



Campaign Overview

Company

All

7/6/2021

12/31/2021



98K

Total Campaigns

1.23bn

Total Acquisition Cost

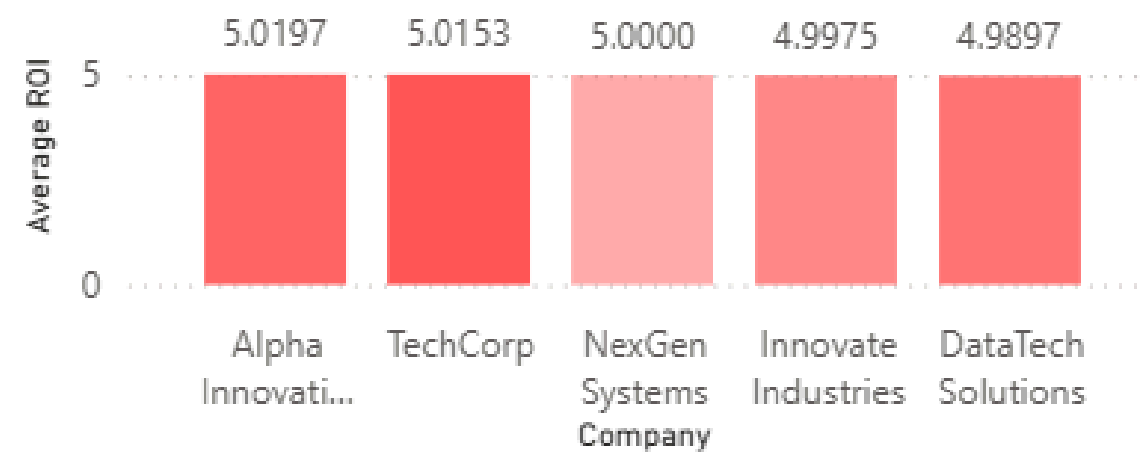
8.01%

Average Conversion Rate

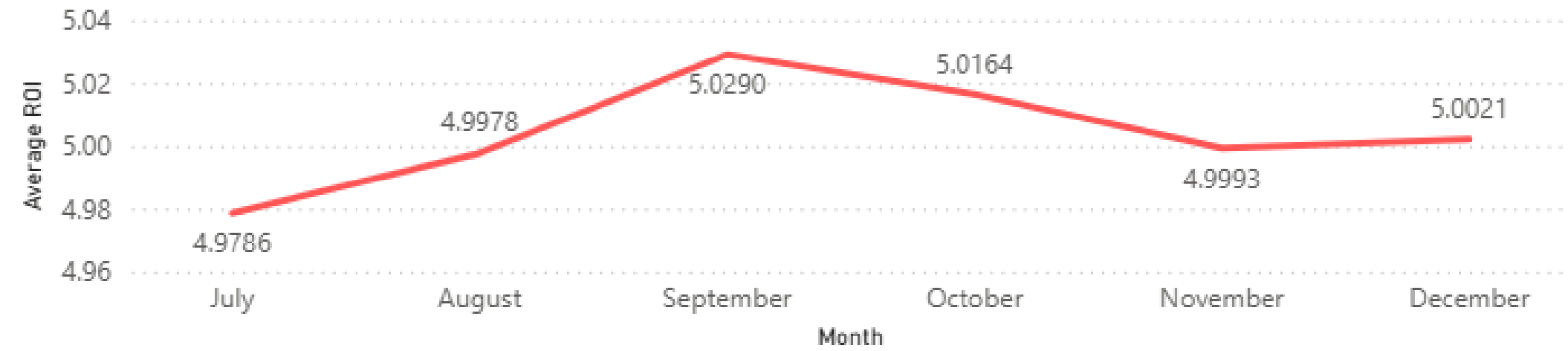
5.0045

Average ROI

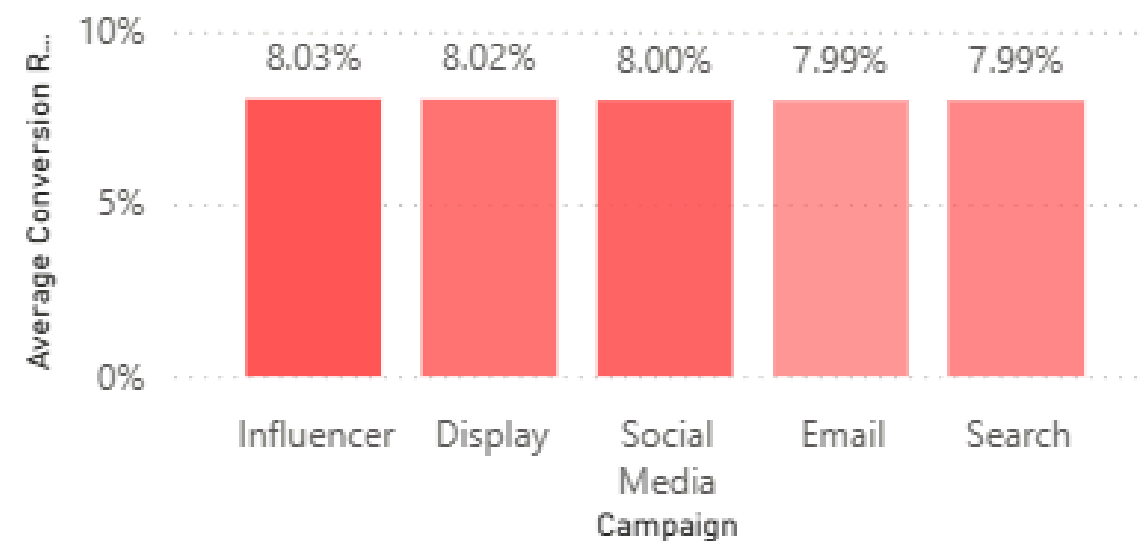
Average ROI by Company



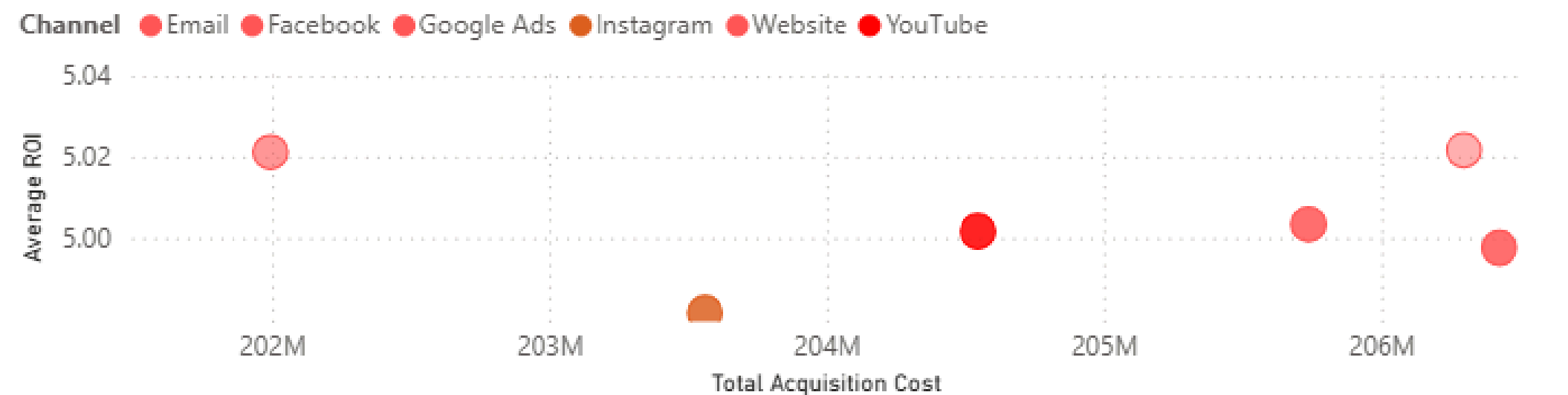
Average ROI by Month



Average Conversion Rate by Campaign



