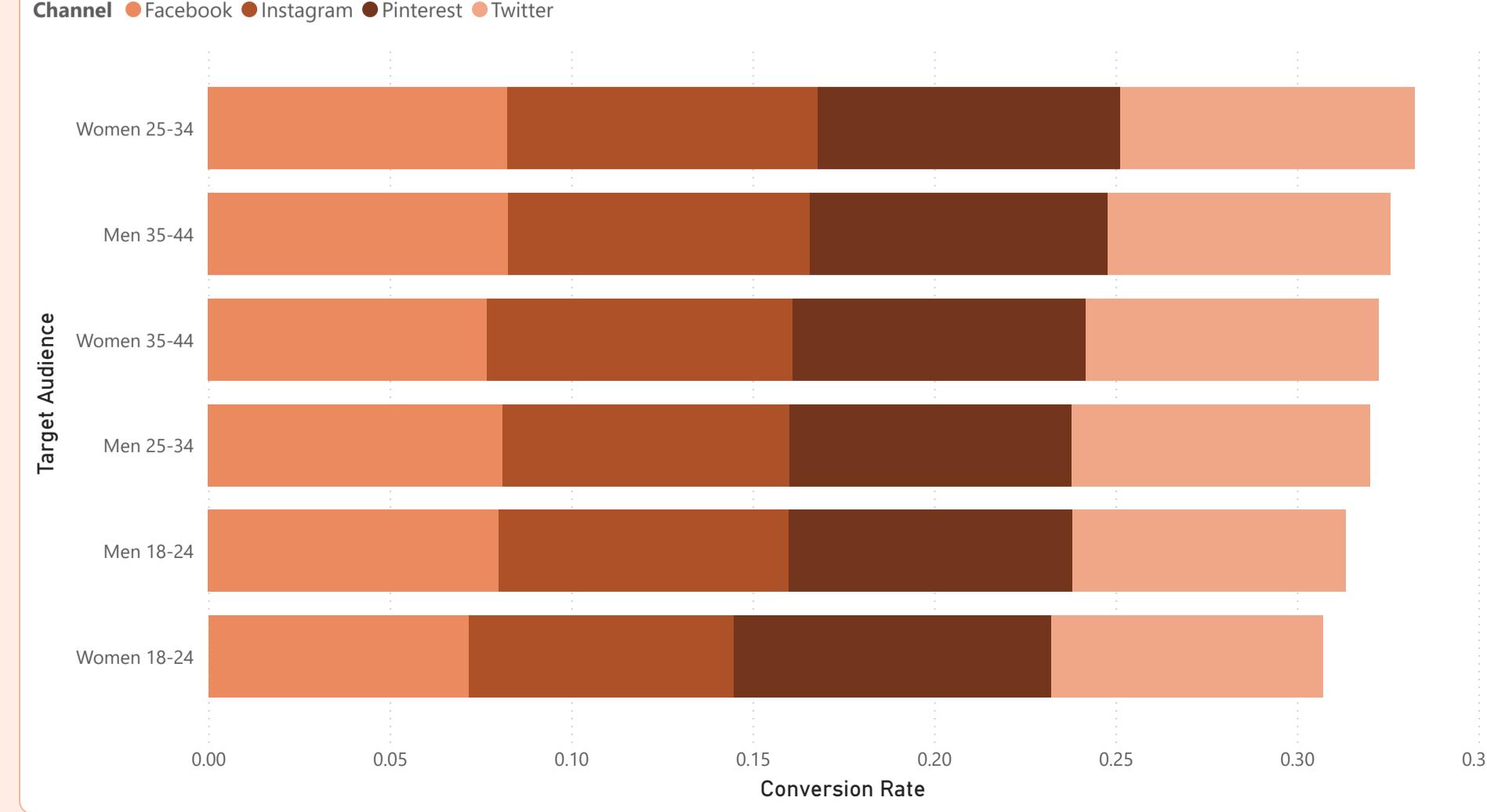
Conversion Rate by Channel and Language

Language ● English ● French ● Spanish



Conversion Rate by Target Audience and Channel

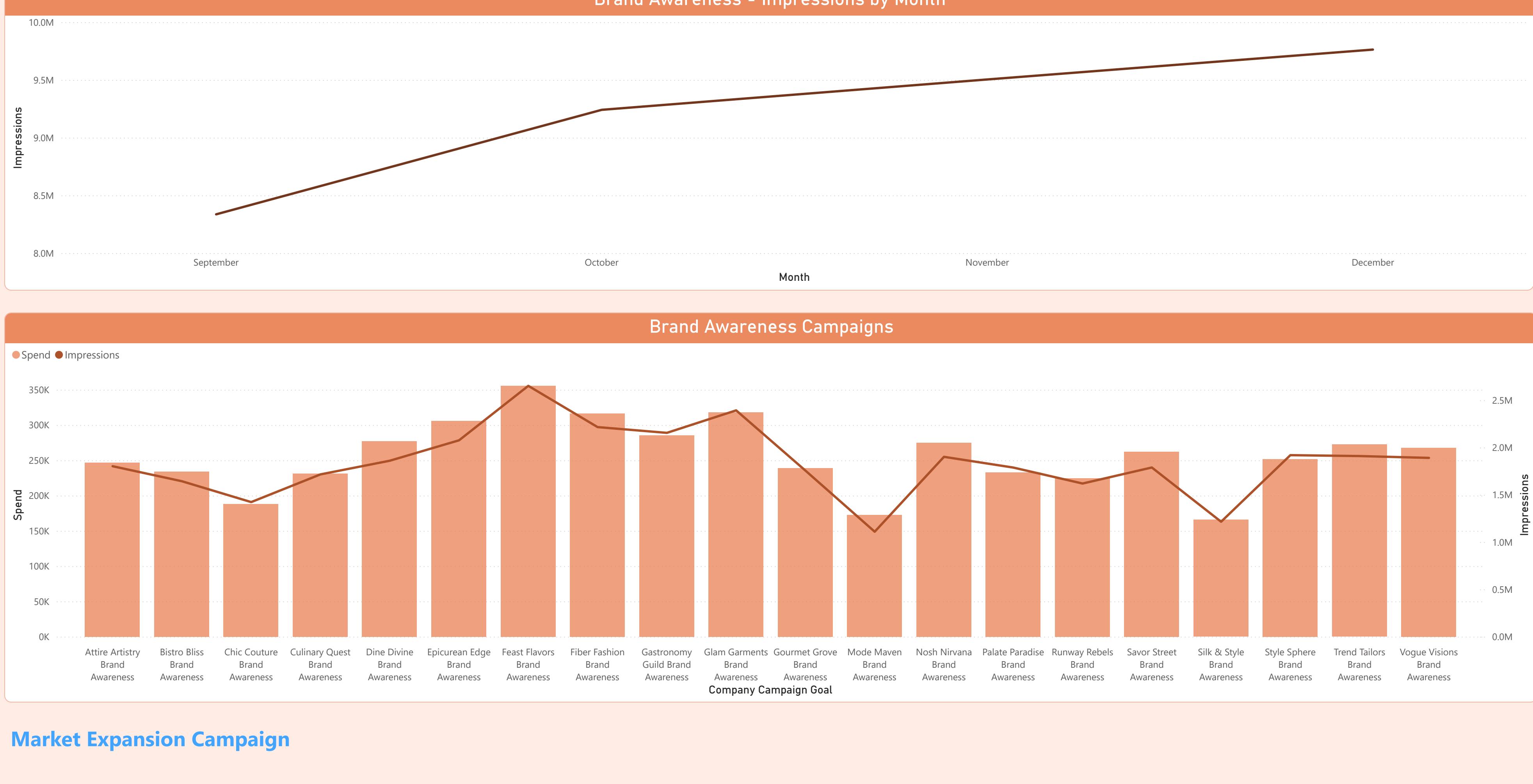
Channel ● Facebook ● Instagram ● Pinterest ● Twitter



