

Marketing Campaign Analysis

Awareness

Performance

Filter 0

Awareness : Measure the reach and visibility of the campaign.

Total Impressions

14.65M

▼ -83.10%

Conversion rate%

22.17%

▼ -15.10%

CTR(Click Through Rate)%

1.24%

▲ 6.38%

Conversions Total

40K

▼ -84.73%

Engagement Rate

5.46%

▼ -18.12%

Impression to conversion ratio

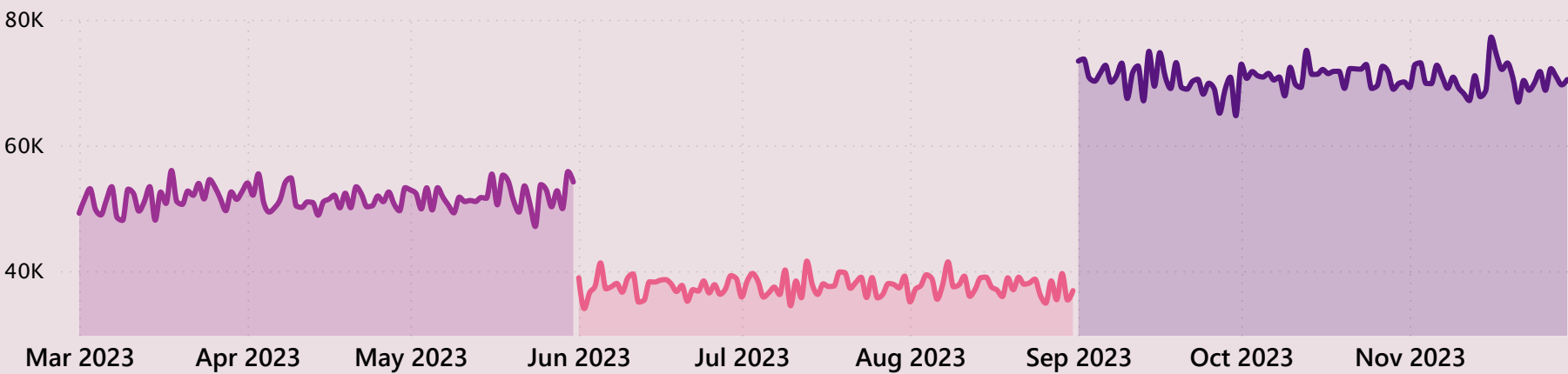
0.275%

Clicks Total

182K

Impressions by Month, Day and Campaign

Campaign ● Fall ● Spring ● Summer

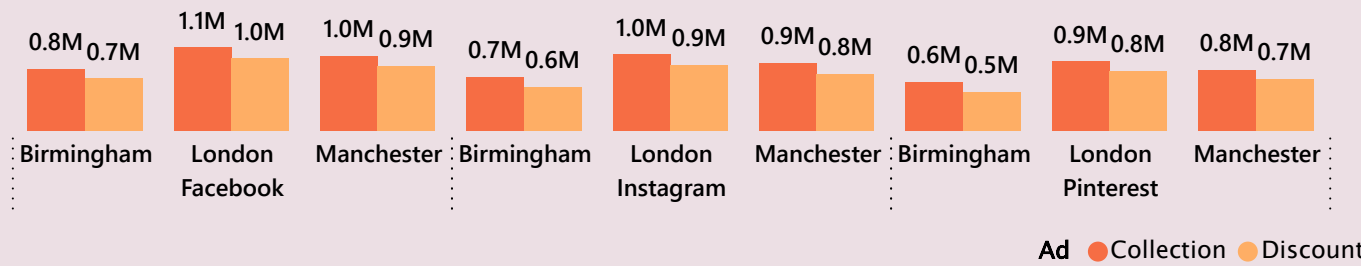


Clicks

Conversions

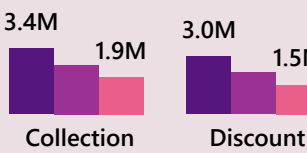
