

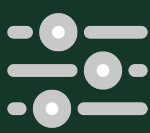
# MARKETING CAMPAIGN OVERVIEW

Overview

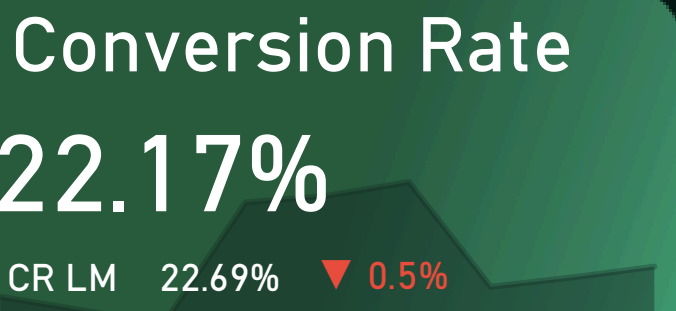
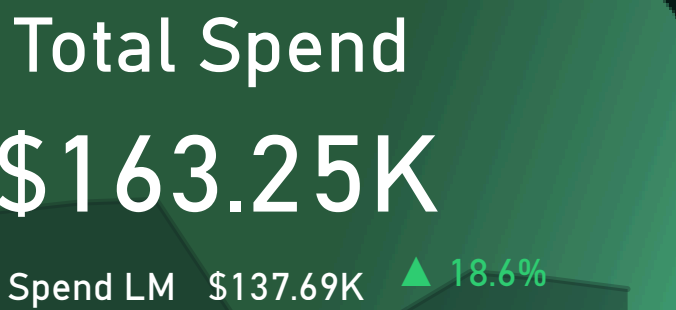
Channel Analysis