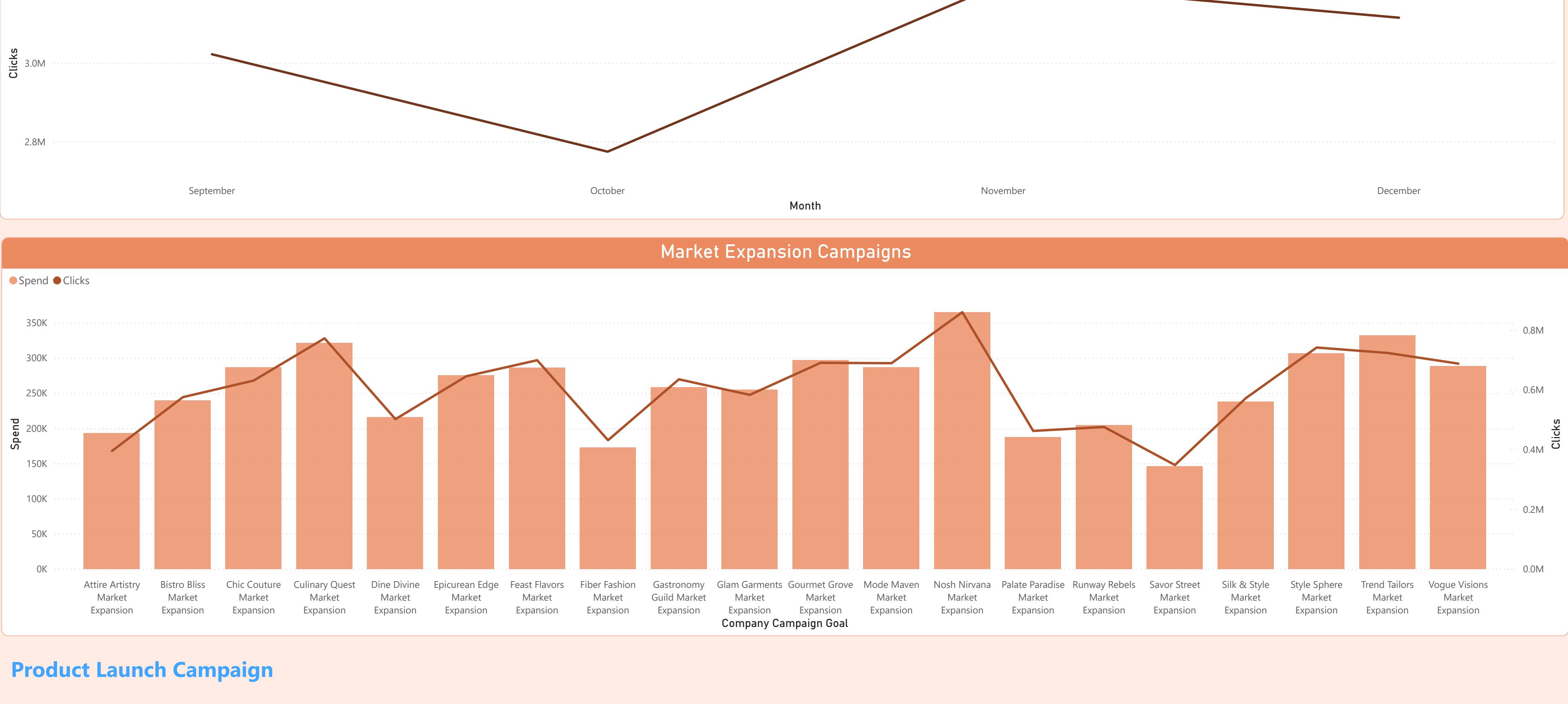


Campaign Effective Analytics

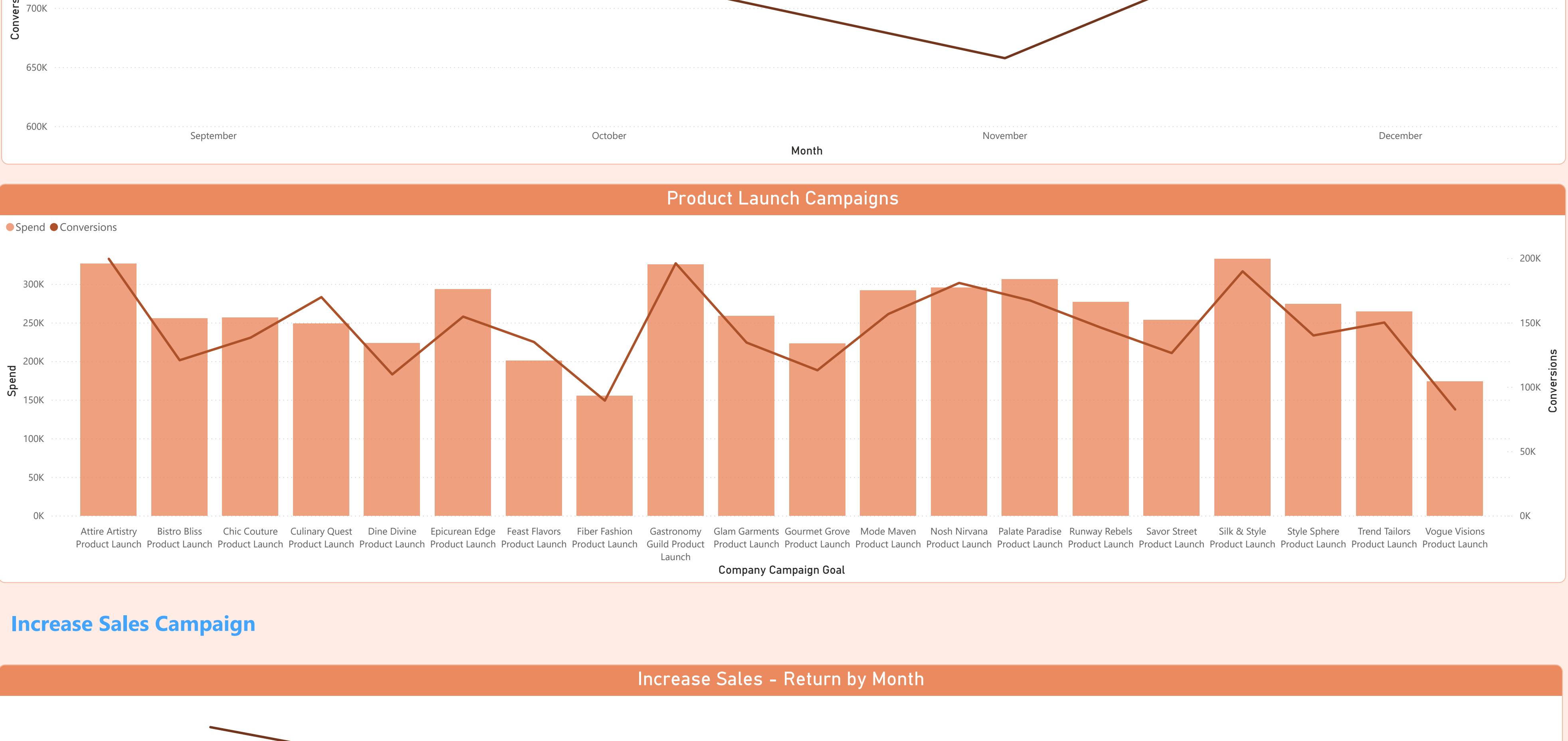
Brand Awareness Campaign



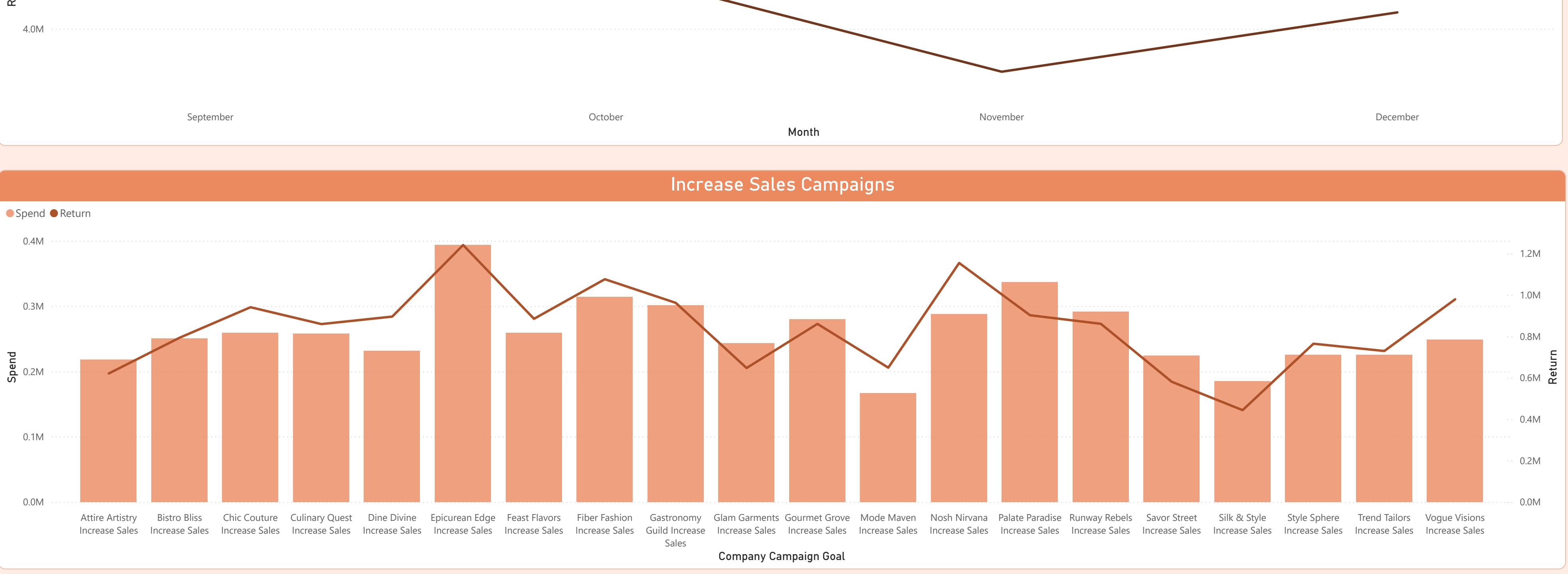
Market Expansion Campaign



Product Launch Campaign



Increase Sales Campaign





PODCAST

BRAND AWARENESS EFFECTIVE

Company
Fiber Fashion

1/1/2022 12/31/2022



Campaigns

108

No data

Return

2.3M

No data

Spend

794.0K

No data

Impressions

5.6M

No data

Clicks

1.8M

No data

Conversions

450.36K

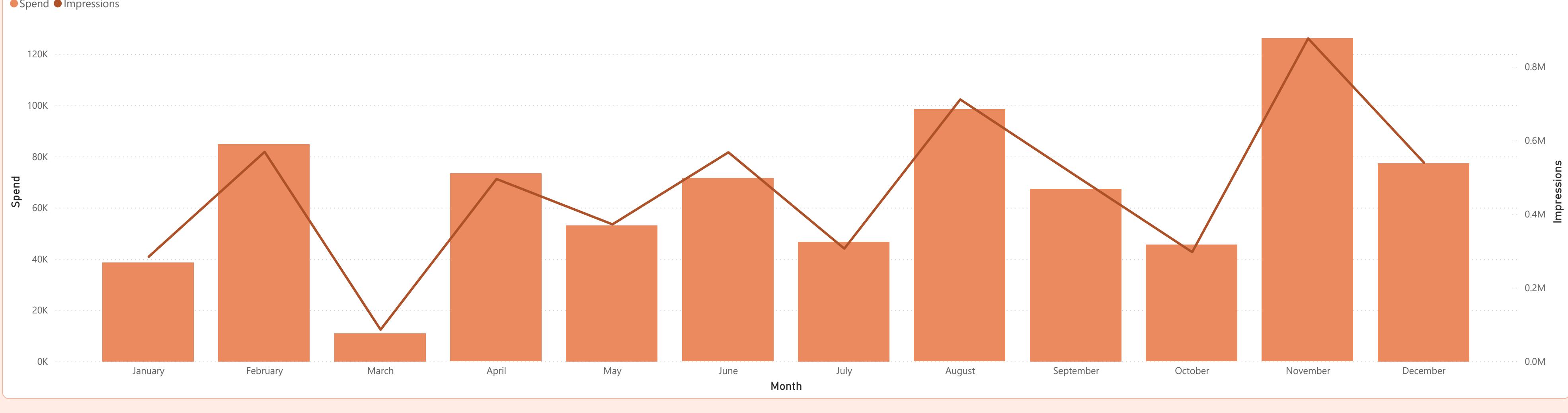
No data

ROI

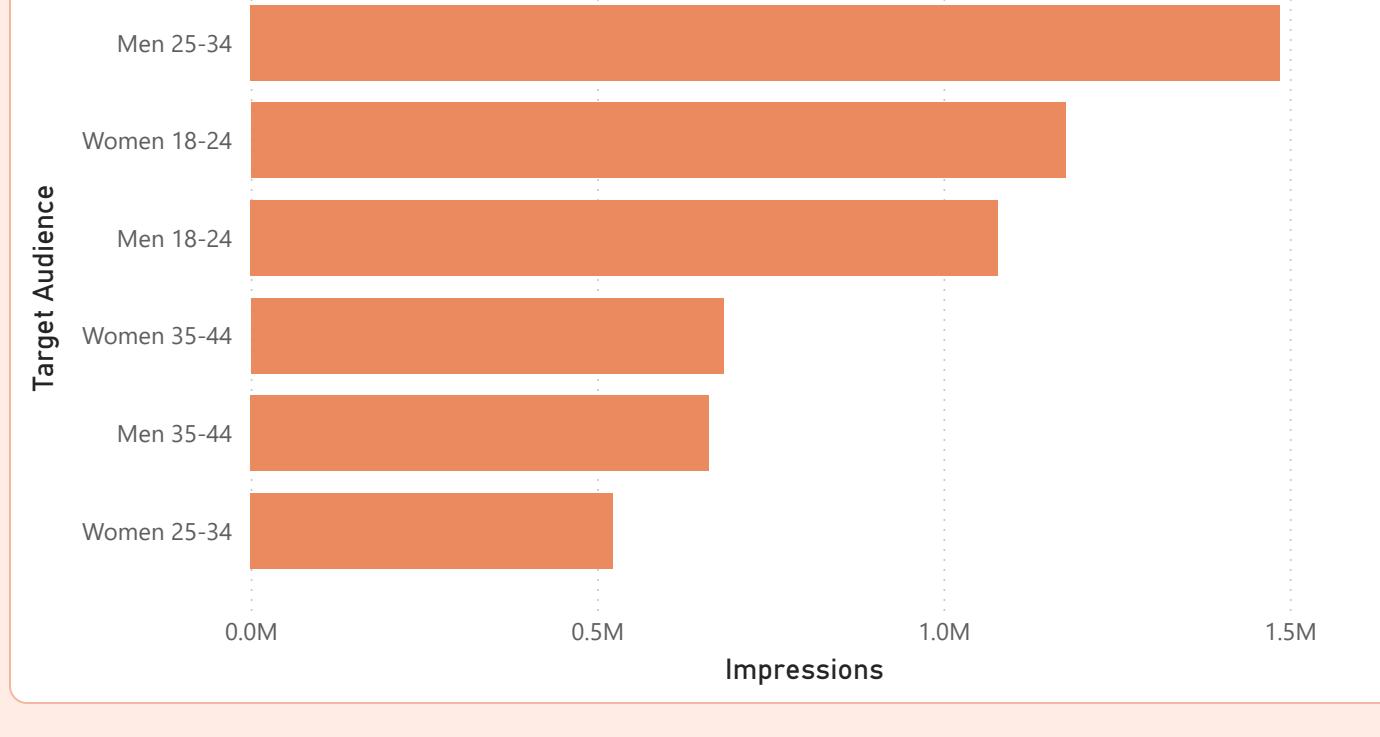
2.89

No data

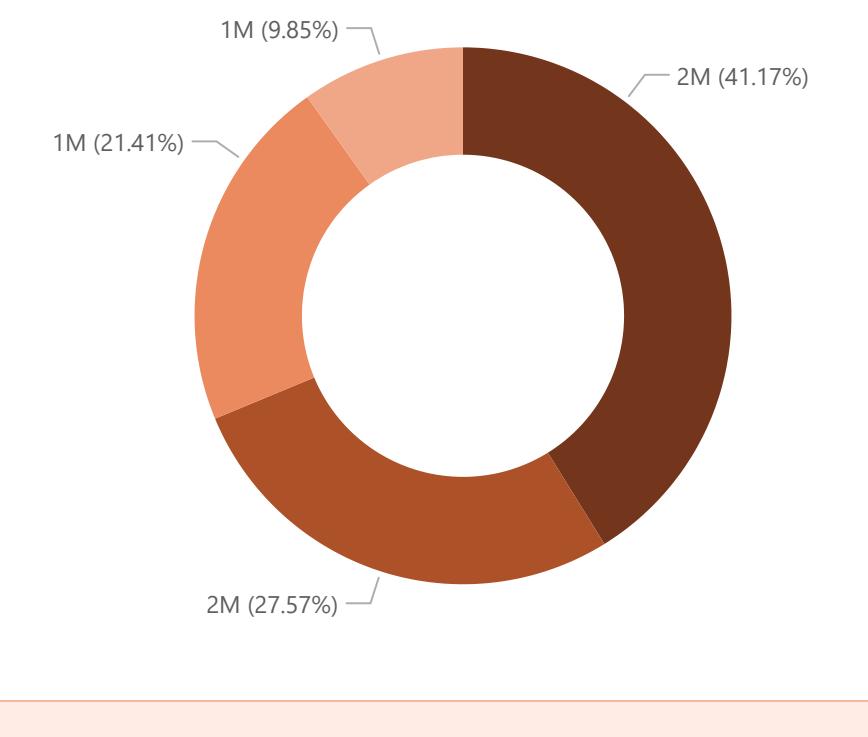
Spend and Impressions by Month



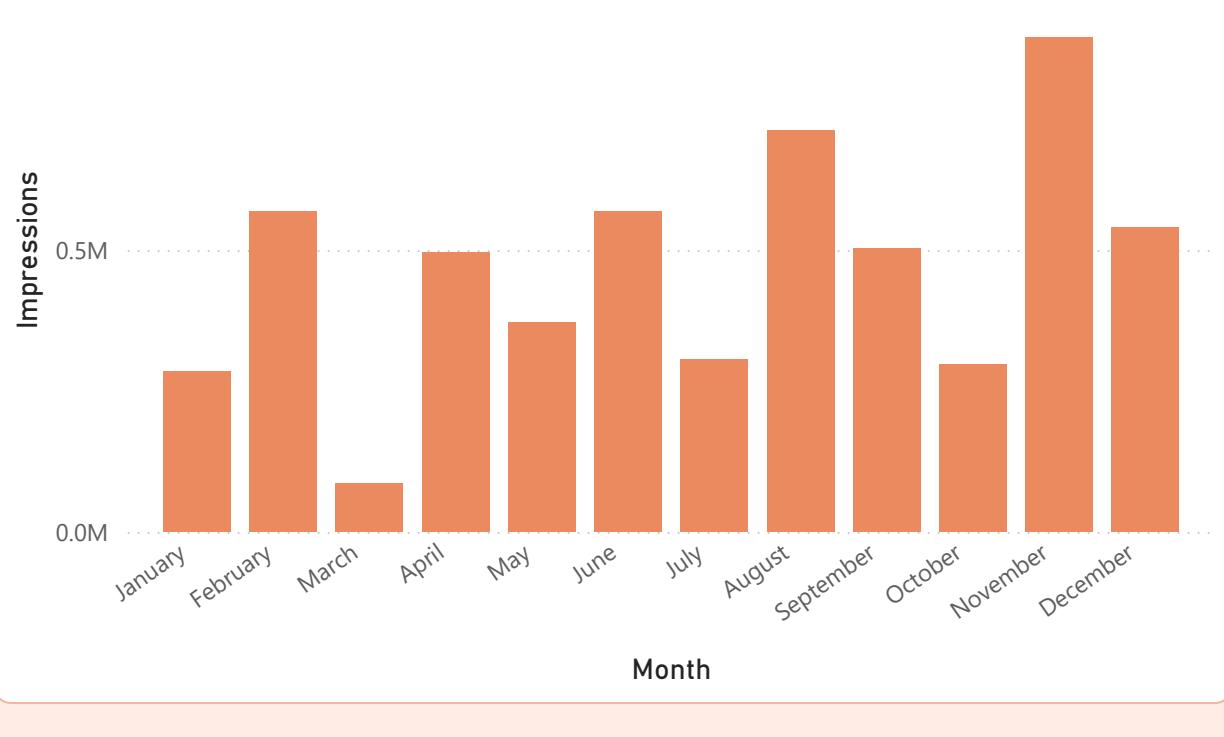
Impressions by Audience



Impressions by Duration



Impressions Overtime



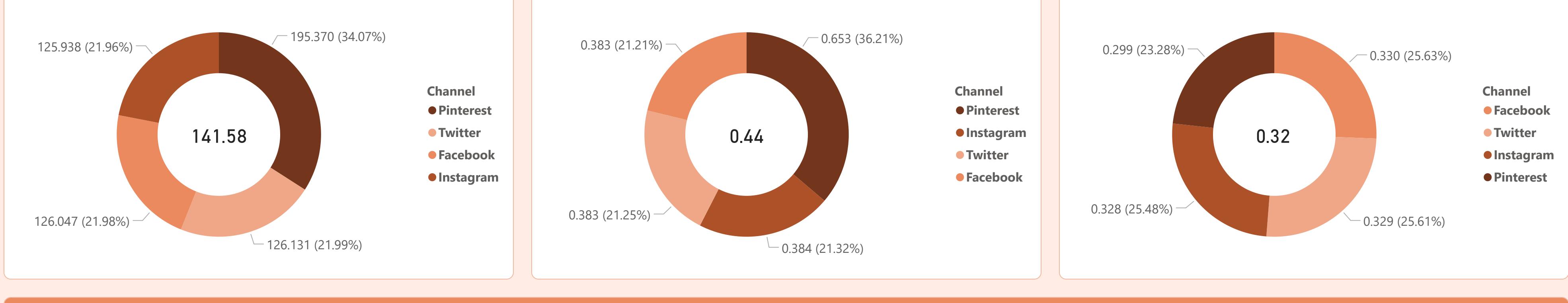
Target Audience Detail

Target Audience	Spend	Spend Change	Impressions	Impressions Change	Conversion Rate	Conversion Rate Change
Men 25-34	207,602	No data	1,485,897	No data	0.084	No data
Women 18-24	173,434	No data	1,176,365	No data	0.081	No data
Men 18-24	149,276	No data	1,079,026	No data	0.091	No data
Women 35-44	103,412	No data	682,515	No data	0.077	No data