Total Acquisition Cost, Average ROI and Total Engagement Score by Channel





PAGE NAVIGATION

Overview

Audience & Segments

Channels & Strategies

Geography & Language



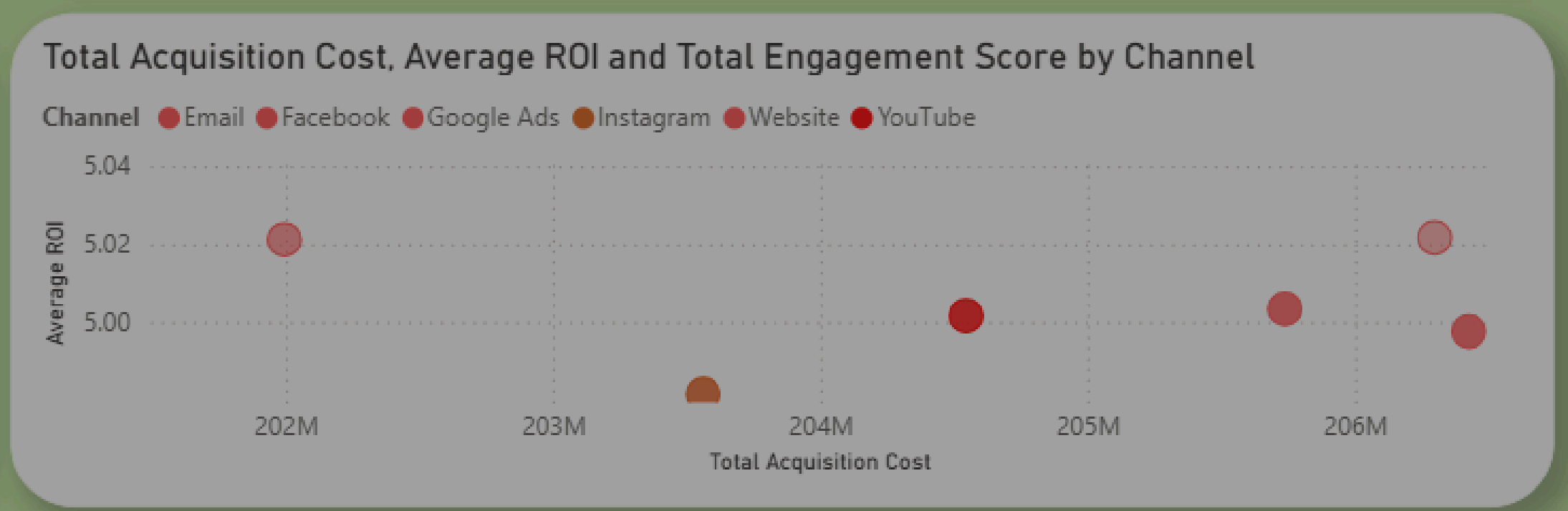
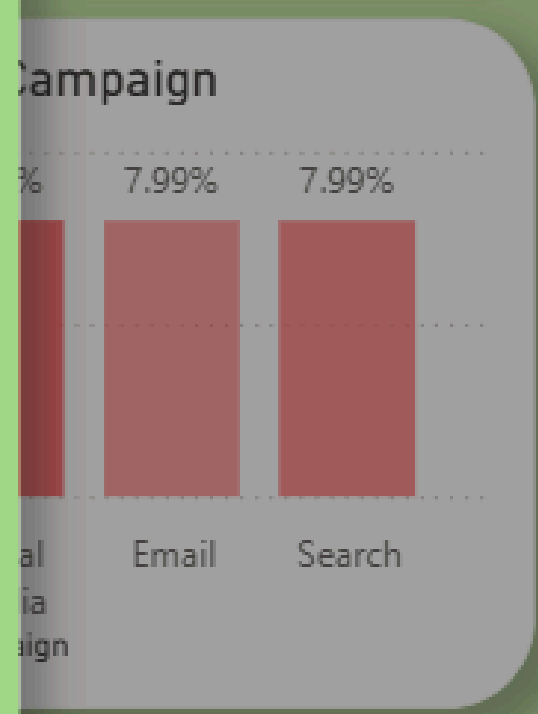
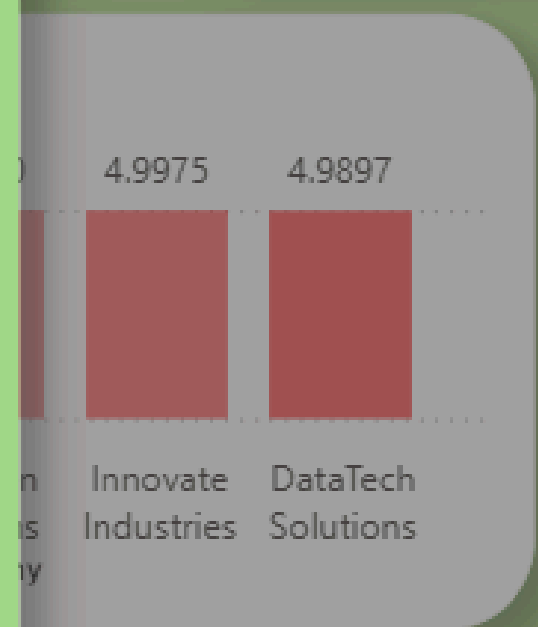
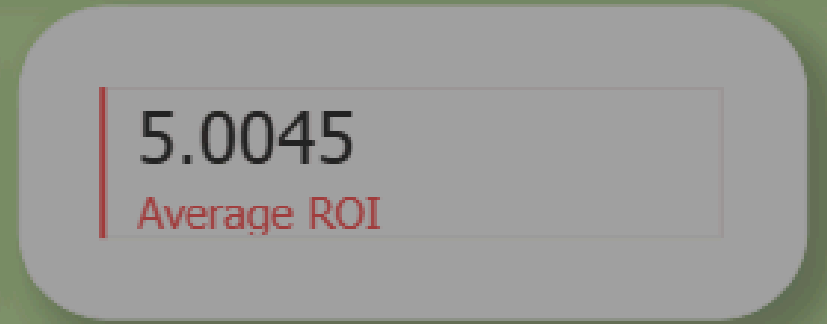
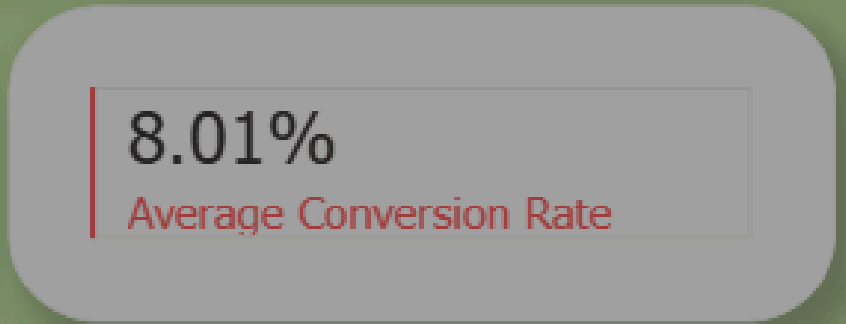
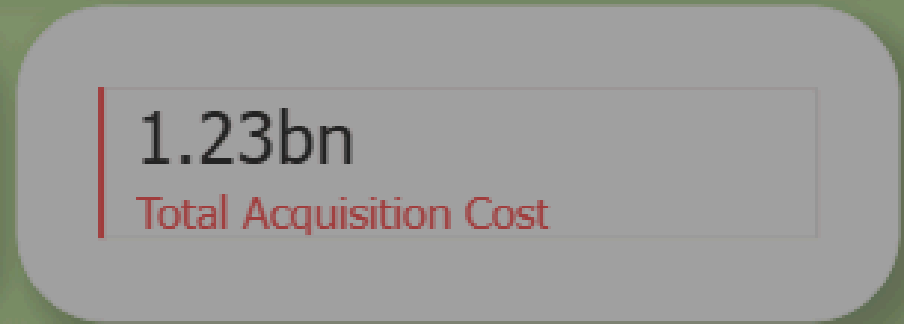
Overview

