

CAMPAIGN REPORT

STUDIO
SHODWE

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Campaign Overview

01

The campaign launched a new product line on social media, email, and paid search to increase awareness, engagement, and conversions. It had 12.8 million impressions, 890,000 clicks, 34,500 conversions, 3.87% conversion rate, and 180% ROI. This strategy achieved market entry and exceeded revenue and performance goals.

Key Metrics

02

Metric	Value
Impressions	12,800,000
Clicks	890,000
Conversions	34,500
Conversion Rate	3.87%
ROI (Return on Investment)	180%

Campaign Channel Breakdown

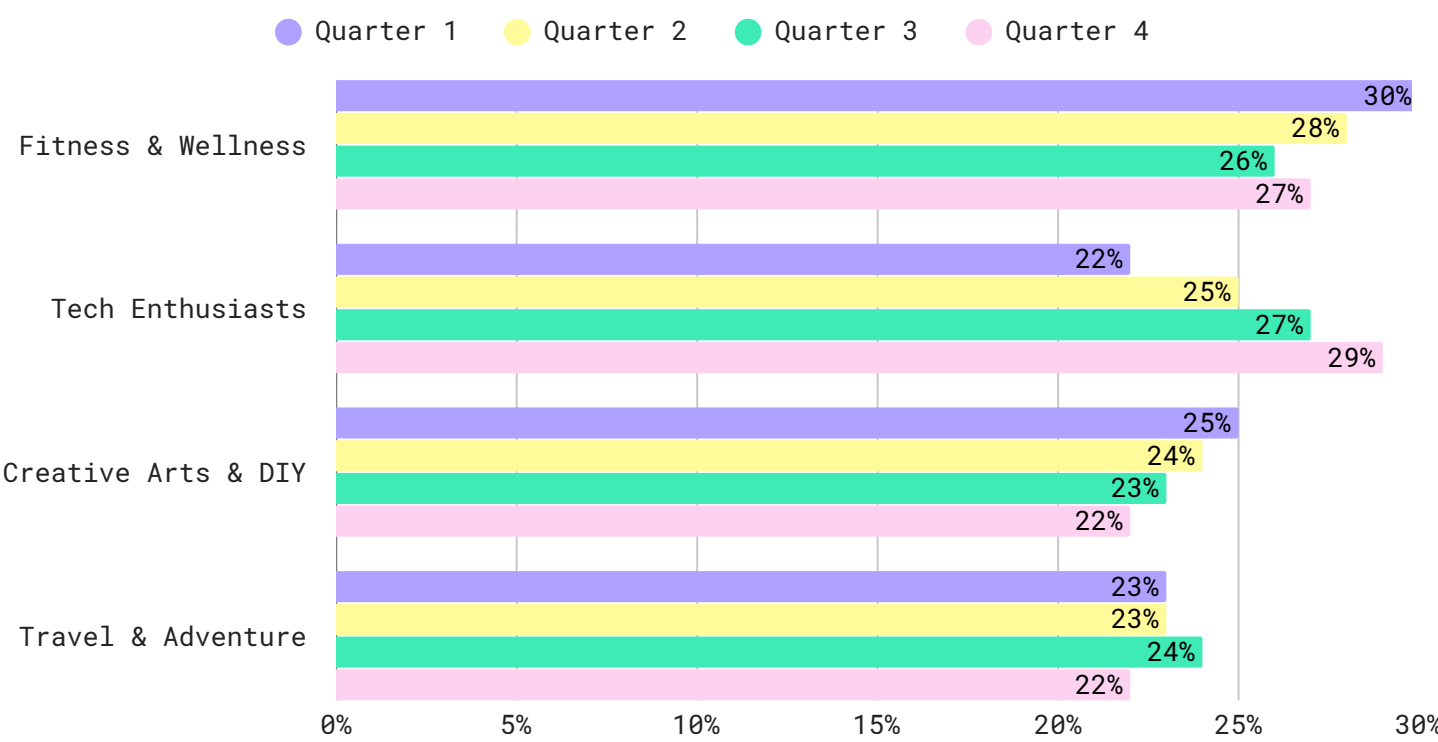
03

Channel	Impressions	Clicks	Conversions	Conversion Rate	ROI
Social Media (Paid)	4,500,000	300,000	12,000	4.00%	220%
Email Marketing	2,000,000	150,000	6,000	4.00%	200%
Search Ads (Paid)	6,300,000	440,000	16,500	3.75%	150%

Performance Insights

- 1. Social media (Paid) had the highest ROI of 220% and a 4.00% conversion rate with 4.5 million impressions, 300,000 hits, and 12 thousand sales.
- 2. Email marketing performed well with 2 million impressions, 150 thousand clicks, and 6 thousand conversions, resulting in a 4.00% conversion rate and a 200% ROI.
- 3. Search Ads (Paid) received 6.3 million impressions, 440K clicks, and 16.5K conversions for a 3.75% conversion rate and 150% ROI. There is room for improvement.

Target Audience Engagement by Interest



Areas for Improvement

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Optimizing campaign techniques with better targeting, tailored landing pages, and intelligent email segmentation will greatly increase engagement, conversion rates, and campaign ROI. Here are the facts from the last campaign:

01

DESPITE HIGH CLICK VOLUME,
PAID SEARCH COULD BOOST
CONVERSION RATES WITH BETTER
TARGETING AND LANDING PAGE
MODIFICATIONS.

02

SEGMENTING EMAIL LISTS TO
ACQUIRE MORE HIGH-VALUE
LEADS COULD ENHANCE
CONVERSION RATES AND ROI.

Future Campaign Suggestions

07

1. Paid Media Optimization aims to improve return on investment by allocating more funds to high-performing channels such as email and social media, while also refining search ad tactics.
2. Influencer Alliances: Take advantage of influencer partnerships to expand your audience and establish your authority.
3. Email campaigns with behavior triggers can boost conversions from users who are already interested.

The campaign was highly successful in achieving key objectives, with strong performance across all channels. Social media, email, and paid search all contributed significantly to the overall success. Moving forward, optimizing underperforming areas and experimenting with new creative approaches will help drive even greater success for future campaigns.



THE CAMPAIGN'S IMPRESSIVE RESULTS REFLECT A WELL-EXECUTED STRATEGY THAT SUCCESSFULLY SURPASSED ALL EXPECTATIONS.

FURTHER ANALYSIS & DISCUSSION ARE WELCOME FOR OPTIMIZATION INSIGHTS.