Men 35-44	87,631	No data	661,361	No data	0.071	No data
Women 25-34	72,664	No data	523,102	No data	0.062	No data
Total	794,019	No data	5,608,266	No data	0.080	No data

Location Analytics

Location	Spend	Spend Change	Impressions	Impressions Change	Conversion Rate	Conversion Rate Change
Las Vegas	225,918	No data	1,463,778	No data	0.081	No data
Austin	162,510	No data	1,266,663	No data	0.075	No data
Los Angeles	144,336	No data	1,075,612	No data	0.087	No data
New York	142,547	No data	957,120	No data	0.069	No data
Miami	118,709	No data	845,093	No data	0.091	No data
Total	794,019	No data	5,608,266	No data	0.080	No data

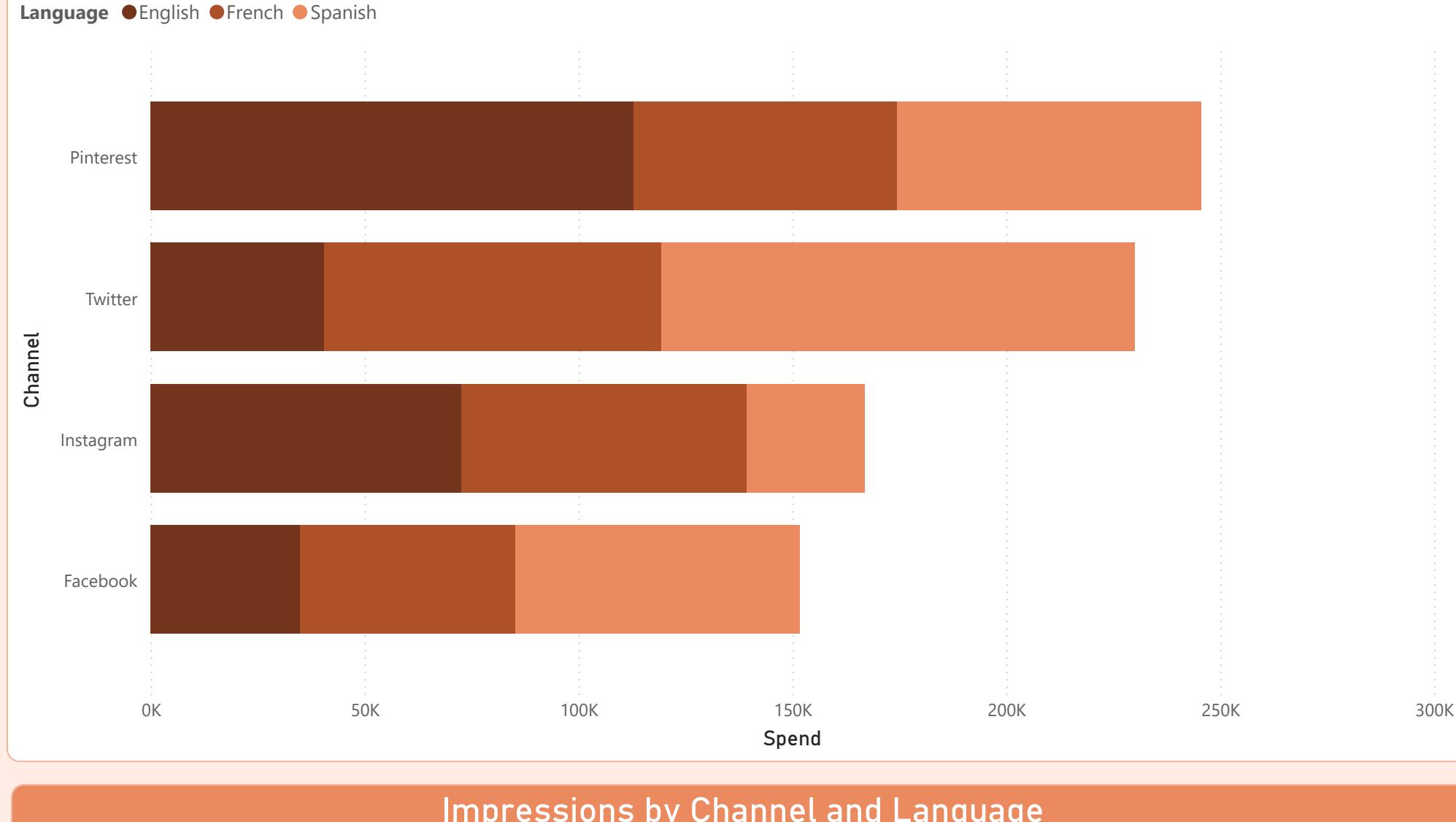
Cost Effective Analytics



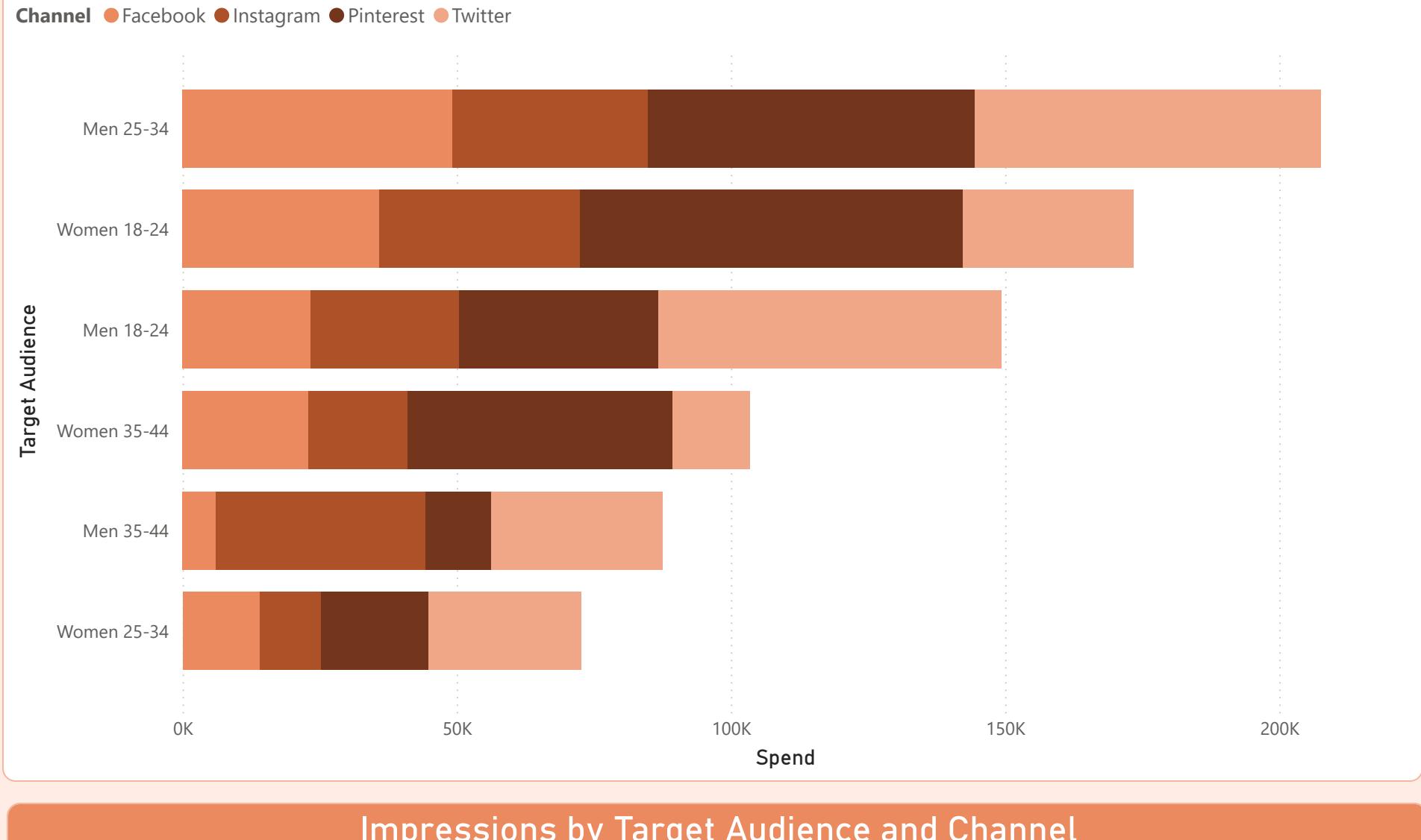
Cost Effective Detail

Channel	Spend	Spend Change	CPM	CPM Change	CPC	CPC Change	CTR	CTR Change
Facebook	151,659	No data	126.05	No data	0.383	No data	0.330	No data
Instagram	166,941	No data	125.94	No data	0.384	No data	0.328	No data
Pinterest	245,486	No data	195.37	No data	0.653	No data	0.299	No data
Twitter	229,934	No data	126.13	No data	0.383	No data	0.329	No data
Total	794,019	No data	141.58	No data	0.440	No data	0.322	No data