Company

All

7/6/2021

12/31/2021





Audience & Segments

Gender

All

Age Group

All

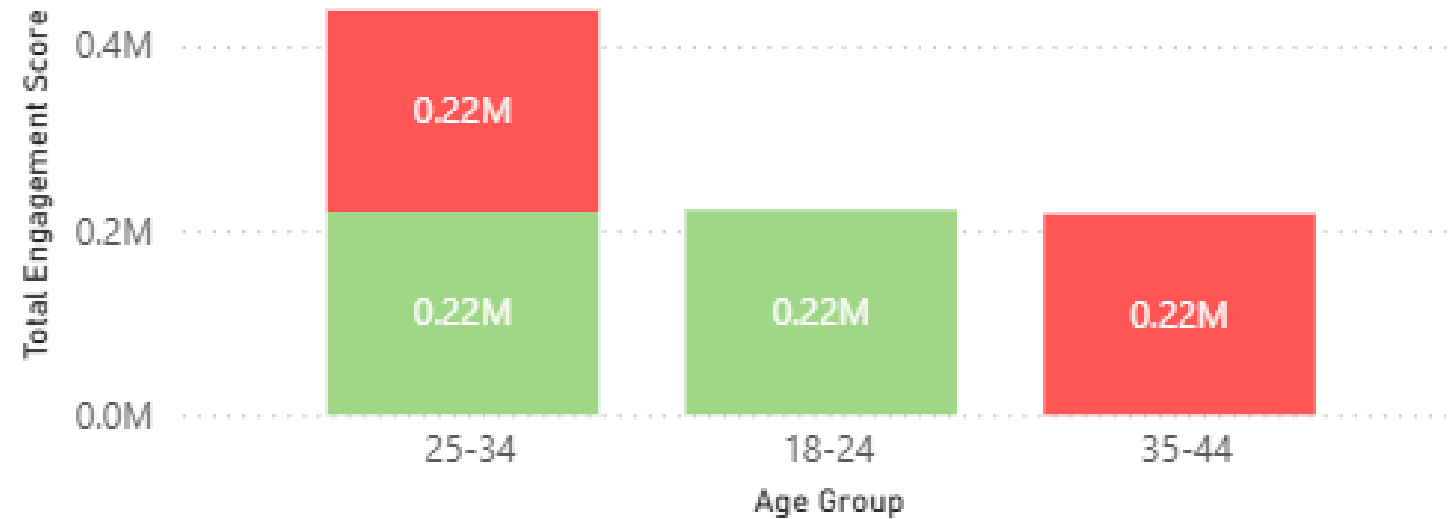
Customer Segment

All

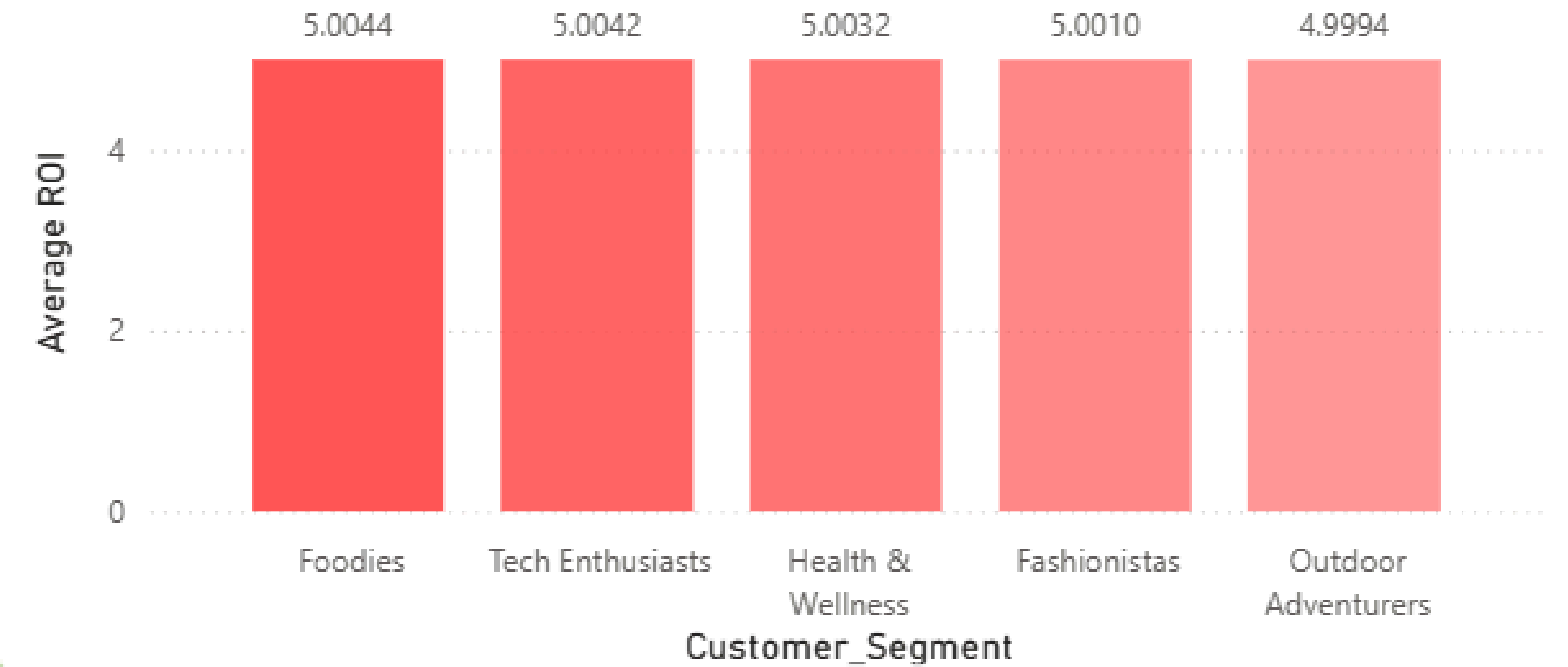


Total Engagement Score by Age Group and Gender

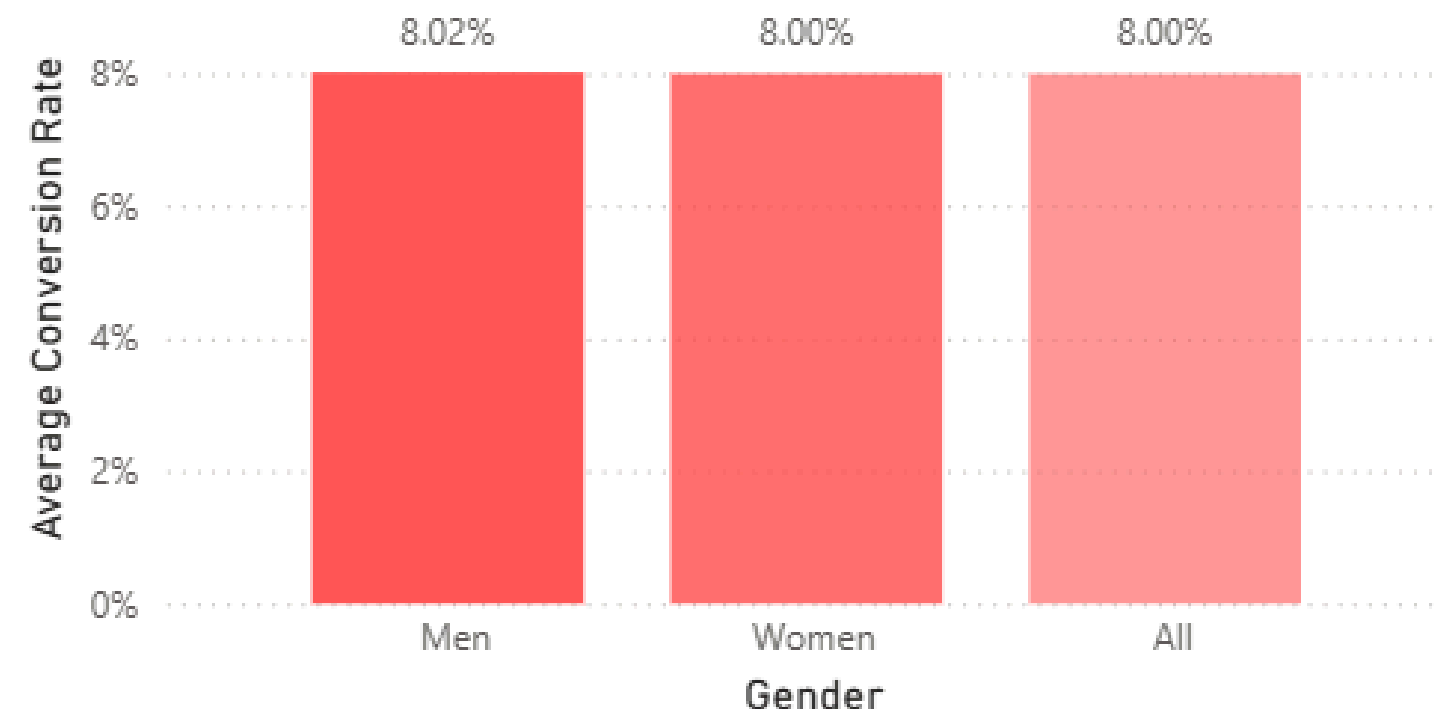
Gender ● Men ● Women



Average ROI by Customer Segment



Average Conversion Rate by Gender



Customer_Segment	Average Conversion Rate	Average ROI	Cost per Conversion
Fashionistas	7.98%	5.0010	284.88
Health & Wellness	7.99%	5.0032	284.35
Tech Enthusiasts	8.02%	5.0042	283.94
Foodies	8.03%	5.0044	283.85
Outdoor Adventurers	8.02%	4.9994	283.21
Total	8.01%	5.0024	284.04





