

Select date range



Marketing Dashboard



Engagement
173
 ↓ -19.2%

Data Set
 Configuration Error

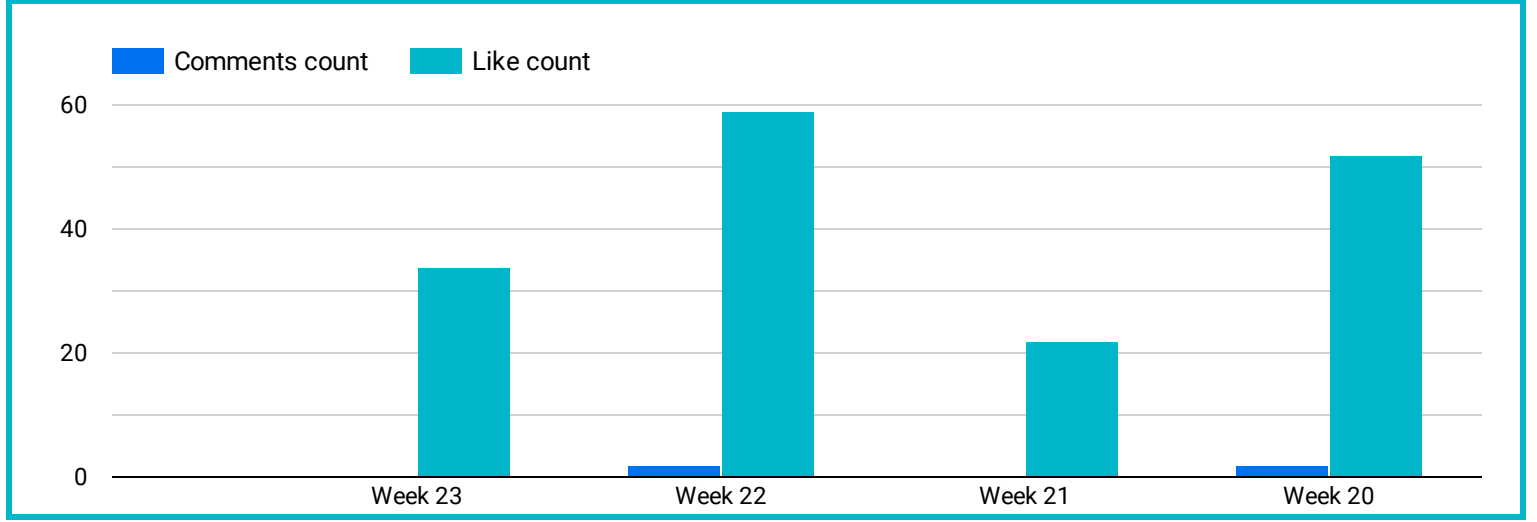
Profile impressions
4,089
 ↓ -24.4%

Profile views
229
 ↓ -43.3%

Video views
0
0

Likes
167

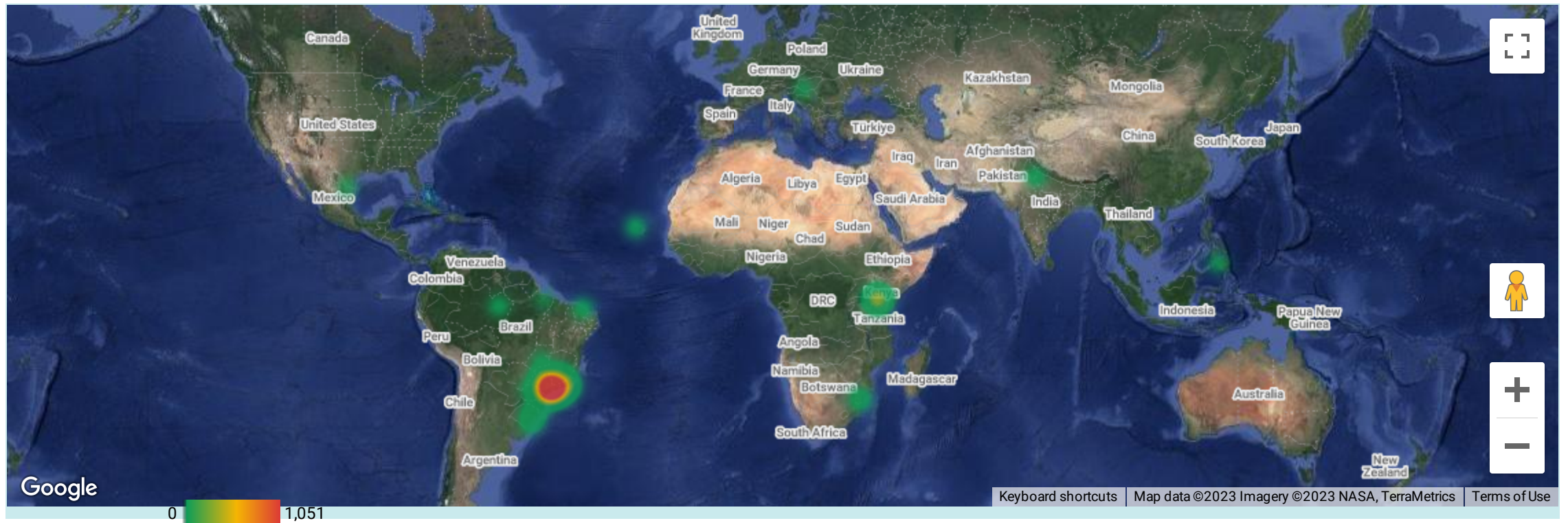
Data Set



Profile followers
30,660