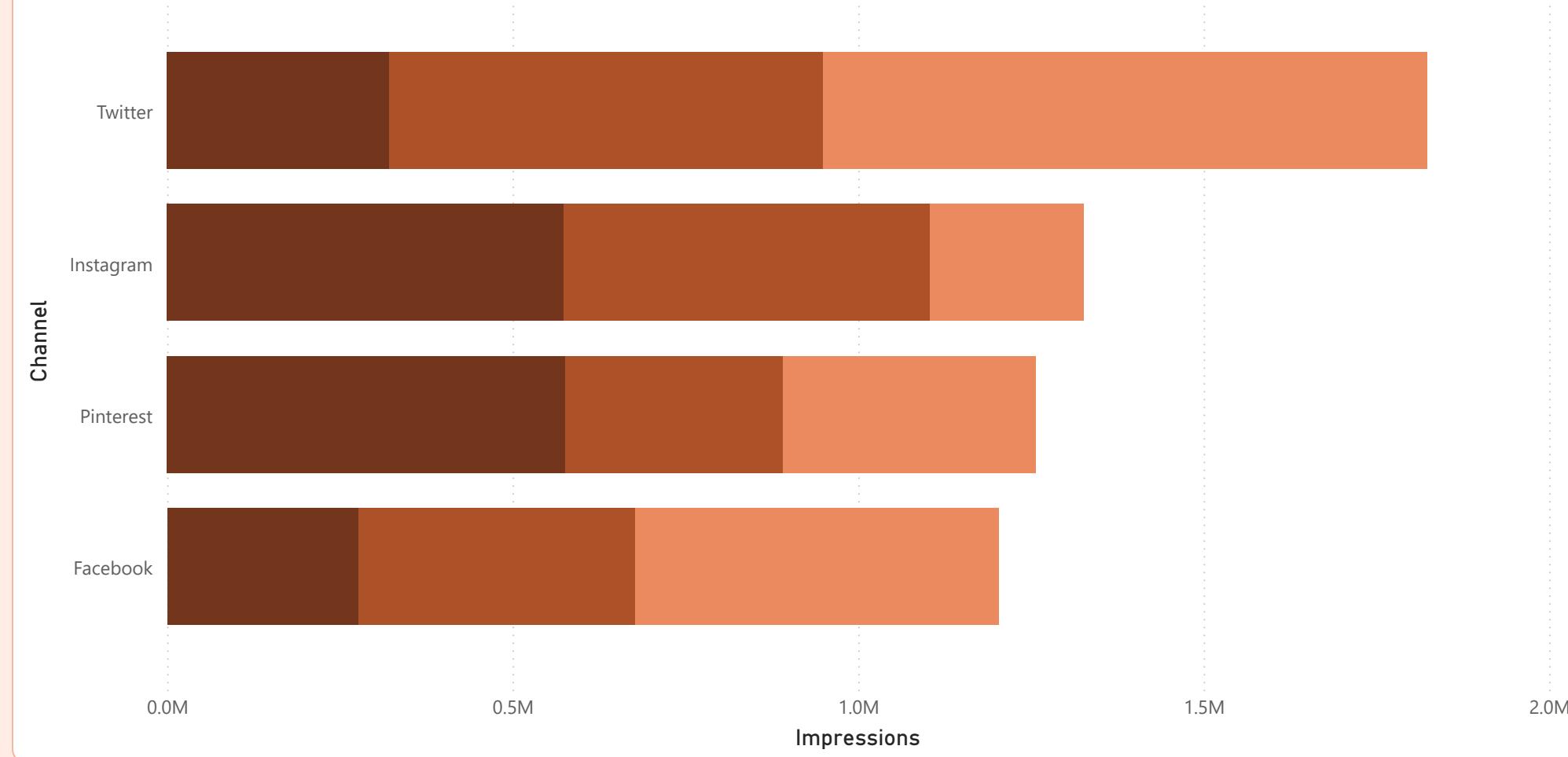
Spend by Channel and Language



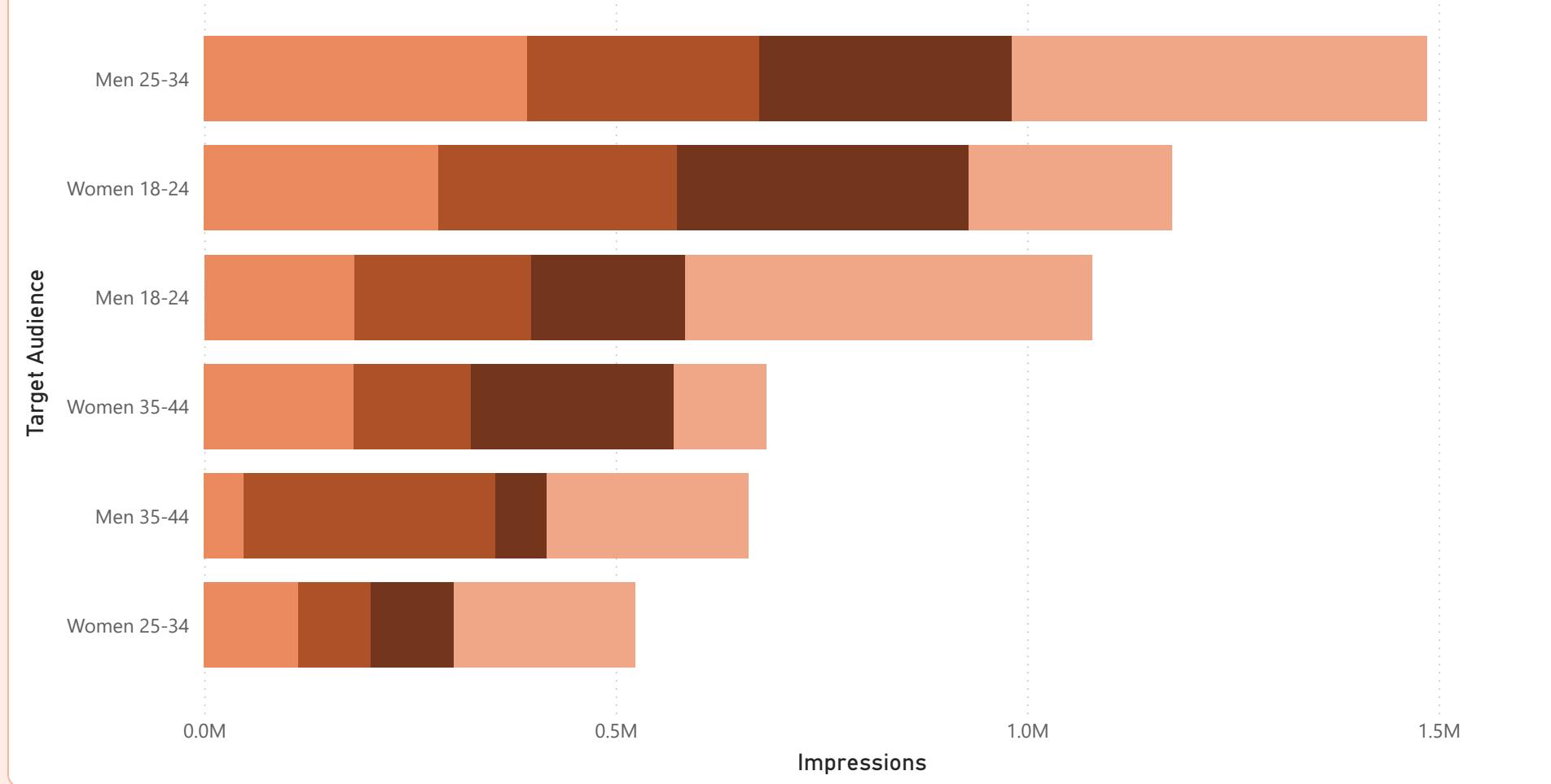
Spend by Target Audience and Channel



Impressions by Channel and Language



Impressions by Target Audience and Channel



MARKET EXPANSION EFFECTIVE

Company
Fiber Fashion

8/1/2022 12/31/2022



Campaigns

36

Return

857.6K

Spend

256.0K

Impressions

1.9M

Clicks

627.3K

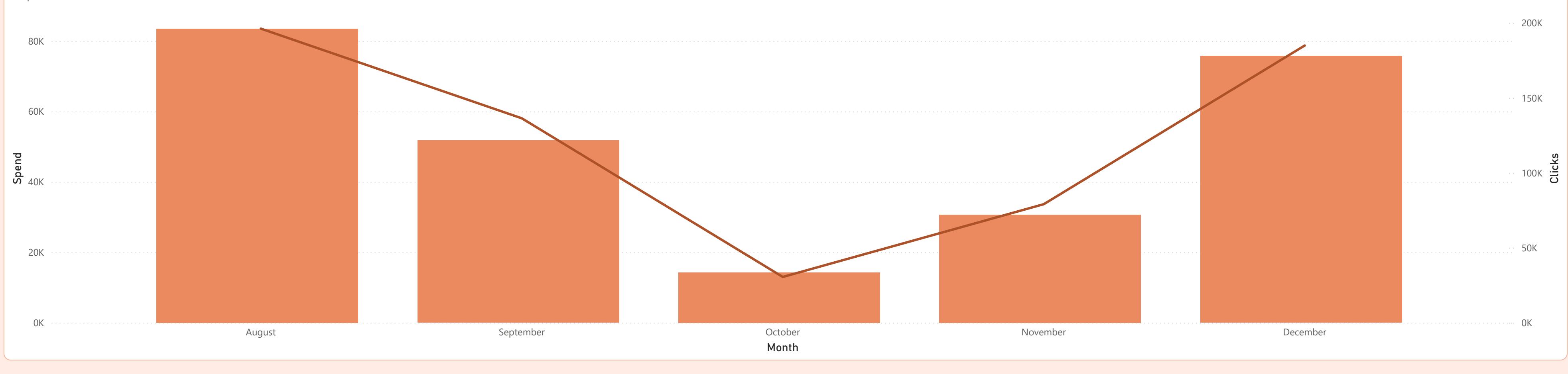
Conversions

163.31K

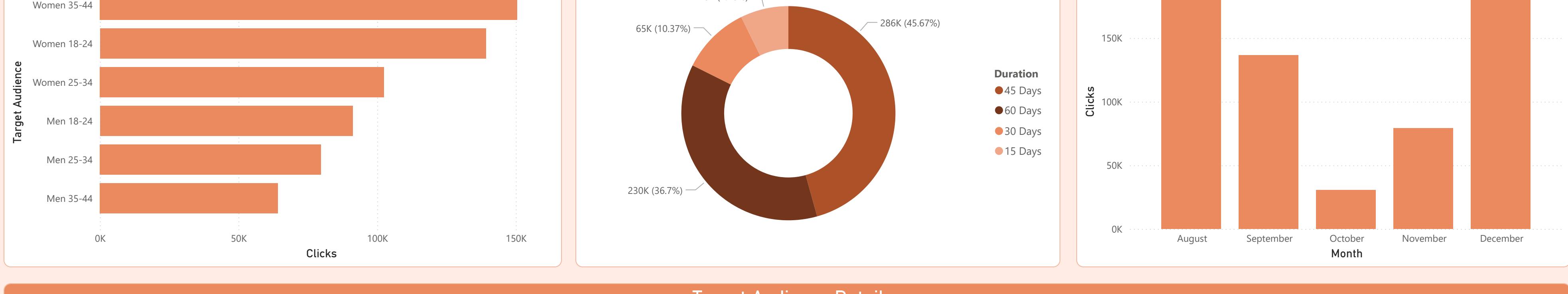
ROI

3.35

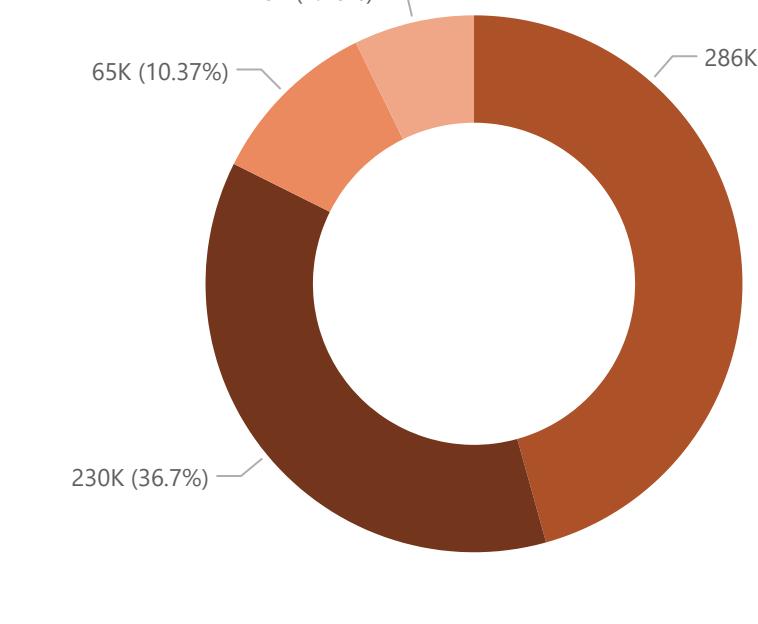
Spend and Clicks by Month



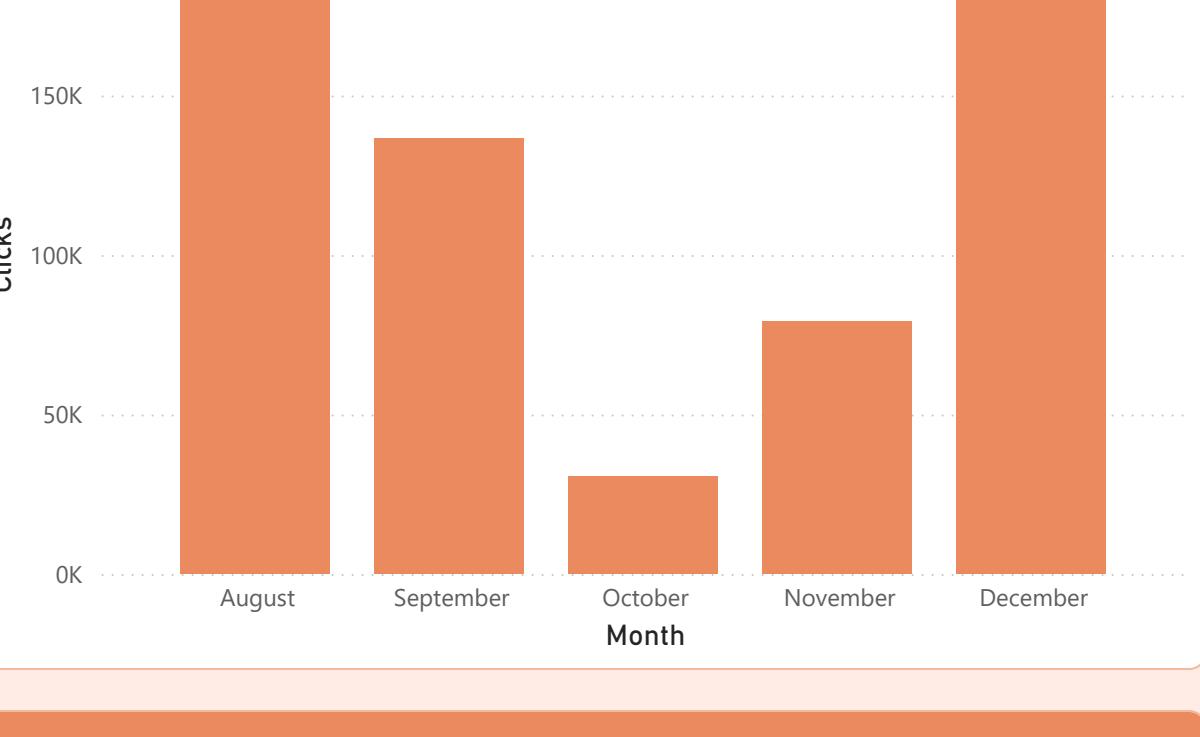
Clicks by Audience



Clicks by Duration



Clicks Overtime



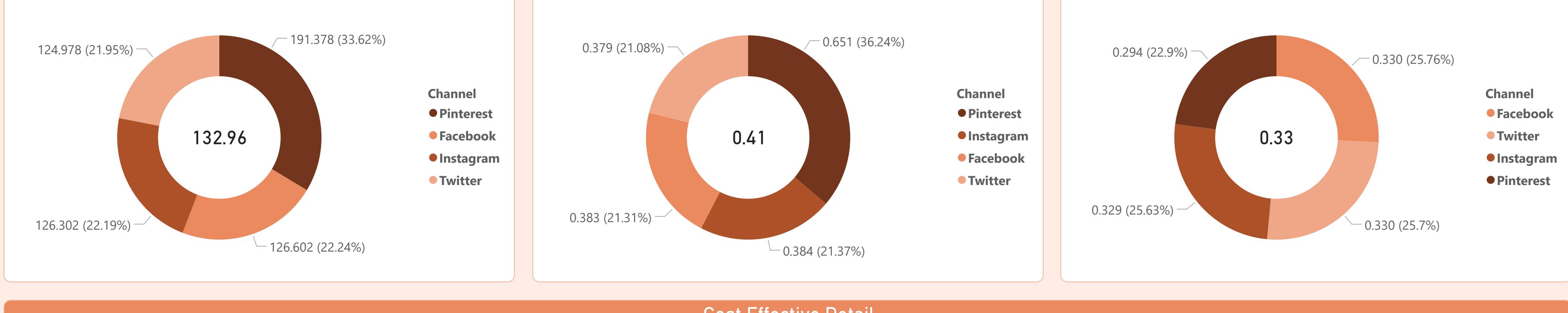
Target Audience Detail

Target Audience	Spend	Spend Change	Clicks	Clicks Change	Conversion Rate	Conversion Rate Change
Women 35-44	56,989.99	+38.2% ▲	150,473	+62.0% ▲	0.074	+59.8% ▲
Women 18-24	53,678.85	+103.8% ▲	139,209	+206.1% ▲	0.089	+35.6% ▲
Women 25-34	48,545.35	+75.0% ▲	102,462	+59.0% ▲	0.087	+18.2% ▲
Men 18-24	36,937.53	-5.7% ▼	91,185	-10.8% ▼	0.093	+14.6% ▲
Men 25-34	32,271.16	+79.6% ▲	79,793	+74.7% ▲	0.079	-31.6% ▼