Channels & Strategies

Channel

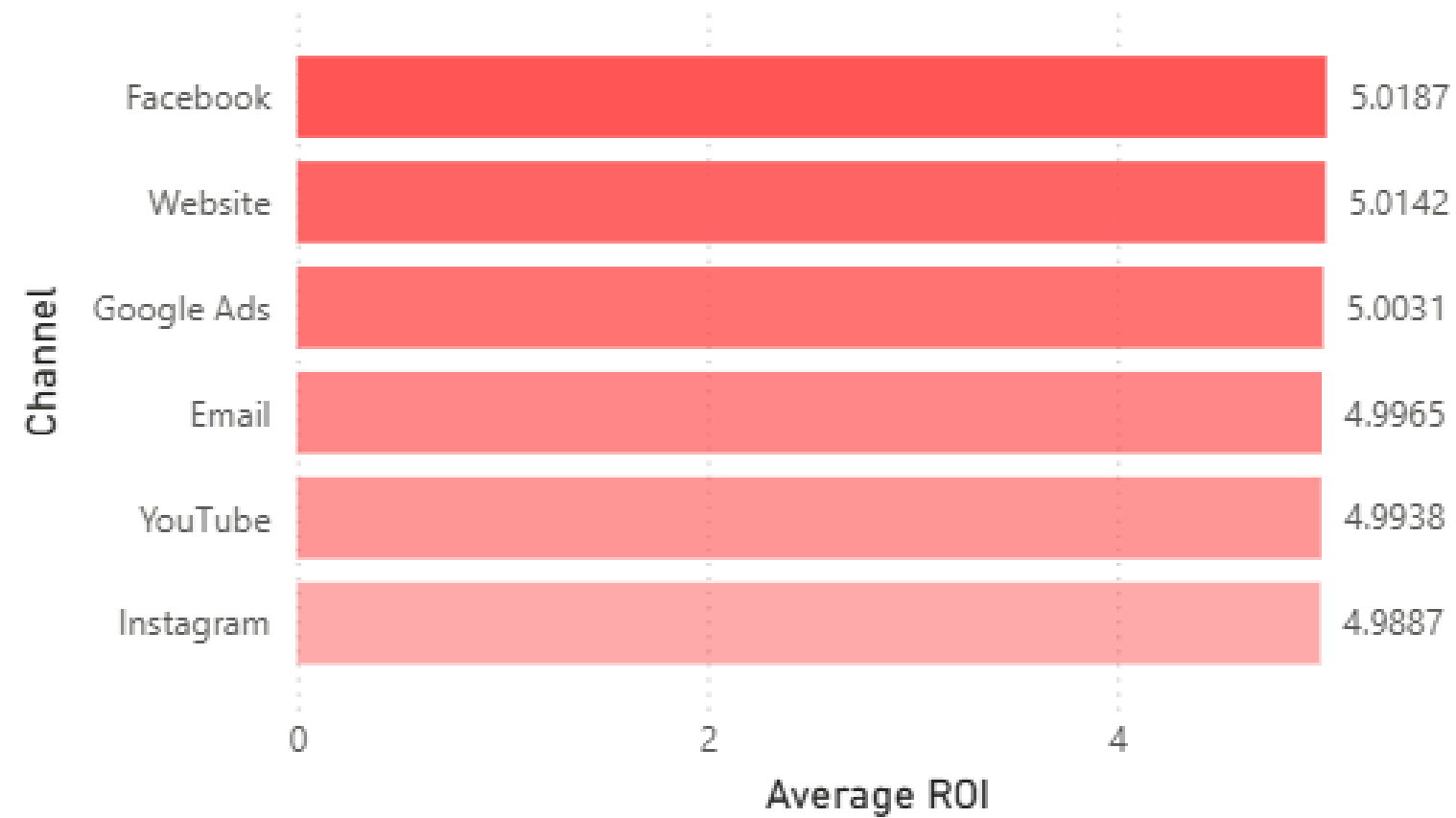
All

Campaign

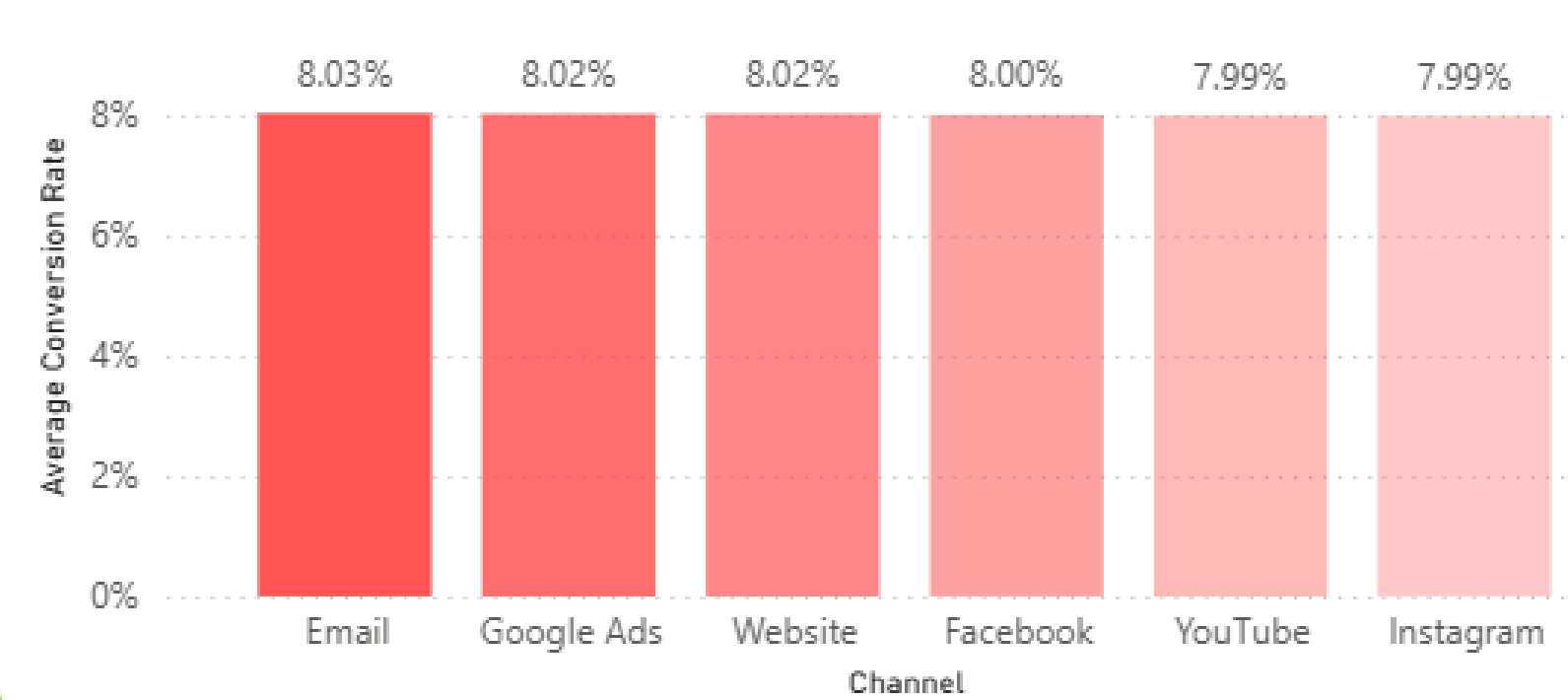