City Analysis

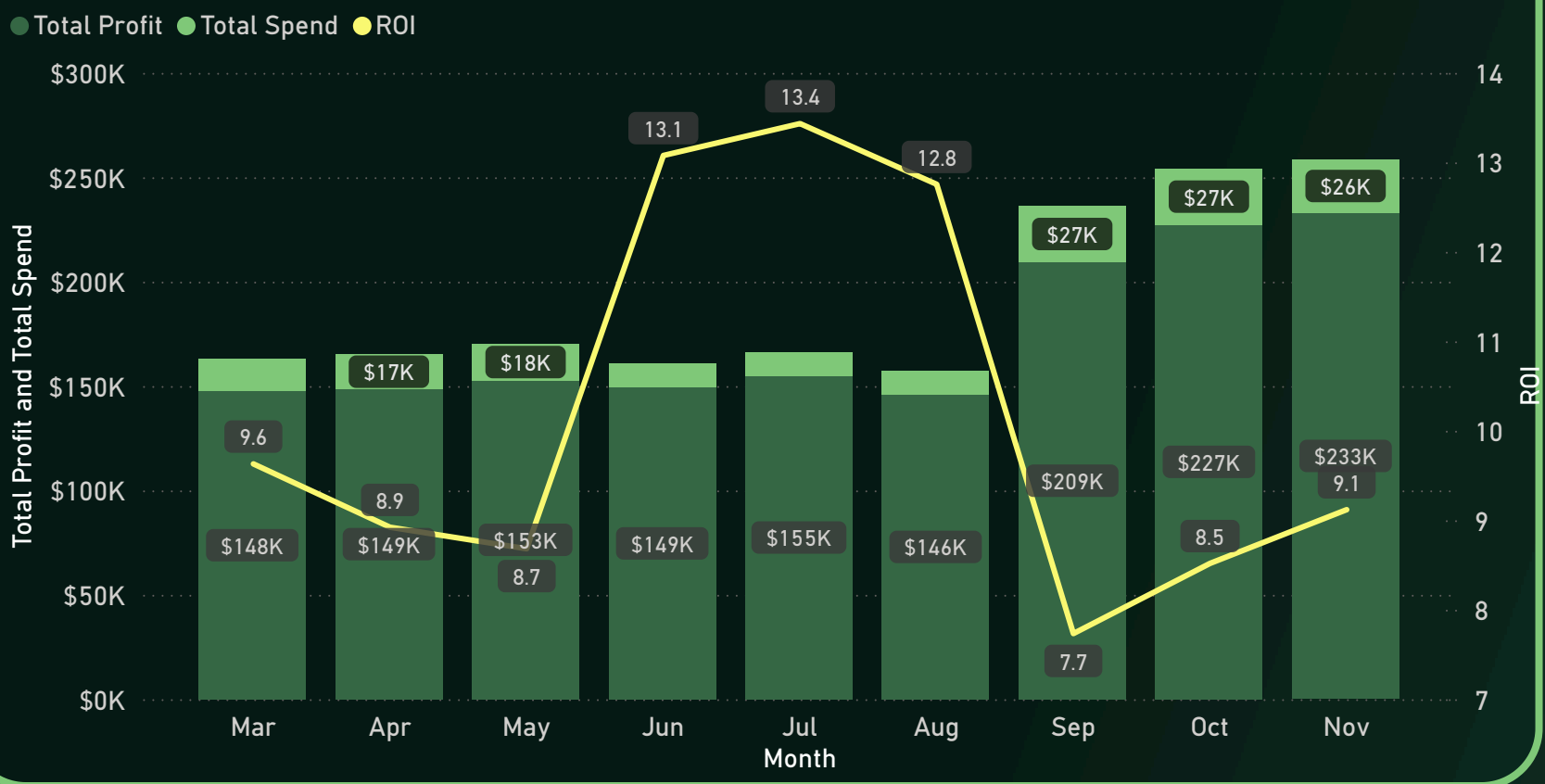
Insight&Recommendation



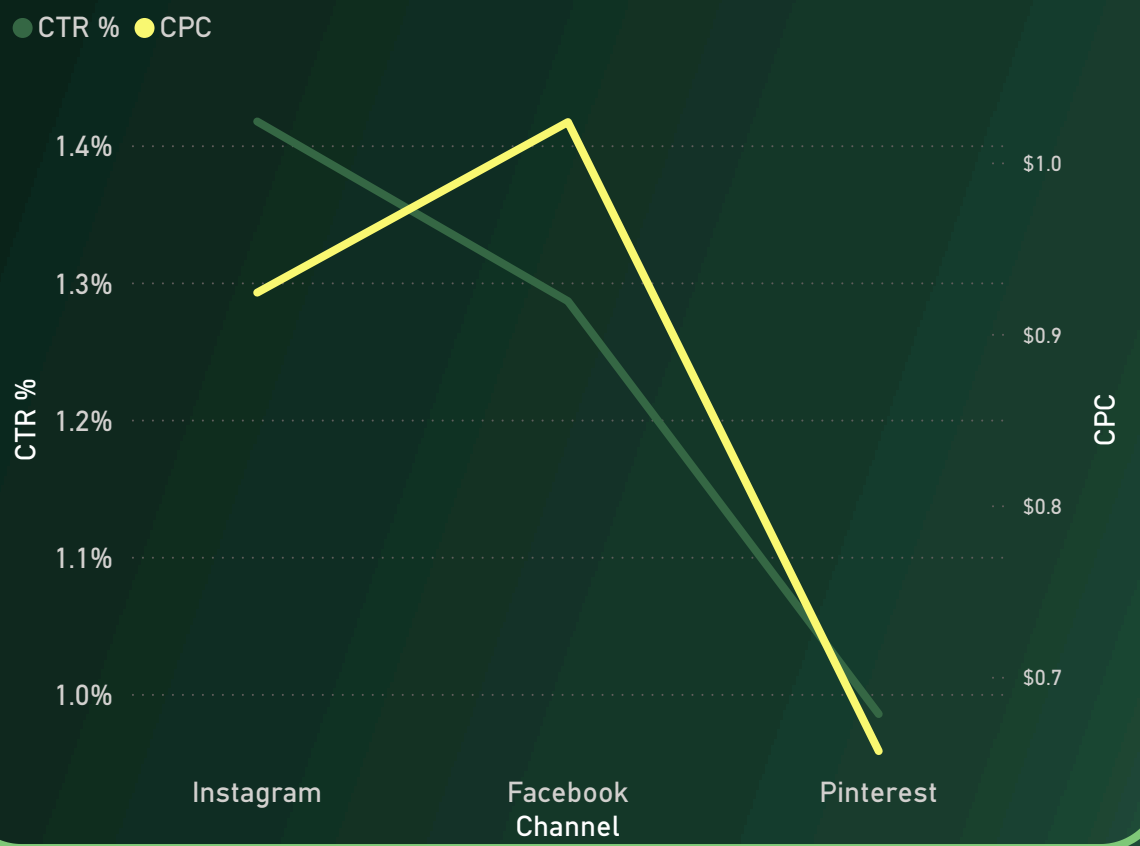