Men 35-44	27,586.57	No data	64,164	No data	0.095	No data
Total	256,009.45	-22.2% ▼	627,286	-12.5% ▼	0.085	-0.2% ▼

Location Analytics

Location	Spend	Spend Change	Clicks	Clicks Change	Conversion Rate	Conversion Rate Change
Austin	25,096.08	No data	61,971	No data	0.120	No data
Las Vegas	77,280.06	+1.1% ▲	179,815	+11.8% ▲	0.101	+43.5% ▲
Los Angeles	37,334.62	-7.5% ▼	96,169	+2.2% ▲	0.077	-22.6% ▼
Miami	74,801.96	+437.4% ▲	189,094	+554.2% ▲	0.068	-14.8% ▼
New York	41,496.73	+12.4% ▲	100,237	+26.8% ▲	0.074	-7.8% ▼
Total	256,009.45	-22.2% ▼	627,286	-12.5% ▼	0.085	-0.2% ▼

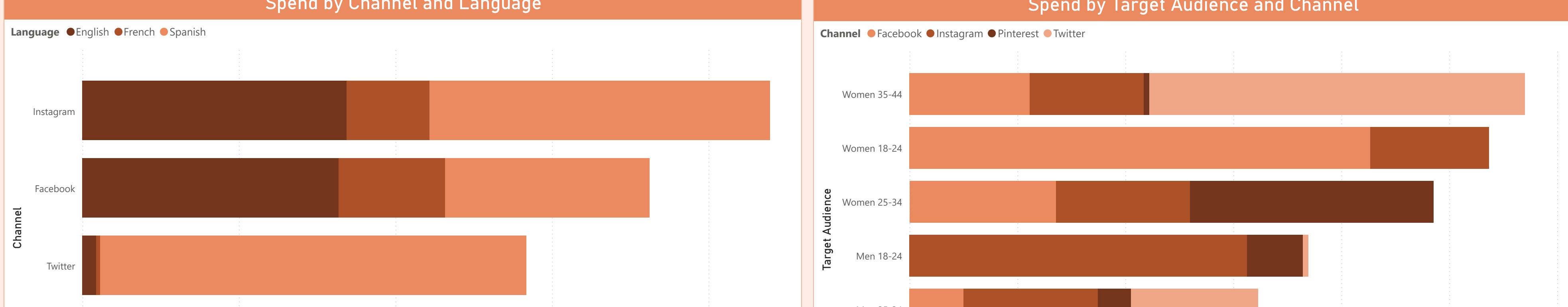
Cost Effective Analytics



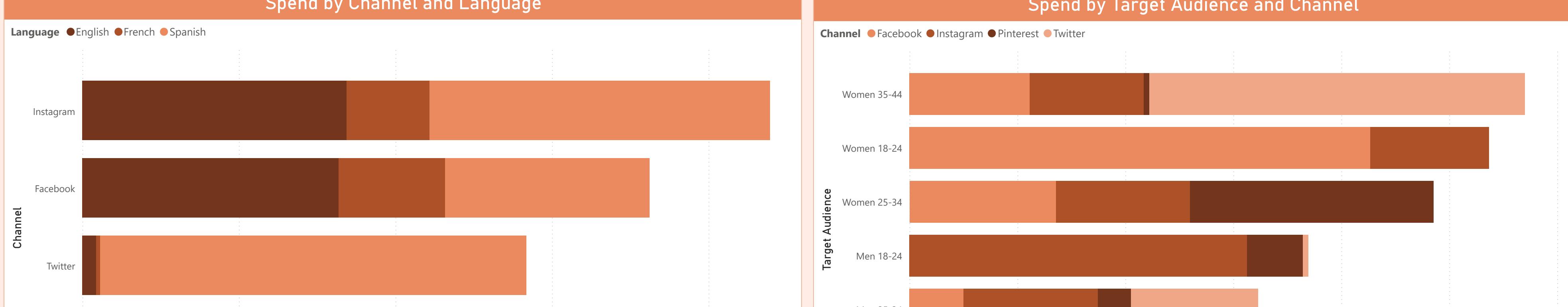
Cost Effective Detail

Channel	Spend	Spend Change	CPM	CPM Change	CPC	CPC Change	CTR	CTR Change
Facebook	72,459.27	+7.3% ▲	126.60	+0.3% ▲	0.383	-1.0% ▼	0.330	+1.3% ▲
Instagram	87,862.32	+342.8% ▲	126.30	0.0% ▼	0.384	-0.3% ▼	0.329	+0.3% ▲
Pinterest	38,949.98	-69.6% ▼	191.38	-2.3% ▼	0.651	+0.2% ▲	0.294	-2.4% ▼
Twitter	56,737.88	+221.5% ▲	124.98	-0.8% ▼	0.379	-0.6% ▼	0.330	-0.2% ▼
Total	256,009.45	-22.2% ▼	132.96	-9.4% ▼	0.408	-11.1% ▼	0.326	+1.9% ▲