Data Set
 Configuration Error
 Looker Studio cannot

Followers By City



Reel plays
No data

Reel shares
No data

Total reel interactions
No data

Story reach
No data

Story impressions
No data

Story exits
No data

Taps forward
No data

Data Set
 Data Set



Select date range ▼

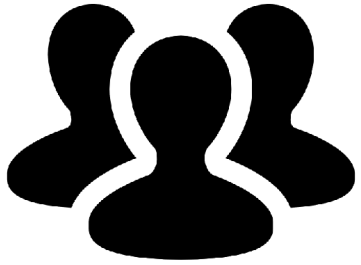
Engagement Rate
0.11%
No data

Total likes
5
No data

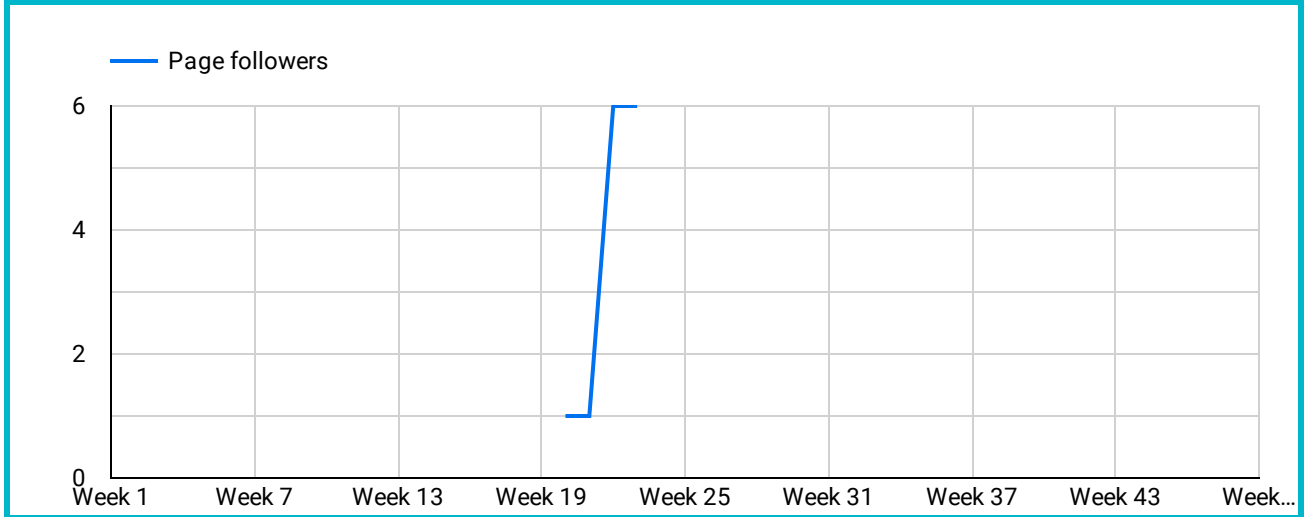
Total impressions
49,191
N/A

Total reach
1,079
N/A

Total page views
61
N/A



Page followers
6

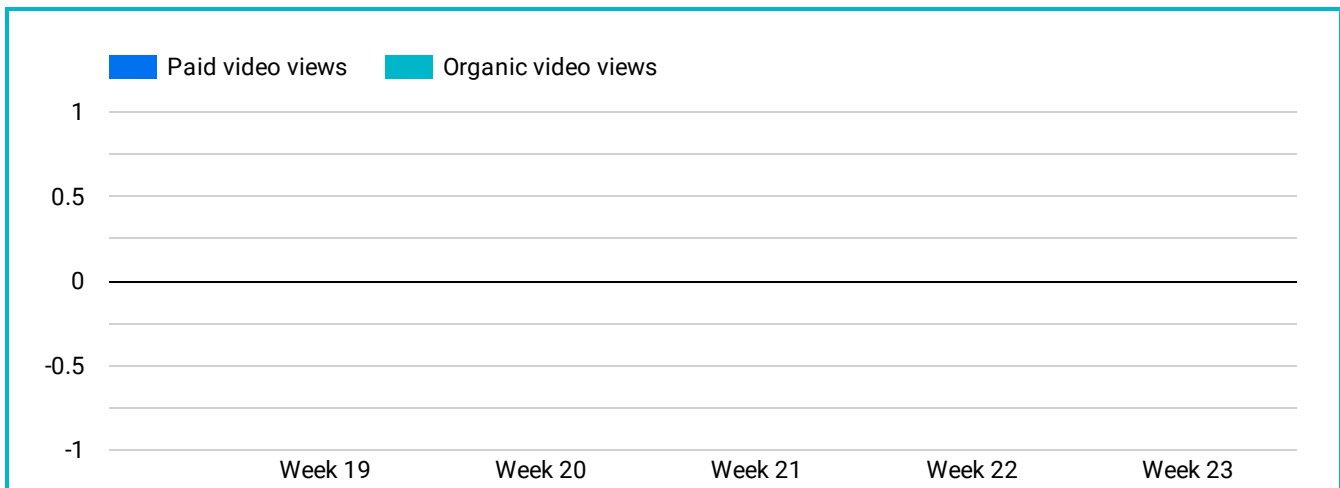
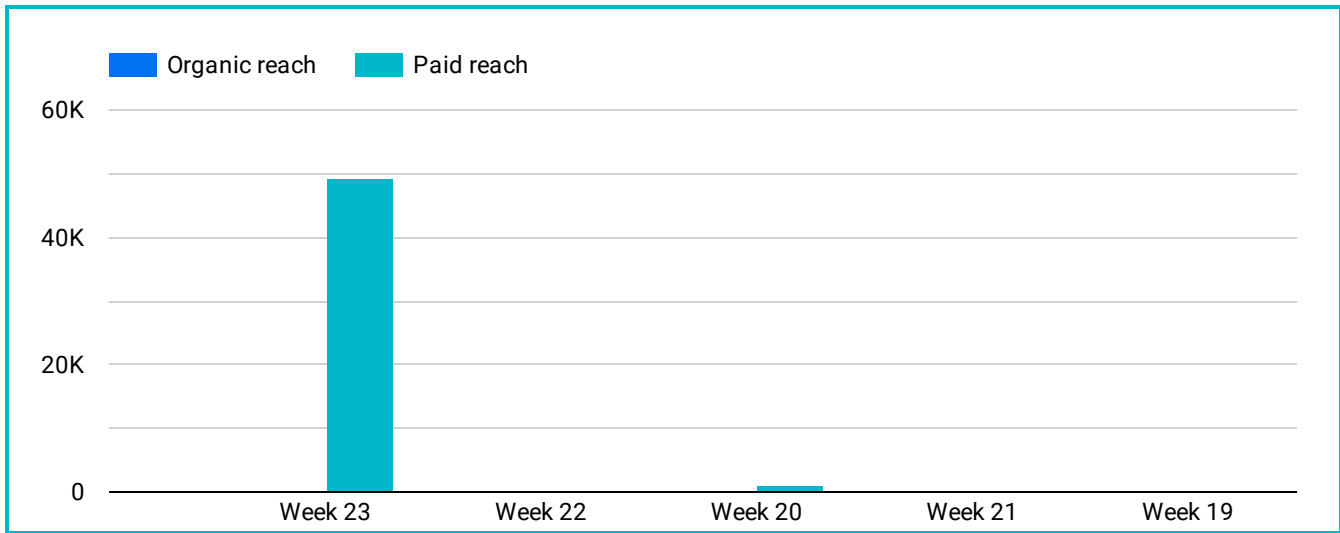
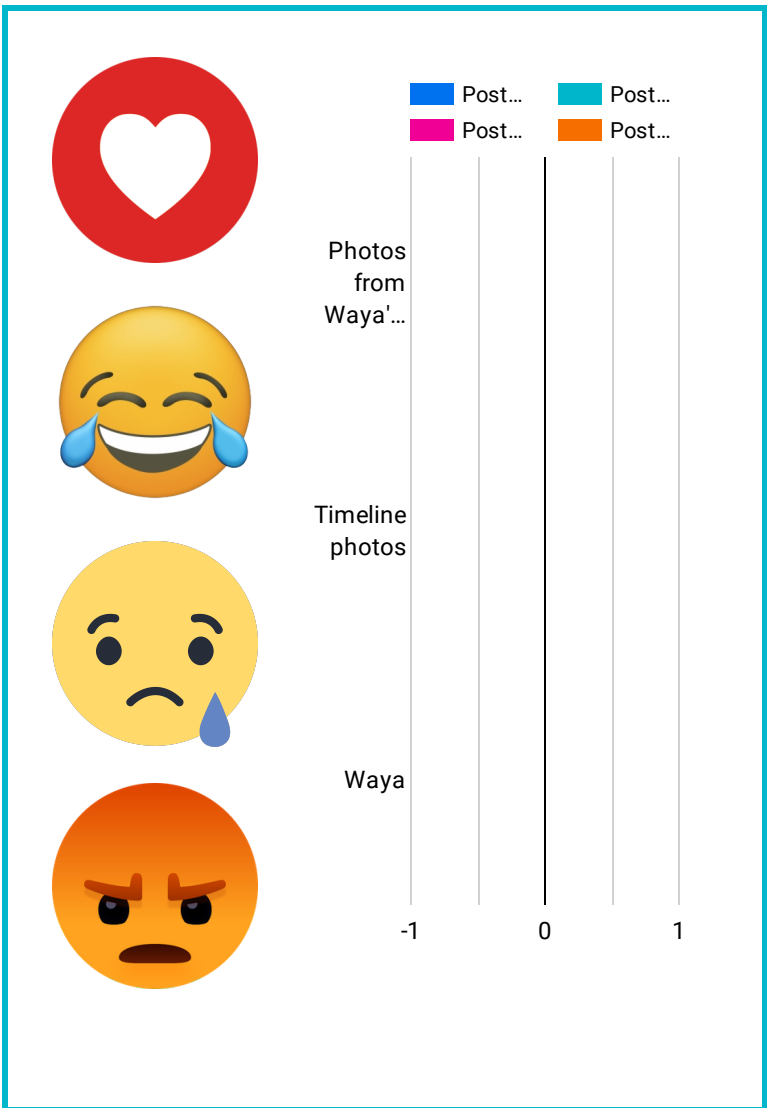