Filters applied: ||



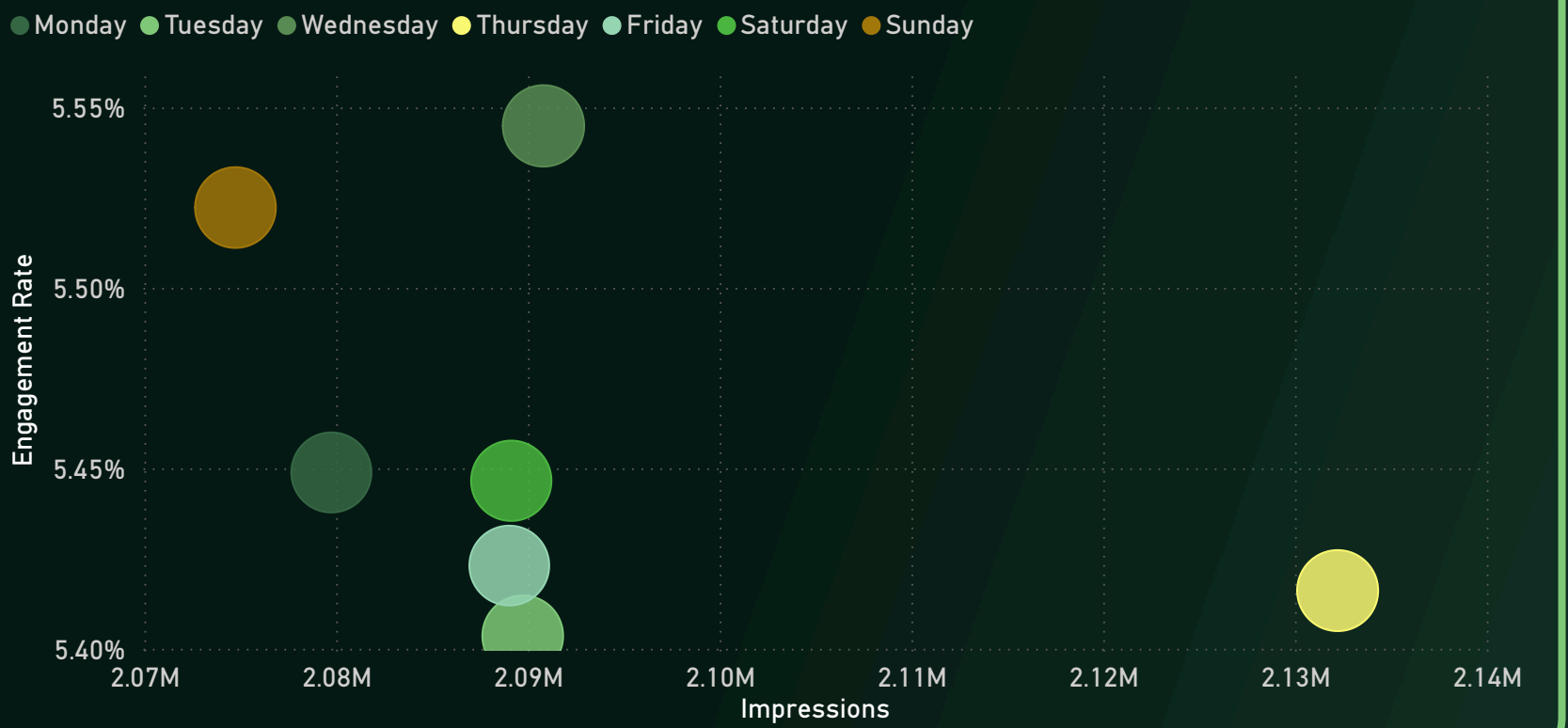
Total Profit, Total Spend and ROI by Month