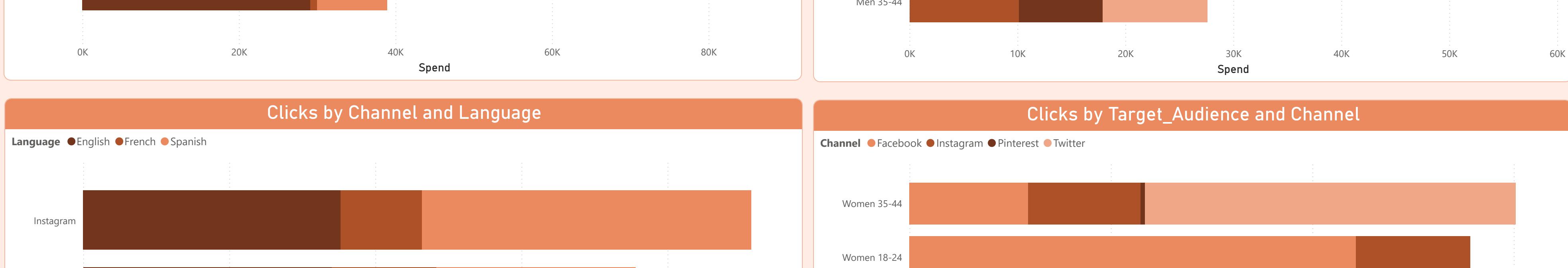
Spend by Channel and Language



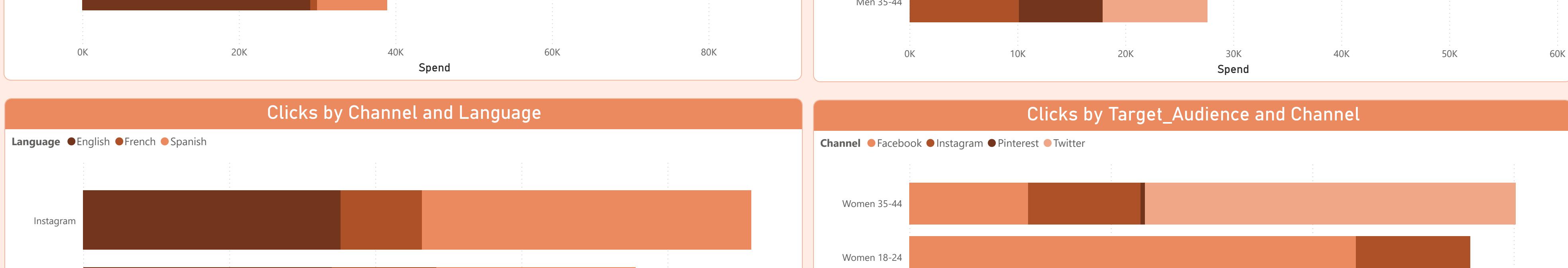
Spend by Target Audience and Channel



Clicks by Channel and Language



Clicks by Target Audience and Channel



PRODUCT LAUNCH EFFECTIVE

Company
Fiber Fashion

8/1/2022 12/31/2022



Campaigns

31

Return

655.2K

Spend

223.5K

Impressions

1.6M

Clicks

519.2K

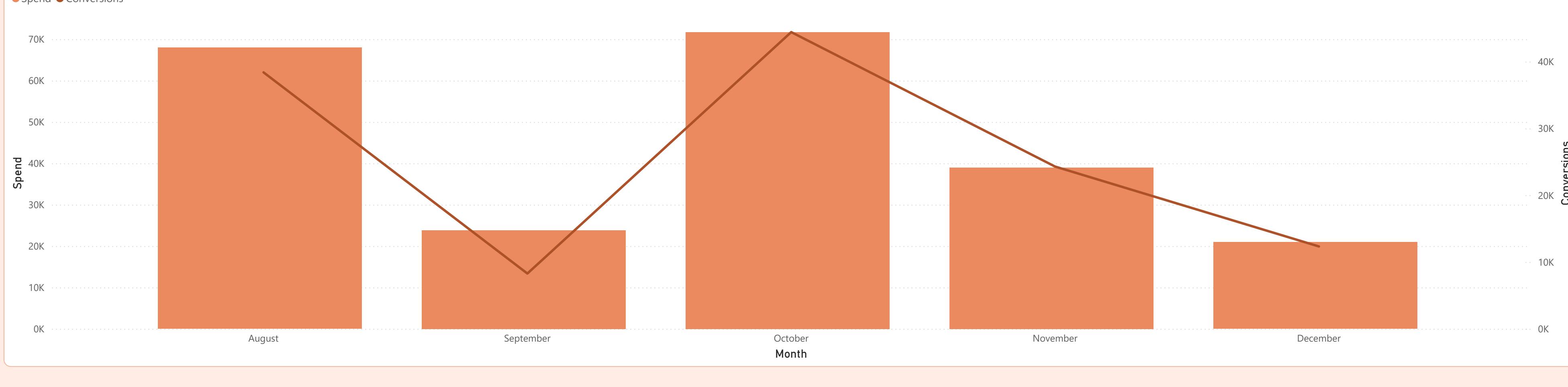
Conversions

127.75K

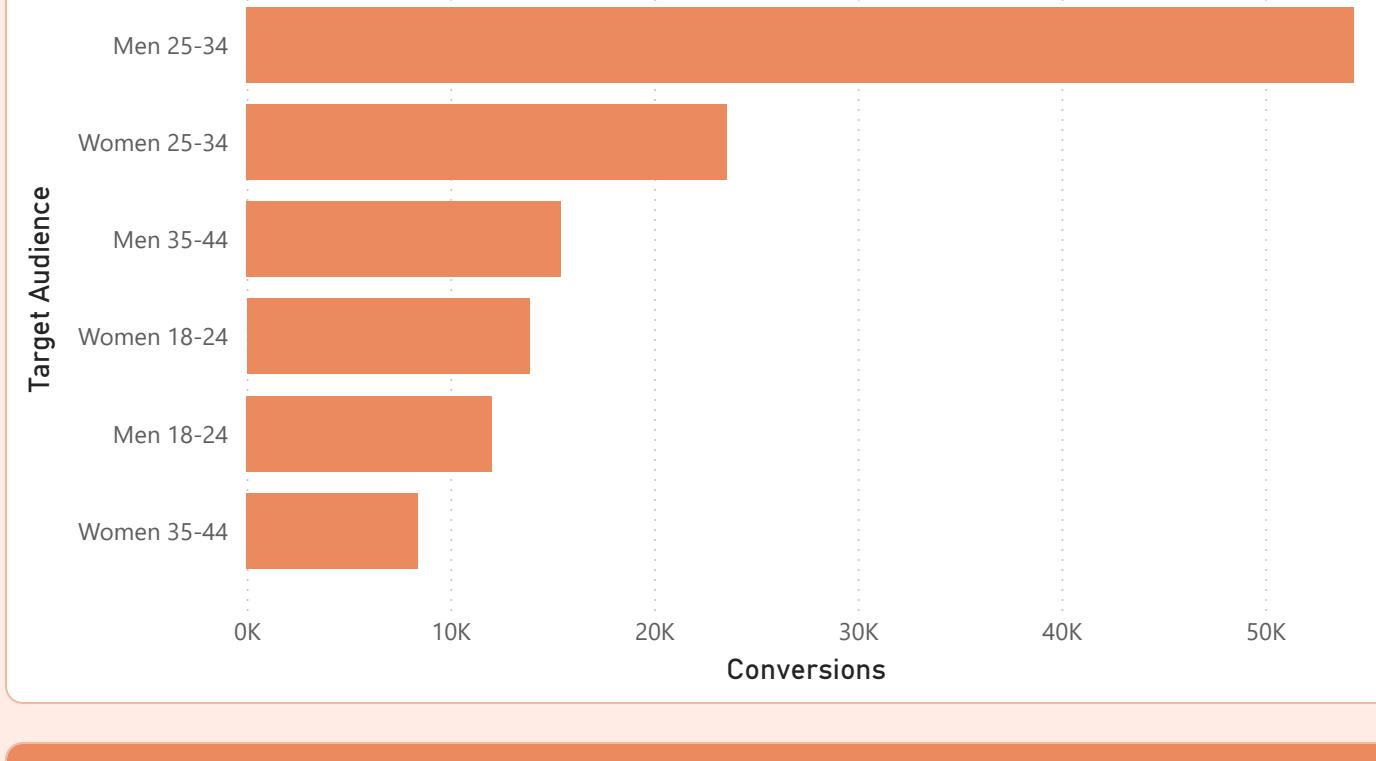
ROI

2.93

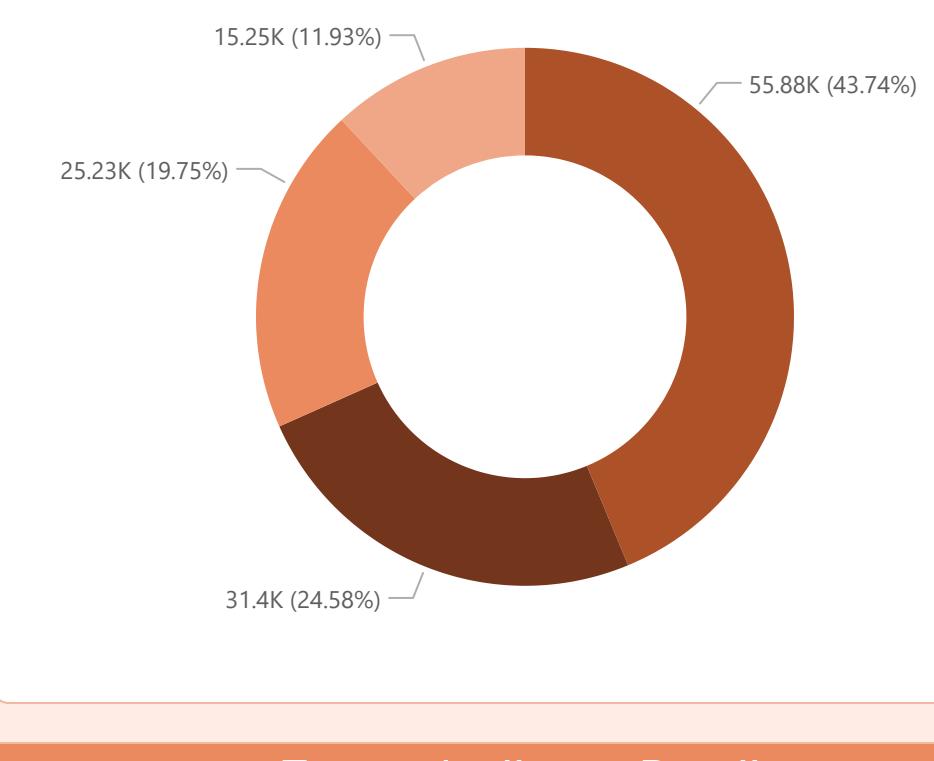
Spend and Conversions by Month



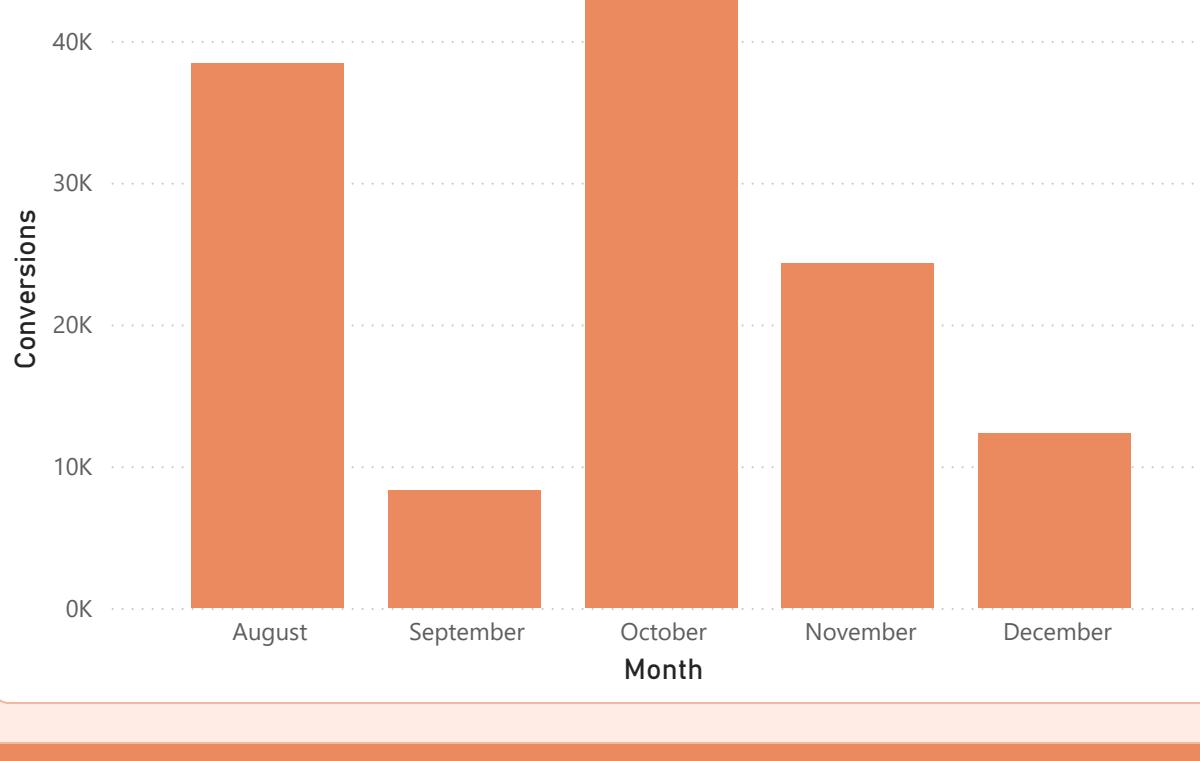
Conversions by Audience



Conversions by Duration



Conversions Overtime



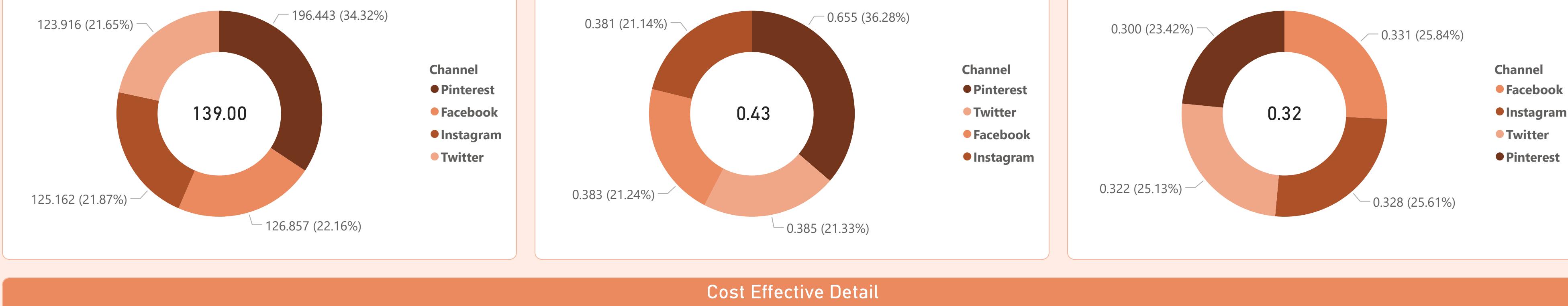
Target Audience Detail

Target Audience	Spend	Spend Change	Conversions	Conversions Change	Conversion Rate	Conversion Rate Change
Men 25-34	79,300.47	+112.3% ▲	54,379.87	+146.7% ▲	0.093	+24.8% ▲
Women 18-24	39,362.67	+17.8% ▲	13,884.20	-21.9% ▼	0.049	-36.5% ▼
Men 18-24	38,144.52	-18.3% ▼	12,057.69	-45.2% ▼	0.046	-29.3% ▼
Women 25-34	27,515.80	+5.3% ▲	23,567.90	+98.6% ▲	0.120	+91.9% ▲
Women 35-44	25,052.83	-24.1% ▼	8,419.44	-70.6% ▼	0.050	-54.3% ▼
Men 35-44	14,138.20	-45.6% ▼	15,439.34	-5.2% ▼	0.135	+70.8% ▲
Total	223,514.49	-36.2% ▼	127,748.44	-43.5% ▼	0.079	-10.6% ▼