Impressions

Channel, City/Location and Ad



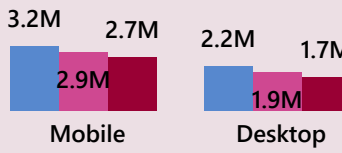
Ad and Campaign

Campaign ● Fall ● Spring ● Summer



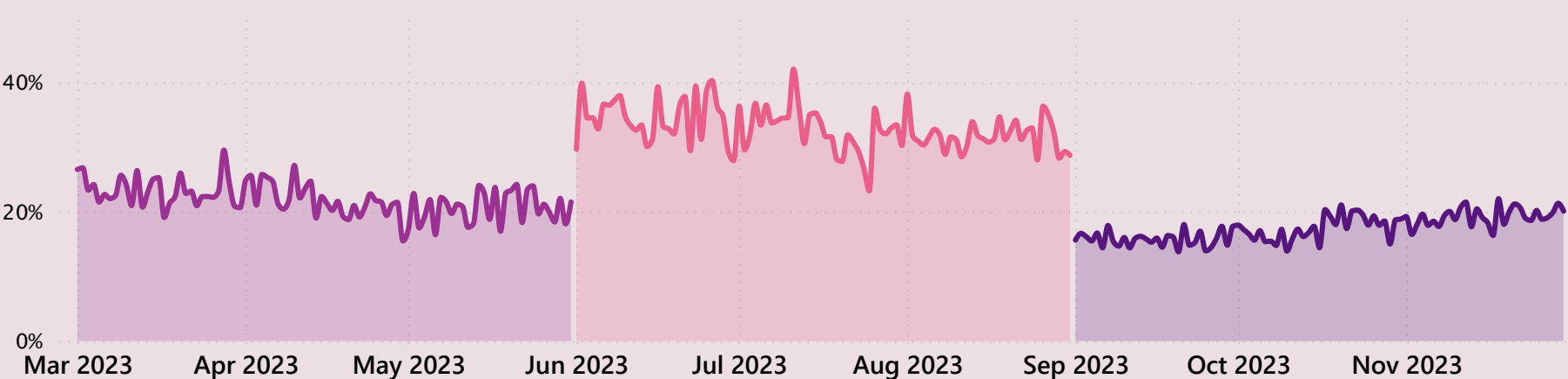
Device and Channel

● Facebook ● Instagram ● Pinterest



Conversion rate% by Month, Day and Campaign

Campaign ● Fall ● Spring ● Summer

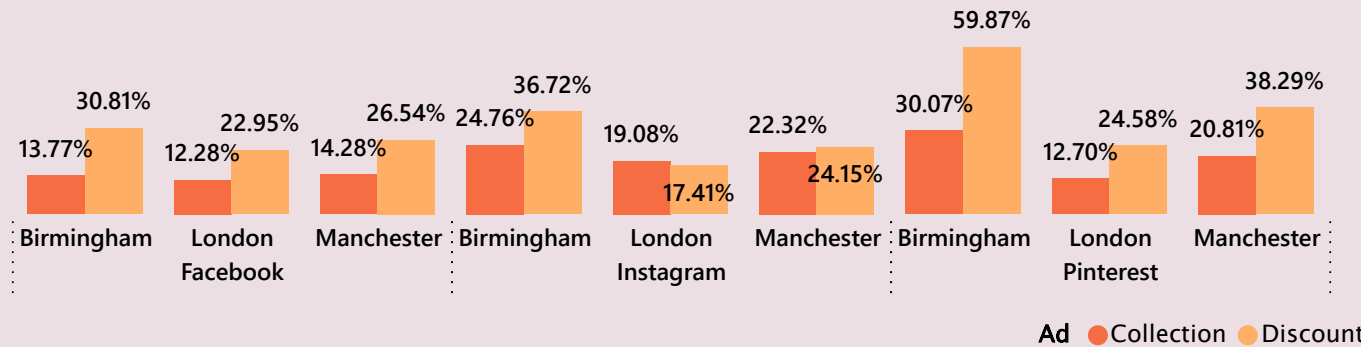


conversion rate %

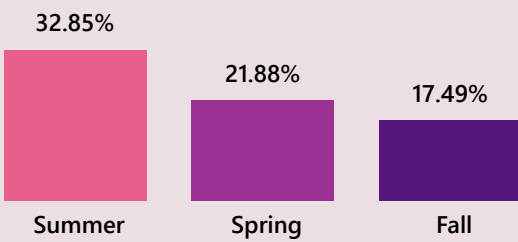
CTR %

Engagement Rate %

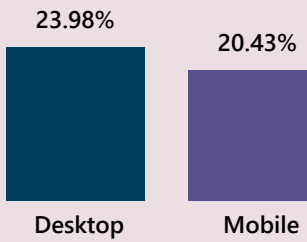
Channel, City/Location and Ad



Campaign and Channel