CTR % and CPC by Channel



Impressions, Engagement Rate and Conversions by Week Day



Total Spend, ROI and Total Profit by City

Click for City info



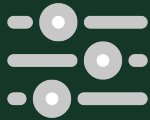
# CHANNEL ANALYSIS

Overview

Channel Analysis

City Analysis

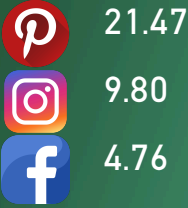
Insight&Recommendation



Filters applied: ||

ROI

9.61



Conversions

40K



Engagement Rate

5.46%

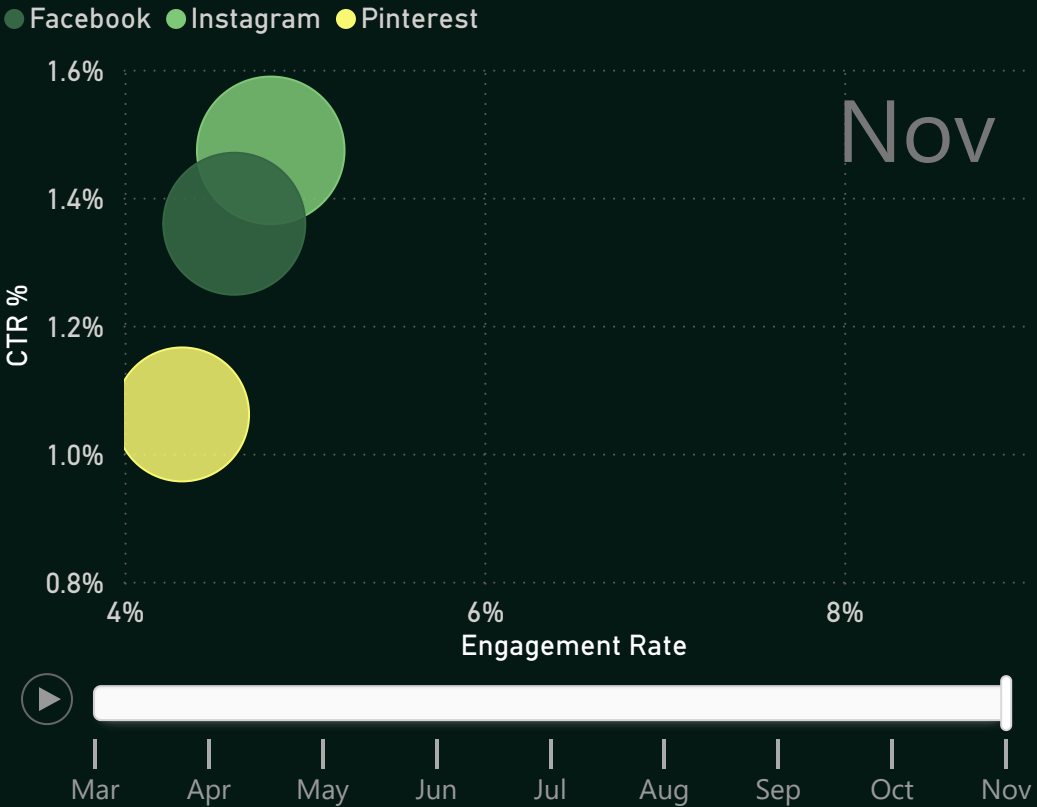


Impressions

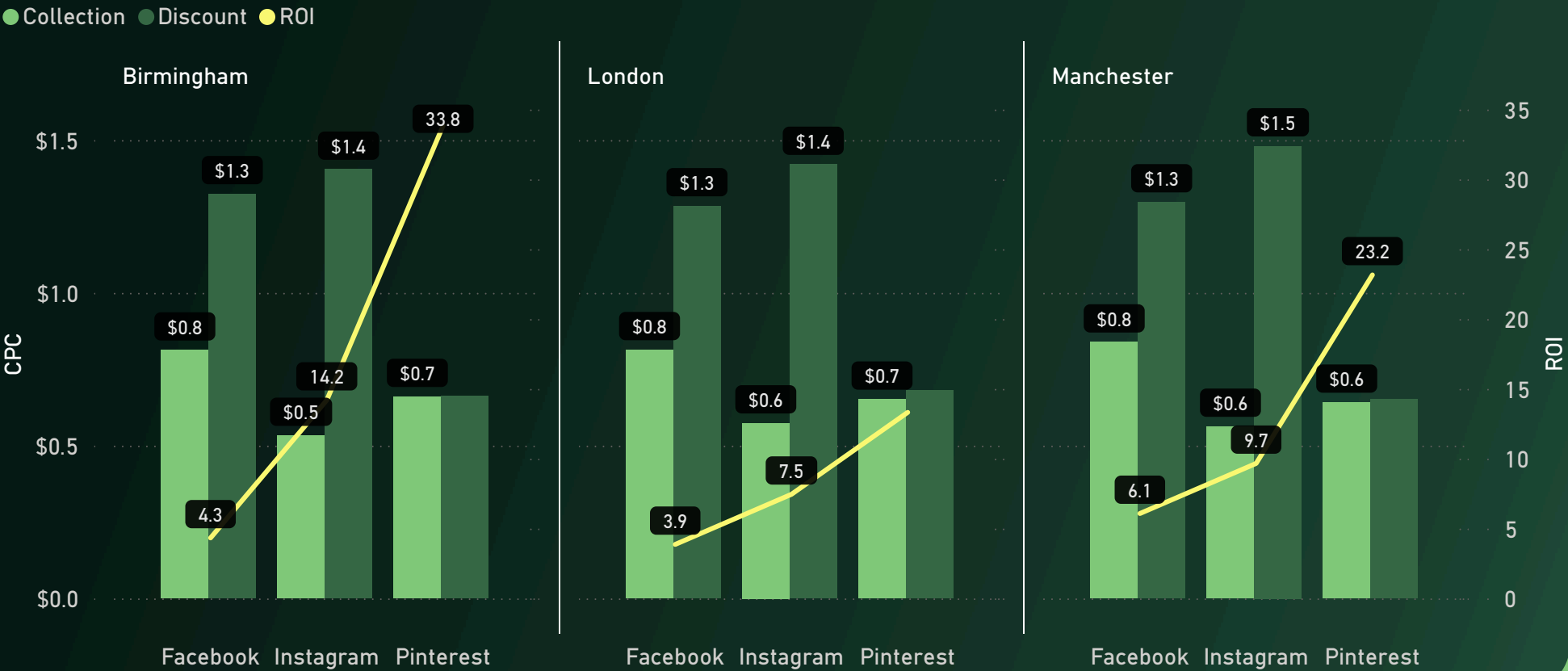
15M



Engagement Rate, CTR % and Conversions Trend



CPC and ROI by Channel, Ad and City/Location



Analyze by which measure?

ROI

Total Profit

Total Sales

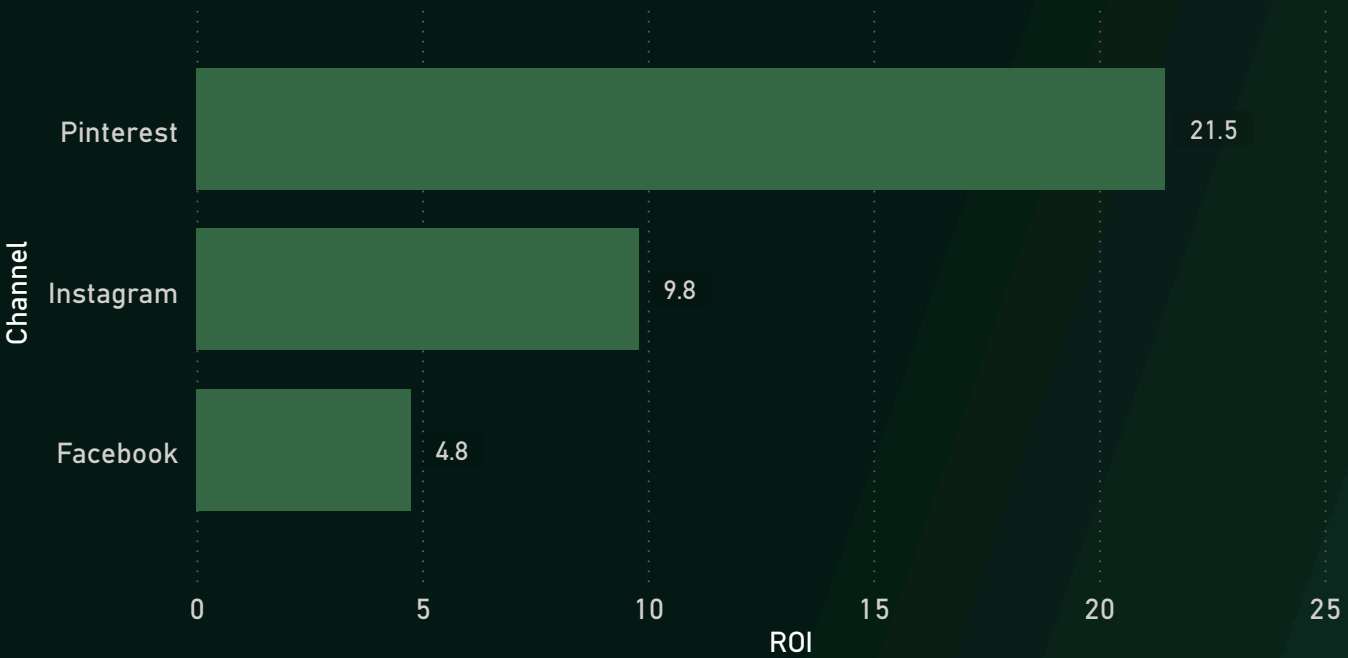
Total Spend

CR

CPC

ROI by Channel

(Hover to see City ranking within each Channel)