Location Analytics

Location	Spend	Spend Change	Conversions	Conversions Change	Conversion Rate	Conversion Rate Change
New York	64,445.72	+44.2% ▲	48,068.13	+78.2% ▲	0.100	+16.8% ▲
Austin	57,767.84	-40.5% ▼	14,230.50	-70.7% ▼	0.036	-48.6% ▼
Las Vegas	41,334.58	+34.7% ▲	25,345.75	+19.1% ▲	0.085	-2.2% ▼
Miami	30,500.95	-45.3% ▼	21,094.08	-48.6% ▼	0.087	-6.1% ▼
Los Angeles	29,465.40	No data	19,009.98	No data	0.100	No data
Total	223,514.49	-36.2% ▼	127,748.44	-43.5% ▼	0.079	-10.6% ▼

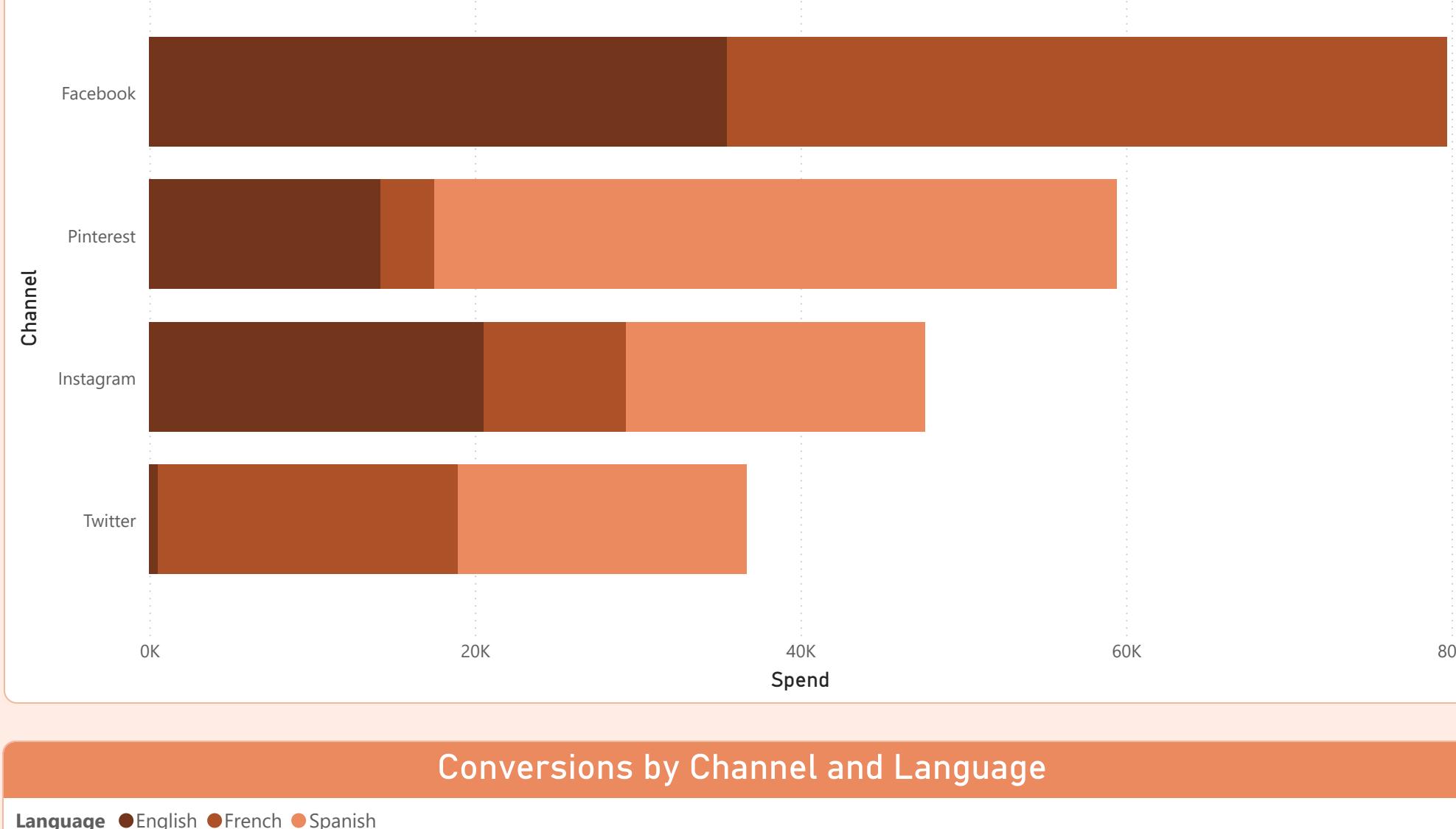
Cost Effective Analytics



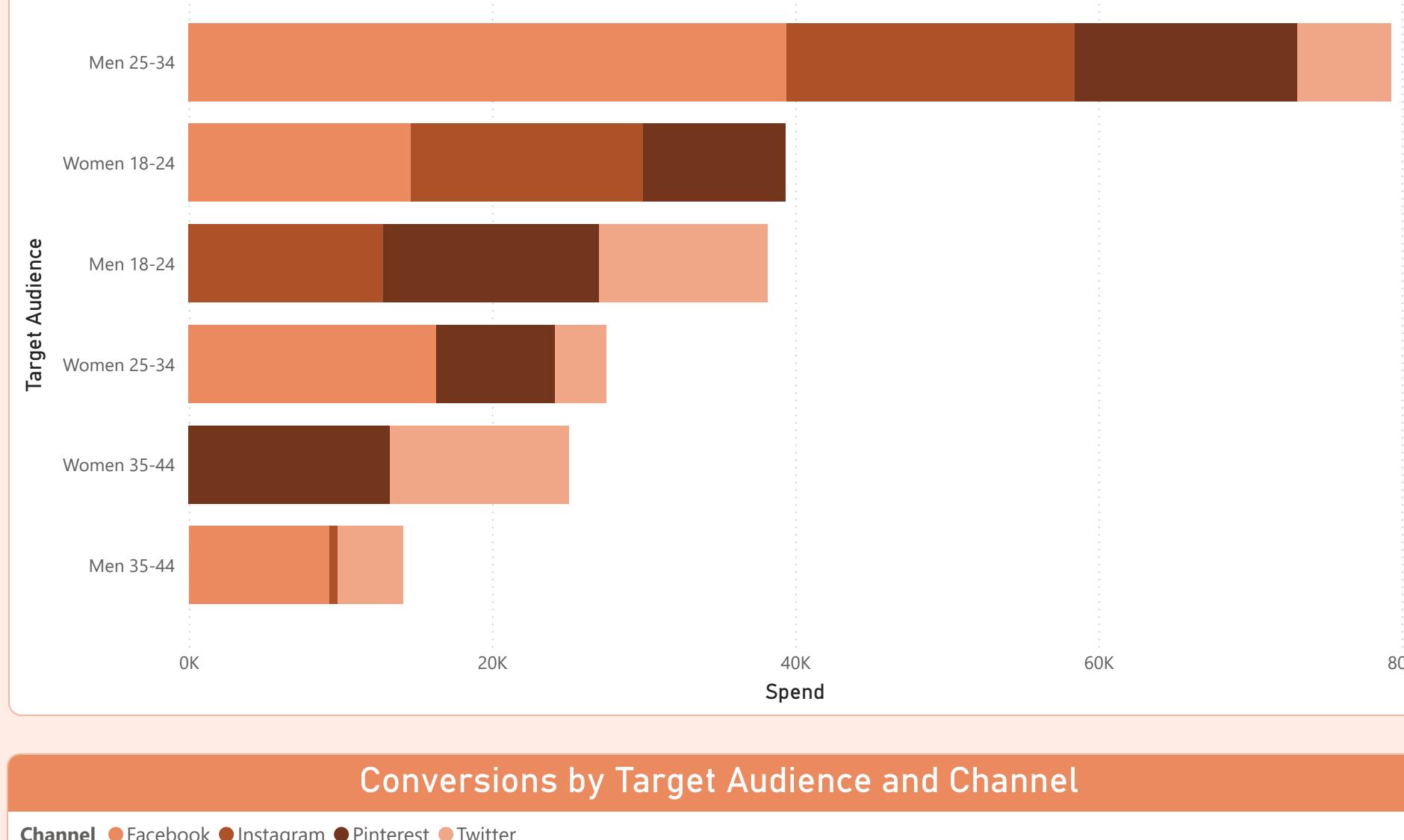
Cost Effective Detail

Channel	Spend	Spend Change	CPM	CPM Change	CPC	CPC Change	CTR	CTR Change
Facebook	79,714.77	No data	126.86	No data	0.383	No data	0.331	No data
Instagram	47,654.80	-7.6% ▼	125.16	-1.1% ▼	0.381	-1.3% ▼	0.328	+0.2% ▲
Pinterest	59,424.89	+386.1% ▲	196.44	+1.0% ▲	0.655	+1.8% ▲	0.300	-0.7% ▼
Twitter	36,720.03	-62.6% ▼	123.92	-1.8% ▼	0.385	+0.7% ▲	0.322	-2.5% ▼
Total	223,514.49	-36.2% ▼	139.00	+1.1% ▲	0.430	+1.7% ▲	0.323	-0.6% ▼