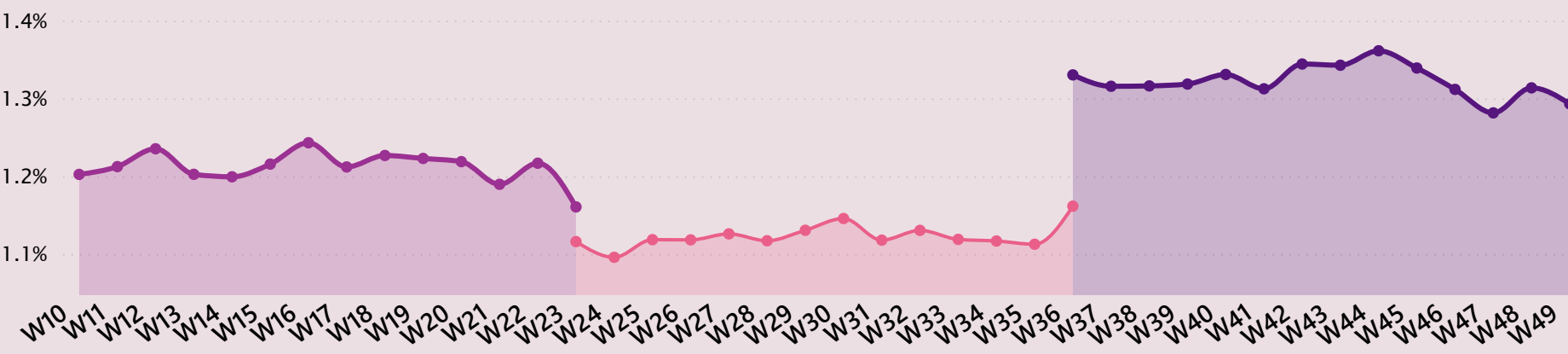




Device



CTR(Click Through Rate)% by week and Campaign

Campaign ● Fall ● Spring ● Summer



Channel	Likes Total	comments Total	shares Total	Engagement Rate	Impressions Total	Clicks Total	Conversions Total	CTR(Click Through Rate)%	Conversion rate%	Impression to conversion ratio
	214.7K	29.7K	35.1K	5.77%	4.84M	68.6K	15.6K	1.42%	22.72%	0.322%
	220.4K	25.6K	49.5K	5.43%	5.44M	70.0K	13.1K	1.29%	18.77%	0.241%

Marketing Campaign Analysis

Awareness

Performance

Filter 0

Performance : The overall effectiveness & financial return of the campaign.