Channel	Campaign	Birmingham	London	Manchester	Total
Facebook	Fall	2.80	2.94	4.97	3.57
	Spring	3.91	3.33	4.79	3.98
	Summer	11.07	6.76	9.96	8.83
Instagram	Fall	9.74	6.65	9.22	8.33
	Spring	14.76	6.88	8.84	9.34
	Summer	31.27	9.96	11.41	13.78
Pinterest	Fall	26.65	14.43	24.25	20.79
	Spring	36.25	13.54	25.45	23.00
	Summer	58.77	10.78	19.04	21.12
Total		12.93	6.98	10.39	9.61



### Top ROI Channel

 33.83

Total ROI (All City) 9.61

### Top Sales Channel

 228.67K

Total Sales 1.73M

### Top CR Channel

 41.78%

Total CR 22.17%

### Top Spend Channel

 18.12K

Total Spend 163.25K

# Birmingham

Channel

Facebook

Instagram

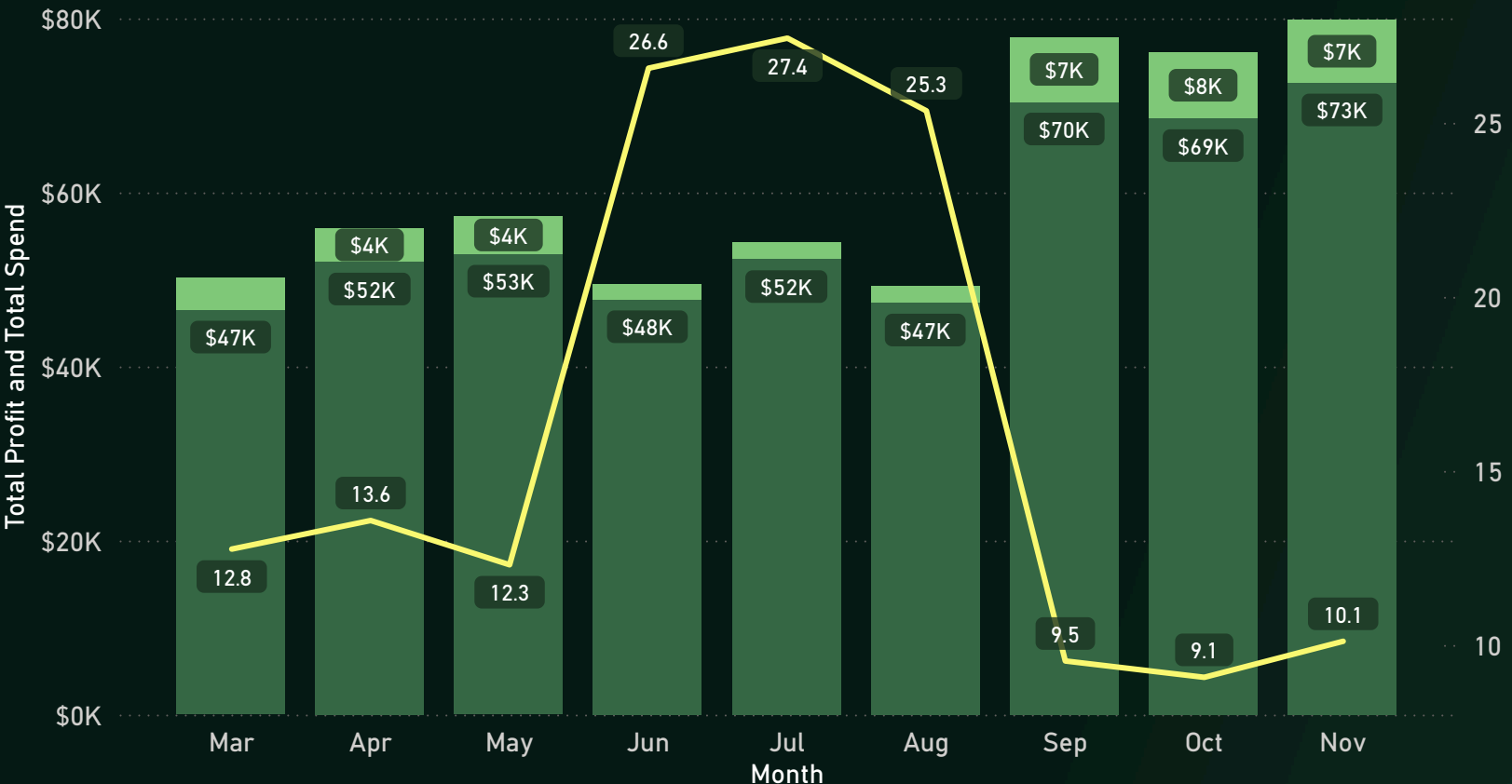
Pinterest

Month

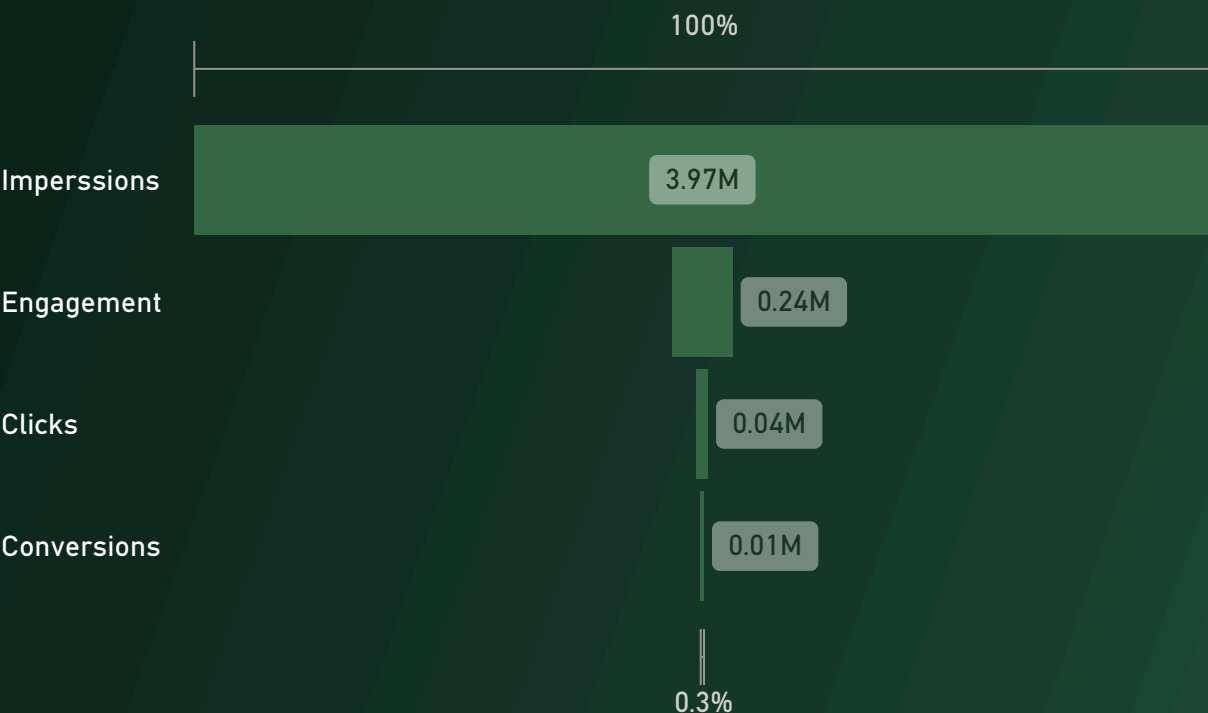
All




## Total Profit, Total Spend and ROI by Month

● Total Profit ● Total Spend ● ROI



## Imperssions, Engagement, Clicks and Conversions



LogoURL	Channel	Campaign	ROI	Total Sales	Total Profit	Total Spend	CPC	CR	Conversions	Likes	Shares	Comments	Impressions	Engagement Rate	CTR %
	Instagram	Fall	9.74	\$90,020.16	\$81,636.96	\$8,383.20	\$0.91	18.93%	1,739	25,586	4,627	2,977.50	659,576	5.03%	1.39%
		Spring	14.76	\$68,884.04	\$64,513.55	\$4,370.49	\$0.83	31.68%	1,661	18,263	1,713	1,970.00	422,133	5.20%	1.24%
		Summer	31.27	\$65,870.54	\$63,829.49	\$2,041.05	\$0.86	66.00%	1,562	22,567	2,908	2,878.00	211,719	13.39%	1.12%