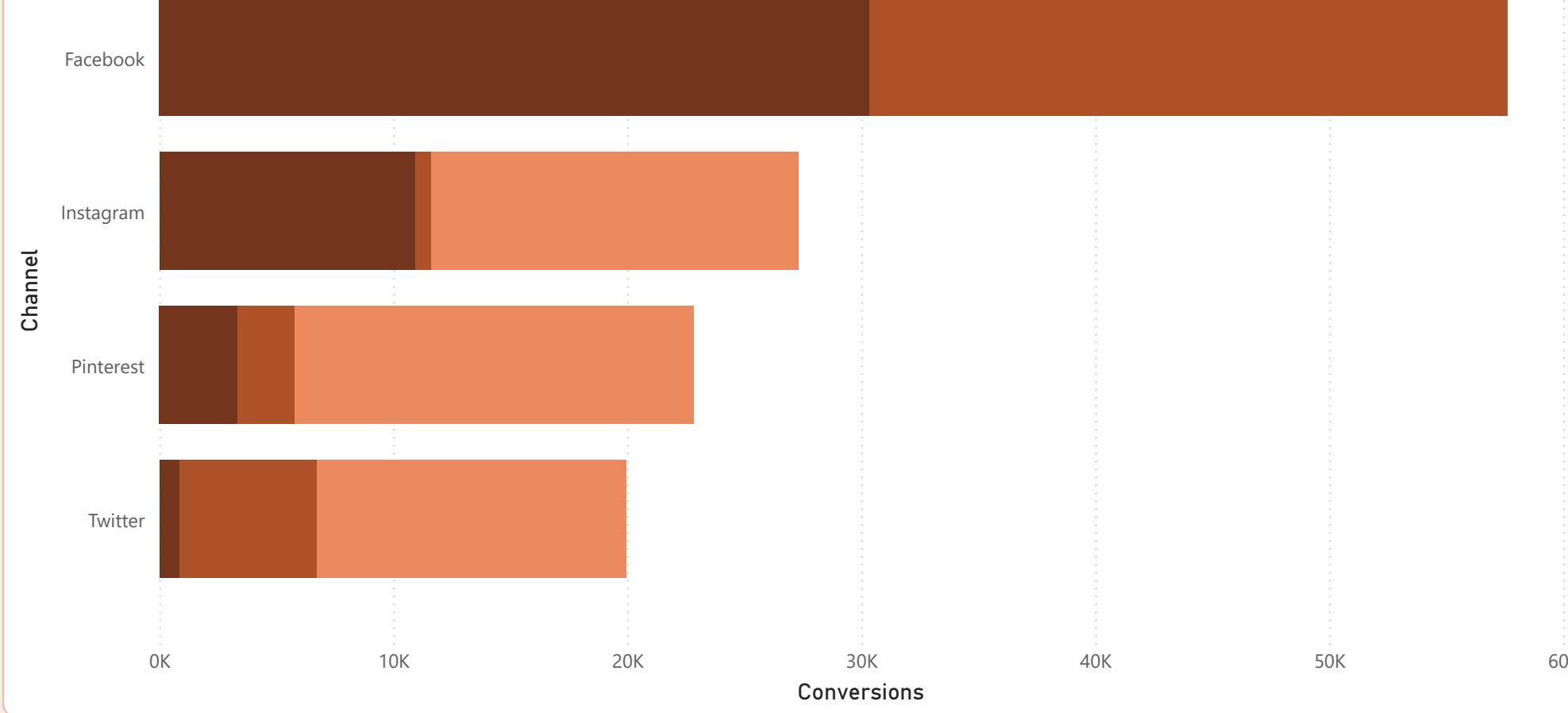
Spend by Channel and Language



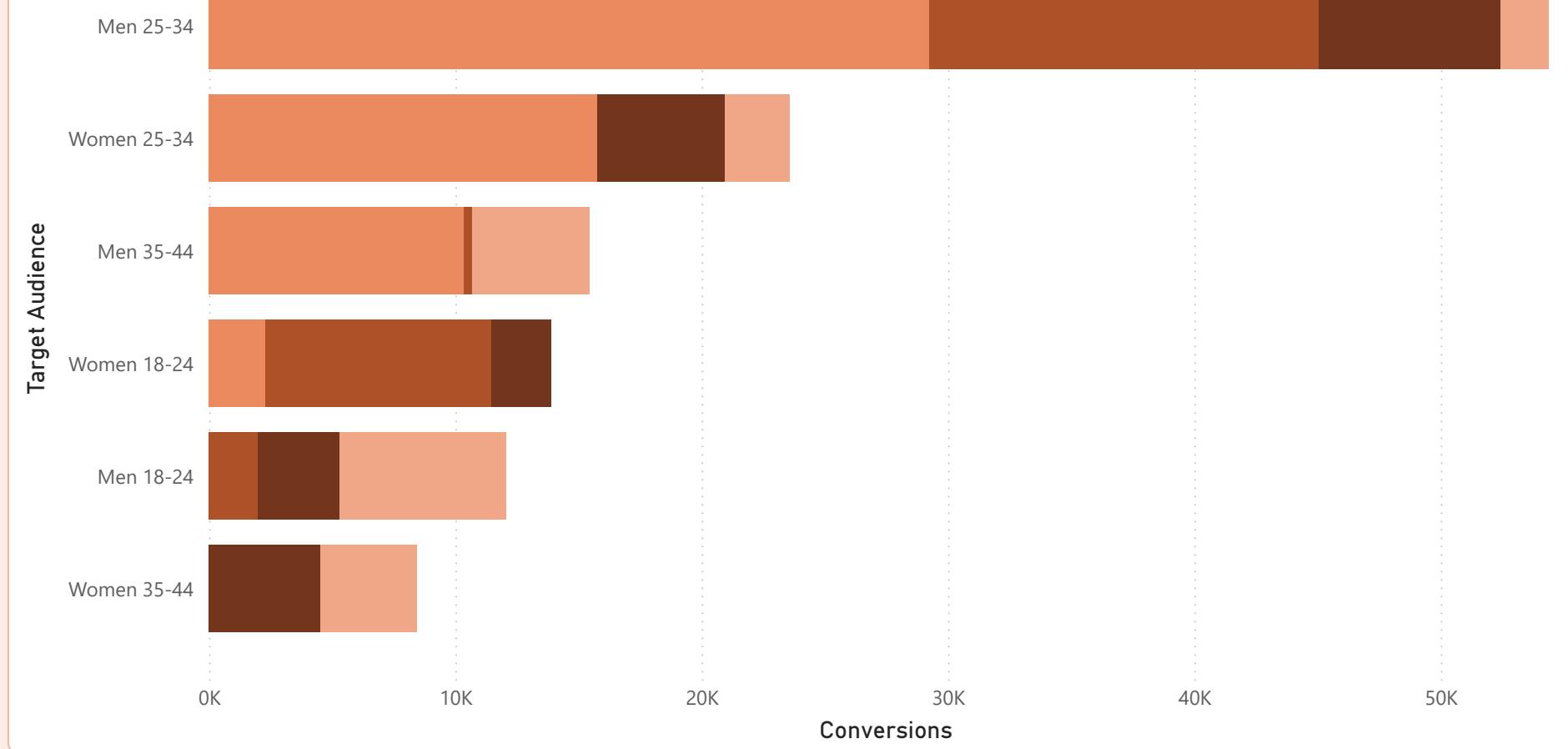
Spend by Target Audience and Channel



Conversions by Channel and Language



Conversions by Target Audience and Channel



PRODUCT LAUNCH EFFECTIVE

Company
Fiber Fashion

8/1/2022 12/31/2022



Campaigns

47

Return

1.3M

Spend

390.6K

Impressions

2.8M

Clicks

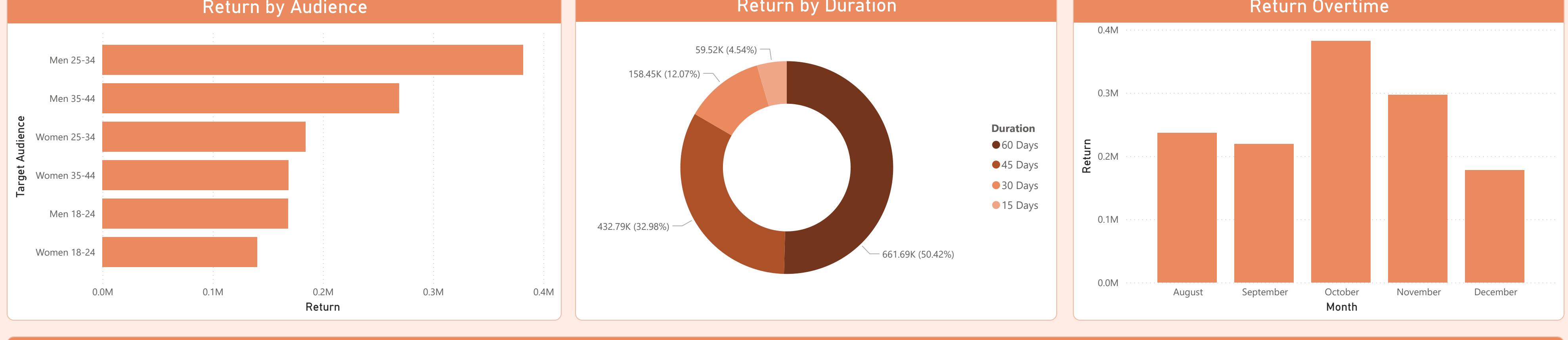
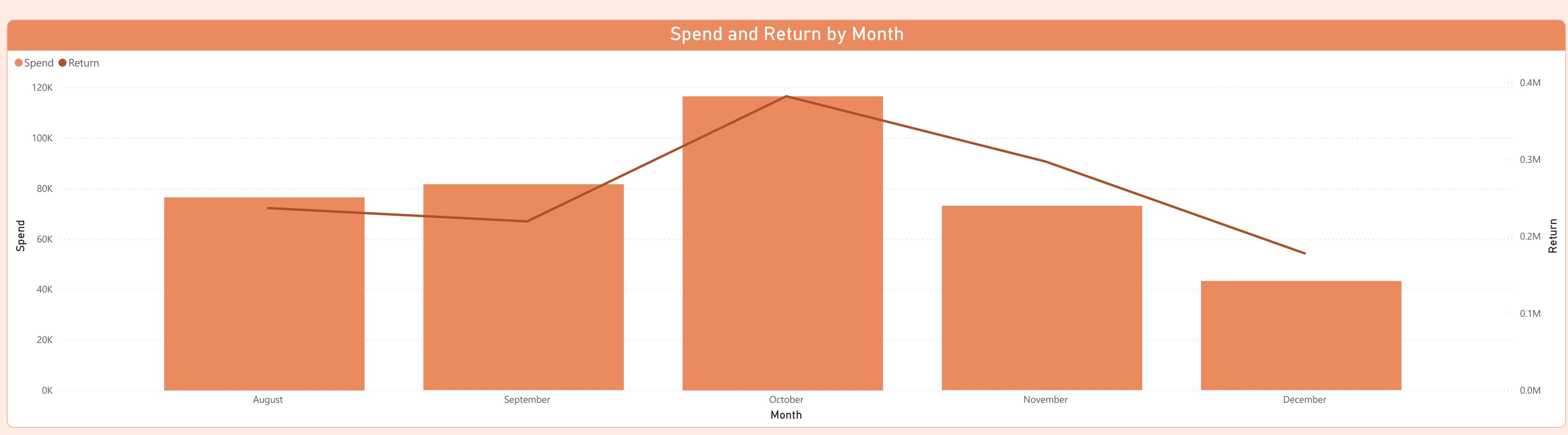
921.2K

Conversions

209.09K

ROI

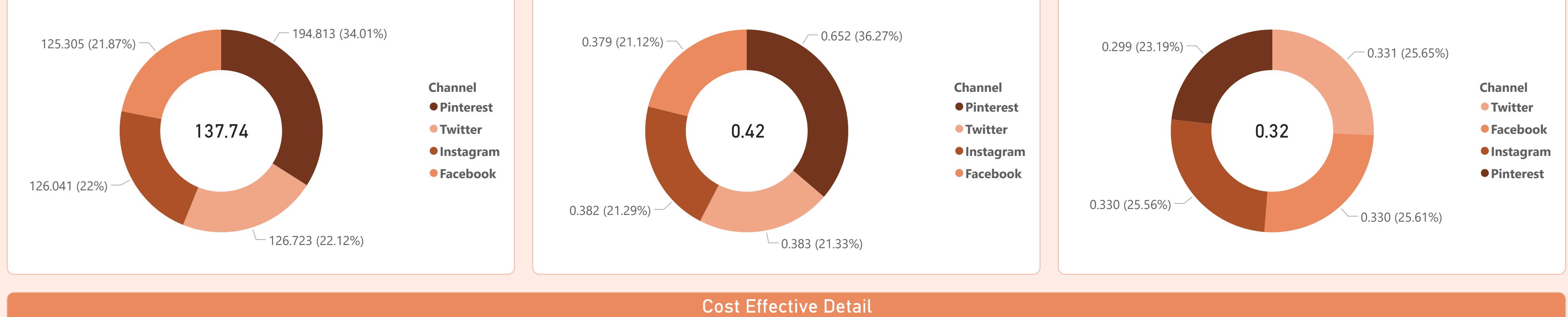
3.36



Target Audience	Spend	Spend Change	Return	Return Change	ROI	ROI Change
Men 25-34	99,733.56	+98.1% ▲	382K	+99.4% ▲	3.83	+0.7% ▲
Men 35-44	67,852.30	-2.3% ▼	269K	+18.0% ▲	3.96	+20.7% ▲
Women 35-44	63,696.72	0.0% ▼	169K	+45.0% ▲	2.65	+45.0% ▲
Women 25-34	60,231.98	+106.1% ▲	184K	+275.9% ▲	3.06	+82.4% ▲
Women 18-24	55,677.61	-4.9% ▼	140K	+4.3% ▲	2.52	+9.6% ▲
Men 18-24	43,374.85	-0.8% ▼	168K	+13.2% ▲	3.88	+14.1% ▲
Total	390,567.02	-4.8% ▼	1,312K	+9.9% ▲	3.36	+15.4% ▲

Location	Spend	Spend Change	Return	Return Change	ROI	ROI Change
New York	98,961.37	+151.8% ▲	232K	+169.1% ▲	2.35	+6.9% ▲
Miami	83,230.52	+41.5% ▲	360K	+100.1% ▲	4.33	+41.5% ▲
Austin	82,426.50	+184.3% ▲	302K	+316.9% ▲	3.66	+46.6% ▲
Los Angeles	68,755.62	+40.2% ▲	248K	+52.6% ▲	3.60	+8.9% ▲
Las Vegas	57,193.01	+88.7% ▲	171K	+104.9% ▲	2.99	+8.6% ▲
Total	390,567.02	-4.8% ▼	1,312K	+9.9% ▲	3.36	+15.4% ▲

Cost Effective Analytics



Channel	ROI	ROI Change	CPM	CPM Change	CPC	CPC Change	CTR	CTR Change
Facebook	4.55	+22.3% ▲	125.31	-0.3% ▼	0.379	-0.9% ▼	0.330	+0.6% ▲
Instagram	4.27	+9.6% ▲	126.04	+0.1% ▲	0.382	+0.4% ▲	0.330	-0.3% ▼
Twitter	3.78	+10.3% ▲	126.72	+0.7% ▲	0.383	+0.1% ▲	0.331	+0.6% ▲
Pinterest	0.69	-10.6% ▼	194.81	-0.1% ▼	0.652	+0.4% ▲	0.299	-0.5% ▼
Total	3.36	+15.4% ▲	137.74	-2.3% ▼	0.424	-3.0% ▼	0.325	+0.7% ▲