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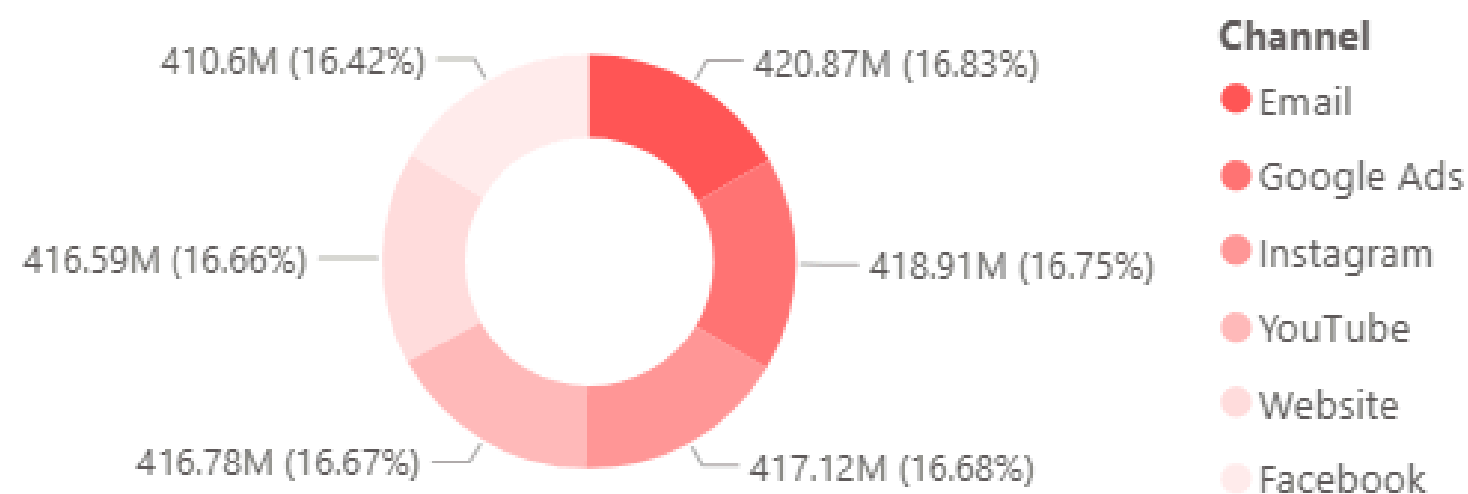
Average ROI by Channel