		Total	14.19	\$224,774.74	\$209,980.01	\$14,794.73	\$0.88	29.54%	4,962	66,416	9,248	7,825.50	1,293,429	6.45%	1.30%
	Pinterest	Fall	26.65	\$106,101.20	\$102,263.31	\$3,837.89	\$0.69	30.08%	1,680	17,732	2,792	1,524.50	604,383	3.65%	0.92%
		Spring	36.25	\$66,846.60	\$65,052.04	\$1,794.56	\$0.58	44.53%	1,385	11,941	2,007	1,048.50	377,802	3.97%	0.82%
		Summer	58.77	\$55,717.80	\$54,785.65	\$932.15	\$0.75	87.56%	1,087	16,953	2,190	1,541.00	177,330	11.66%	0.70%
		Total	33.83	\$228,665.60	\$222,101.00	\$6,564.60	\$0.66	41.78%	4,152	46,626	6,989	4,114.00	1,159,515	4.98%	0.86%
	Facebook	Summer	11.07	\$31,378.11	\$28,779.28	\$2,598.83	\$0.93	49.92%	1,394	23,628	5,099	2,649.50	276,207	11.36%	1.01%
		Spring	3.91	\$27,595.12	\$21,973.46	\$5,621.66	\$1.01	21.82%	1,218	19,526	3,276	1,592.00	499,046	4.89%	1.12%
		Fall	2.80	\$37,605.50	\$27,701.13	\$9,904.38	\$1.06	11.48%	1,072	29,168	8,436	2,501.00	743,423	5.39%	1.26%
		Total	4.33	\$96,578.74	\$78,453.87	\$18,124.87	\$1.02	20.80%	3,684	72,322	16,811	6,742.50	1,518,676	6.31%	1.17%
Total			12.93	\$550,019.08	\$510,534.87	\$39,484.20	\$0.89	28.79%	12,798	185,364	33,048	18,682.00	3,971,620	5.97%	1.12%



## INSIGHT

### Theo Thời gian:

Tháng 6–8: ROI cao đột biến (~13).

Tháng 9: ROI giảm còn ~7.7 dù Impressions tăng mạnh.

- .Engagement rate giảm → reach cao nhưng traffic kém chất lượng.