Profit

£1.57M

▼ -82.55%

Total Revenue

£1.73M

▼ -82.45%

Total spending(cost)

£163.25K

▼ -81.44%

Cost per Conversion

£4.06

▲ 21.58%

ROI

£9.61

▼ -5.98%

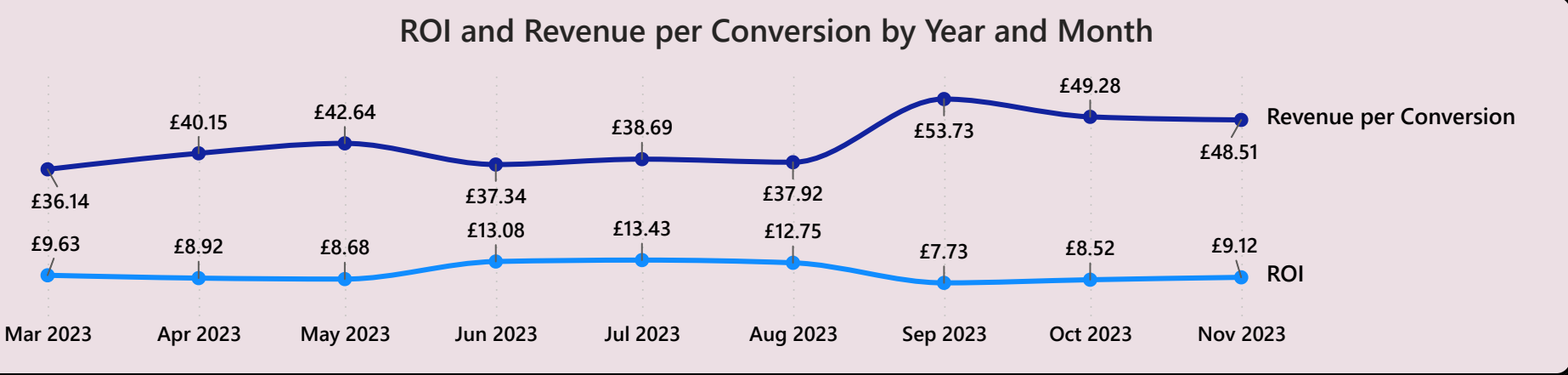
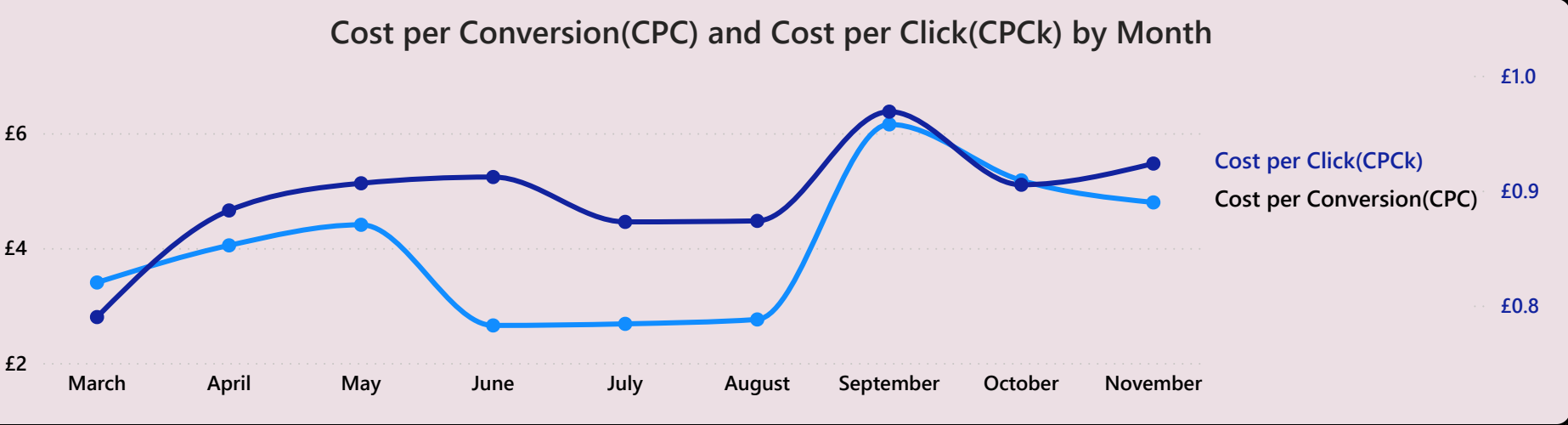
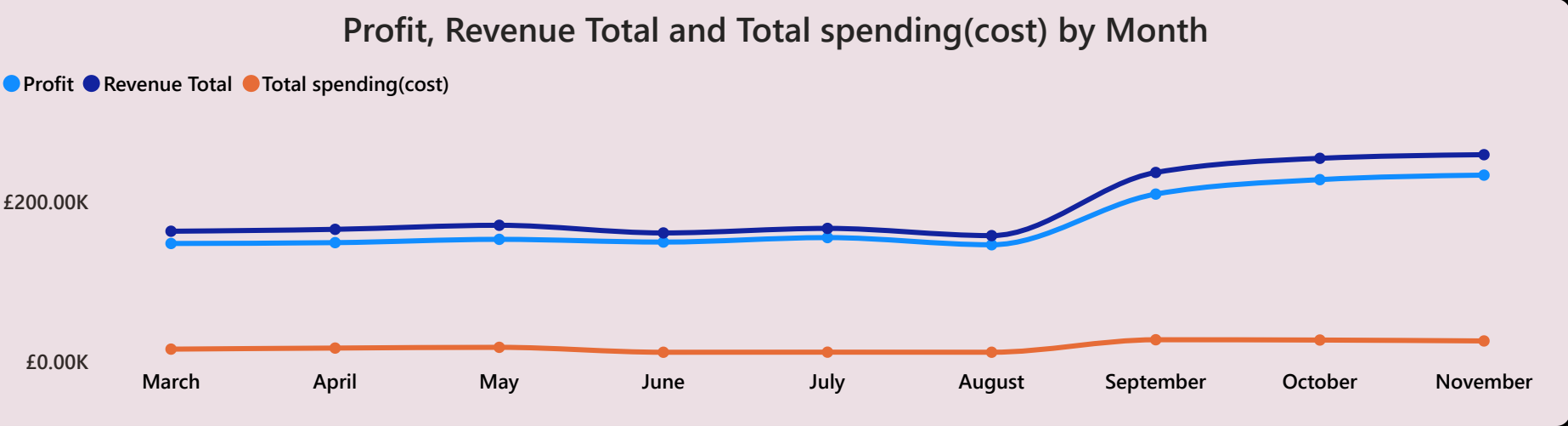
Cost per Click