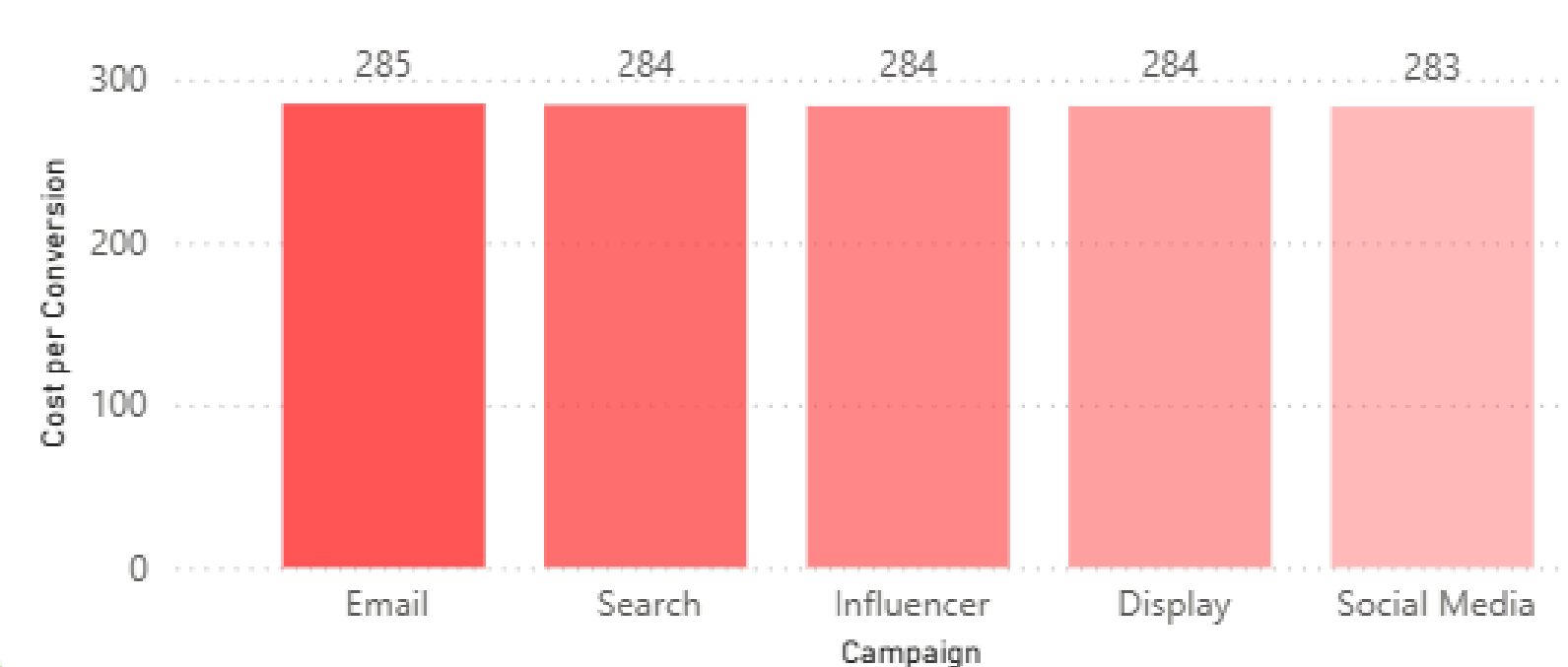
Average Conversion Rate by Channel



Total Acquisition Cost by Channel



Cost per Conversion by Campaign





Geography & Language

Location

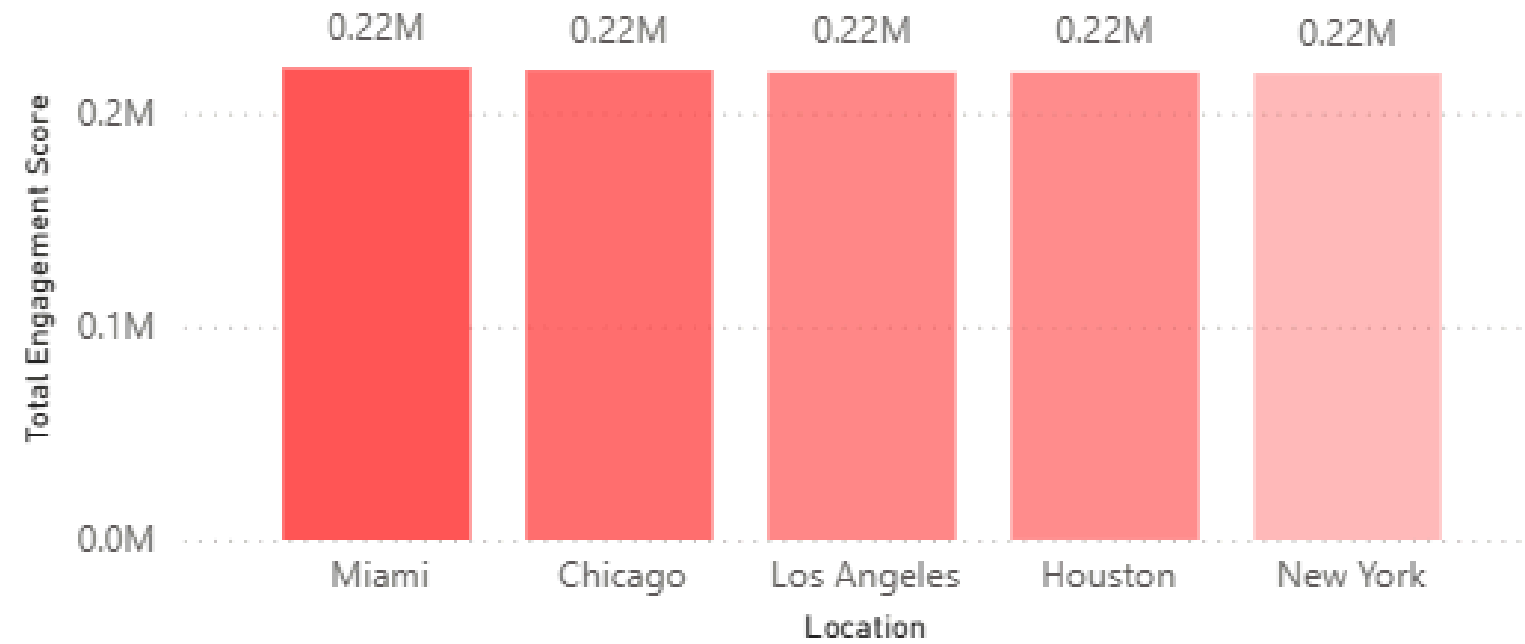
All

Language

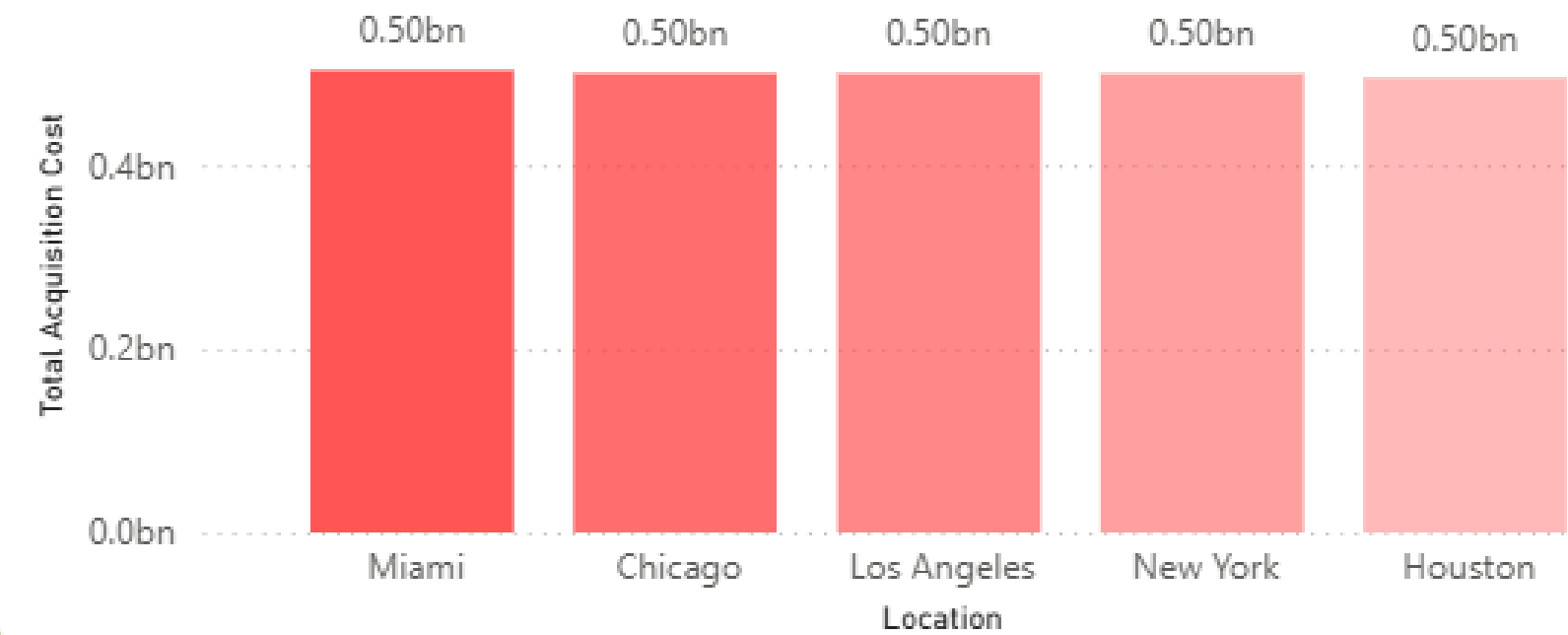
