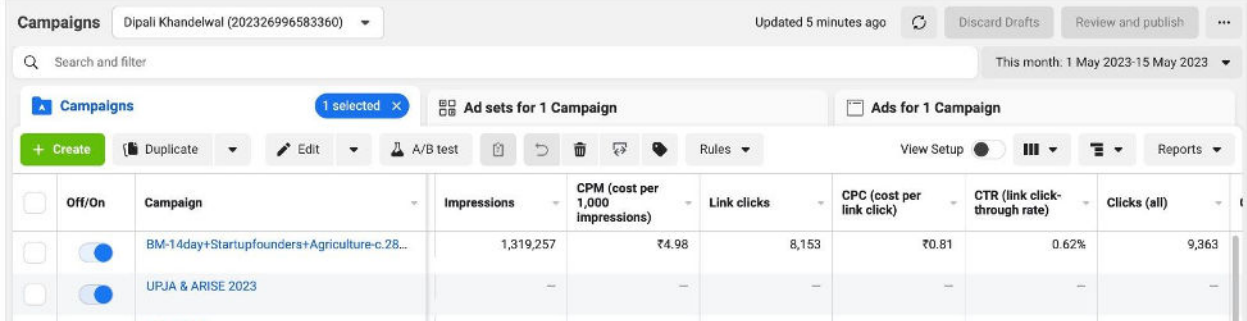


## Facebook Marketing



Off/On	Campaign	Impressions	CPM (cost per 1,000 impressions)	Link clicks	CPC (cost per link click)	CTR (link click-through rate)	Clicks (all)
<input checked="" type="checkbox"/>	BM-14day+Startupfounders+Agriculture-c.28...	1,319,257	₹4.98	8,153	₹0.81	0.62%	9,363
<input checked="" type="checkbox"/>	UPJA & ARISE 2023	-	-	-	-	-	-

Spend	6576
Reach	7,69,864
Impressions	13,19,257
Link Clicks	8153
Landing Page View	5187
CPM	5.0
Cost Per Landing Page View	1.3

# LinkedIn Marketing

The screenshot shows the LinkedIn Campaign Manager interface. On the left is a navigation menu with options like 'SEEK Ideas Lab', 'Plan', 'Advertise', 'Test', 'Analyze', and 'Recommendations (BETA)'. The main area displays a table of campaign groups and campaigns. The table has columns for Campaign Group Name, Status, Spent, Impressions, Clicks, and Average CTR. One campaign is highlighted with a status of 'Paused' and a spend of ₹8,500.00, resulting in 34,824 impressions and 380 clicks.

Campaign Group Name	Status	Spent	Impressions	Clicks	Average CTR
3 campaign groups	-	₹8,500.00	34,824	380	1.09%
BM-14day+Startupfounders+Agriculture-c.2 8April2023 CID: 629768886	Paused	₹8,500.00	34,824	380	1.09%

Spend	8500
Reach	33,706
Impressions	34,824
Link Clicks	380
Landing Page View	370
CPM	244.1
Cost Per Landing Page View	23

# Google Ads

The screenshot shows the Google Ads interface. At the top, there's a search bar and navigation icons. A warning banner indicates 'Balance exhausted'. The main area shows an 'Overview' section for a campaign. Key metrics are displayed in a grid: Clicks (2.7K), Impressions (183K), Avg. CPC (₹2.52), and Cost (₹6.78K). The interface also includes filters for workspace and campaign status, and a 'New campaign' button.

Metric	Value
Clicks	2.7K
Impressions	183K
Avg. CPC	₹2.52
Cost	₹6.78K

Spends	6783
Impressions	1,83,179
Link Clicks	2696
Landing Page View	2600
CPM	37
Cost Per Landing Page View	2.6

## Analytics

The screenshot shows the Google Analytics 'Events' report for the period 'This year (Jan - Today) 1 Jan - 14 May 2023'. The table displays the following data:

Event name	Event count	Total users	Event count per user	Total revenue
	62,767 100% of total	11,179 100% of total	5.62 Avg 0%	₹0.00
1 <a href="#">page_view</a>	20,695	11,176	1.85	₹0.00
2 <a href="#">session_start</a>	13,956	11,174	1.25	₹0.00
3 <a href="#">first_visit</a>	11,240	11,168	1.01	₹0.00
4 <a href="#">user_engagement</a>	9,407	4,365	2.18	₹0.00
5 <a href="#">scroll</a>	4,173	2,513	1.67	₹0.00
6 <a href="#">click</a>	2,893	1,643	1.76	₹0.00
7 <a href="#">form_start</a>	181	155	1.18	₹0.00
8 <a href="#">file_download</a>	147	83	1.77	₹0.00
9 <a href="#">form_submit</a>	71	50	1.45	₹0.00
10 <a href="#">view_search_results</a>	4	3	1.33	₹0.00

Visitors	11240
Clicks	2893
Application Received (Conversions)	840