£0.90

▲ 3.23%

Average Daily Average CPC

£0.90



Finance KPI

Cost per click

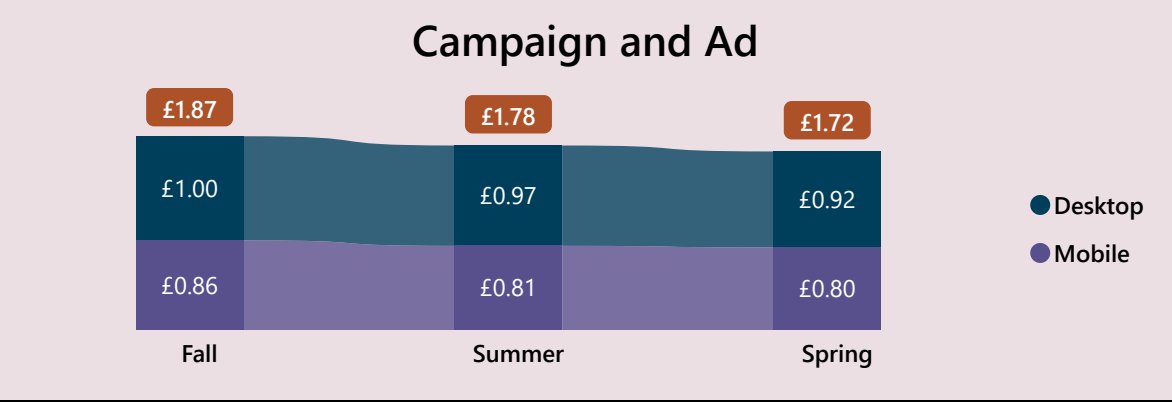
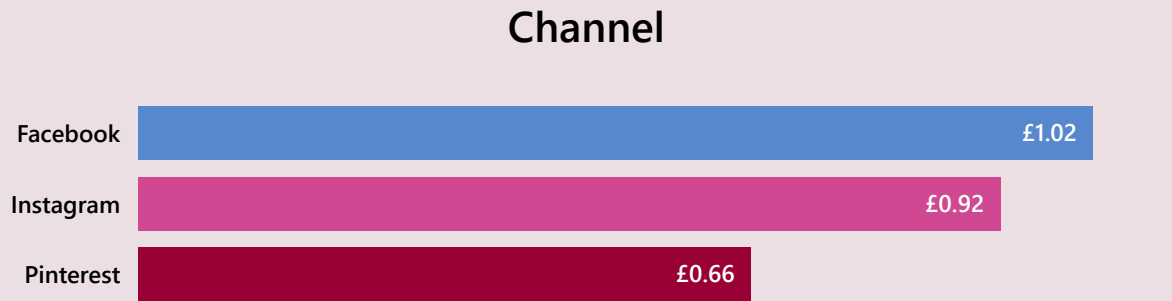
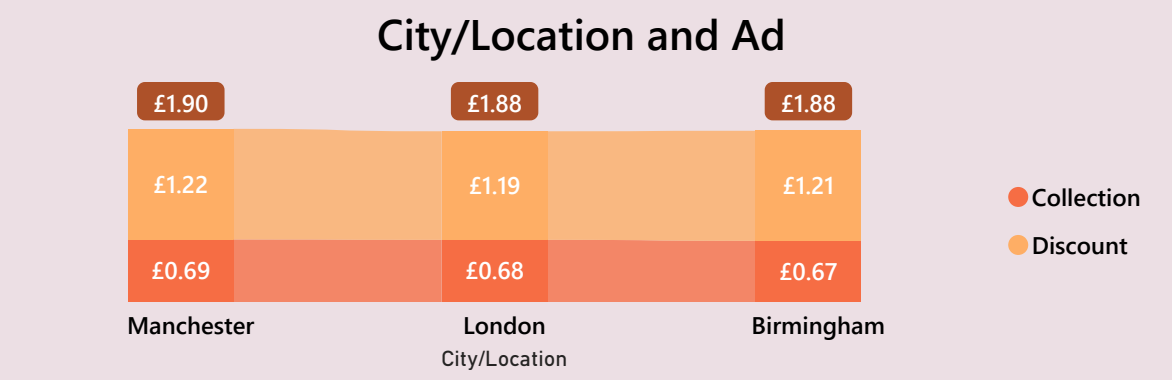
cost per Conversion

Profit

revenue

ROI

Total Spending



Channel	Likes Total	comments Total	shares Total	Cost per Conversion(CPC)	Cost per Click(CPCK)	Profit	Return on AD Spend	Revenue Total	ROI
	214.7K	29.7K	35.1K	£4.07	£0.92	£6,21,366.67	207.50	£6,84,760.68	£9.80
	173.4K	16.3K	34.6K	£2.45	£0.66	£6,06,470.28	192.34	£6,34,713.80	£21.47
	220.4K	25.6K	49.5K	£5.45	£1.02	£3,40,613.42	124.92	£4,12,225.96	£4.76