All



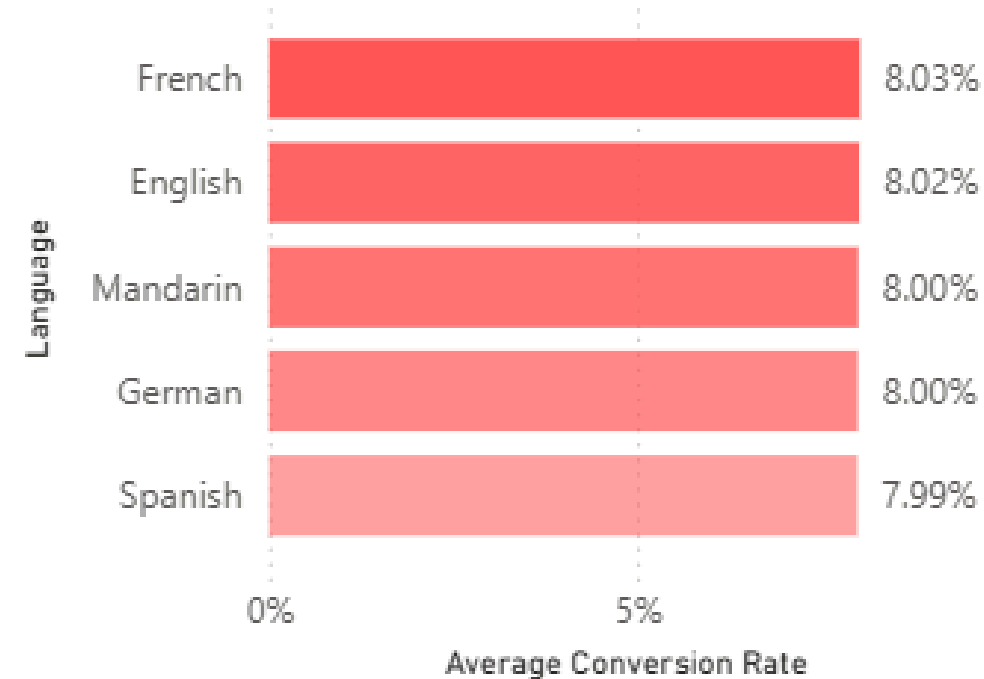
Total Engagement Score by Location



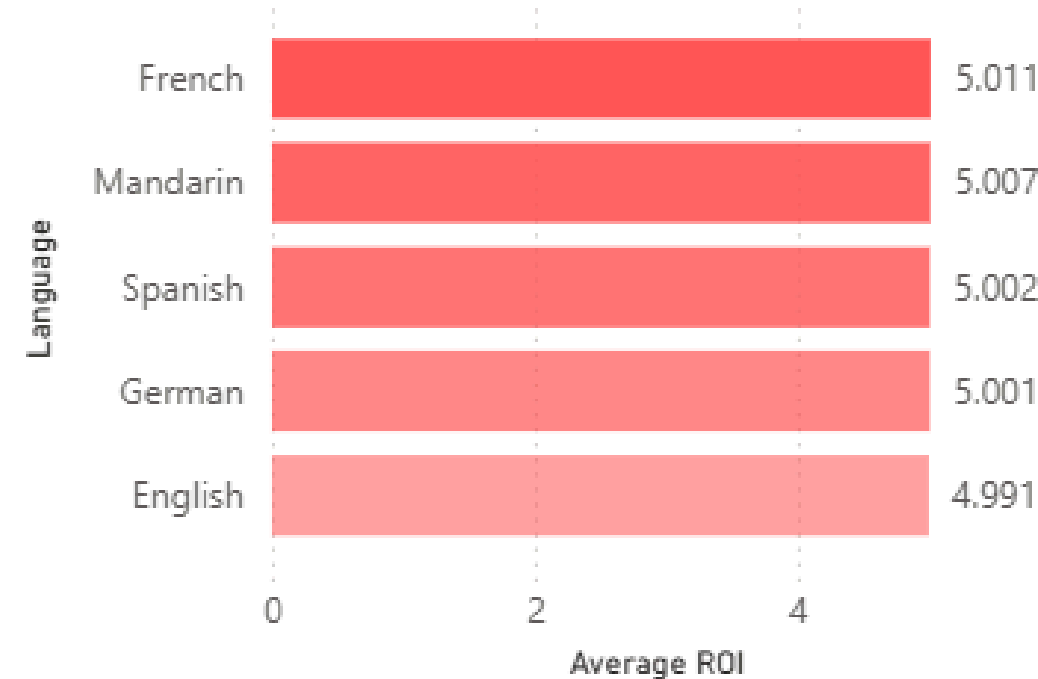
Total Acquisition Cost by Location



Average Conversion Rate by Language



Average ROI by Language



Average Conversion Rate by Language