- .Conversion rate không cải thiện dù chi phí cao.

### Theo Channel:

**Pinterest:** ROI ~21.47, CR 26.81% → kênh hiệu quả nhất.

**Facebook:** ROI ~4.76, CR thấp nhất, nhưng Impressions cao nhất → mạnh về reach, yếu về chuyển đổi.

**Instagram:** ROI ~9.8, CR ~22.72% → hiệu suất trung bình.

### Theo City:

- .**Pinterest ROI cao ở cả London, Birmingham, Manchester** → consistent across regions.
- .**Facebook ROI thấp ở cả 3 city** → không phụ thuộc location.
- .**Birmingham:** ROI cao nhất → thành phố hiệu quả nhất, nhờ Pinterest.
- .**London:** ROI thấp nhất, ổn định ở mức thấp → vấn đề conversion funnel.

## RECOMENDATION

- .Kiểm soát ngân sách tháng 9, tránh mở rộng audience quá rộng.
- .Tập trung vào nhóm khách hàng chất lượng thay vì chỉ tăng reach.
- .Xem lại nội dung/landing page để cải thiện conversion.
- .Tăng ngân sách Pinterest, tận dụng ROI & CR cao.
- .Giảm chi phí Facebook hoặc tối ưu creative để cải thiện CR.
- .Giữ ngân sách Ổn định cho Instagram, test thêm audience mới.
- .**Birmingham:** Duy trì & mở rộng ngân sách, tận dụng Pinterest để scale thêm.
- .**Manchester:** Tăng thử nghiệm ads/channel (retargeting, content mới) để tận dụng đà cải thiện ROI.
- .**London:** Rà soát funnel (landing page, CTA, audience targeting) để cải thiện conversion; cân nhắc giảm ngân sách nếu không cải thiện.