Page Likes
5

Page Unlikes
0

Page Net Likes
5

Page likers
1



Blocked Conversation
0

Message Connections
No data

New Conversations
0

Reported Conversations
0



Select date range ▼

Total page views
6,906
0.0%

Total mobile page views
3,854
0.0%

Total mobile jobs page view
154
0.0%

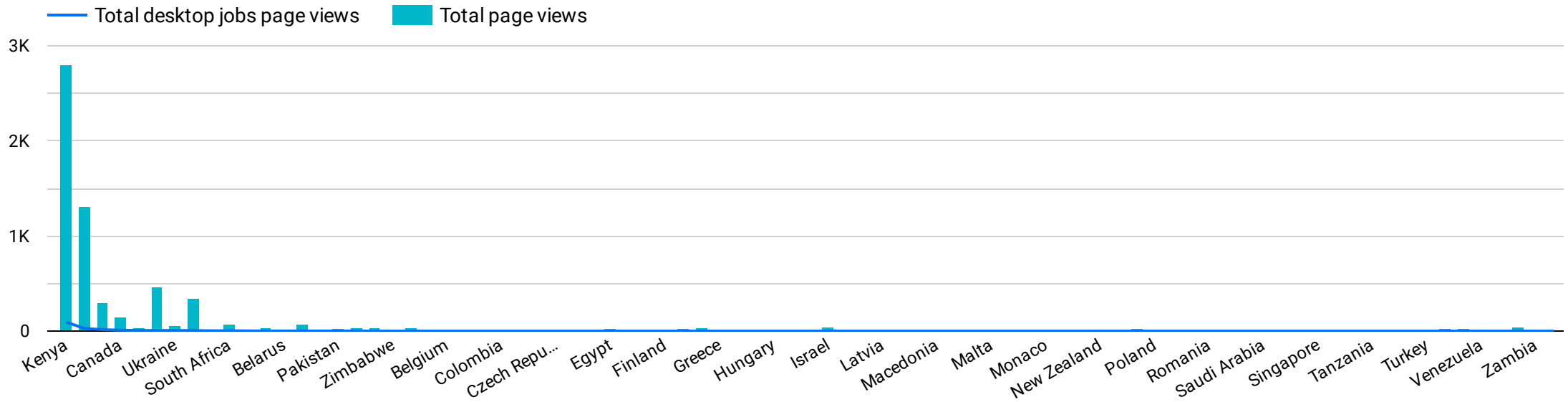
Staff count
9
0.0%

Total desktop jobs page view
200
0.0%

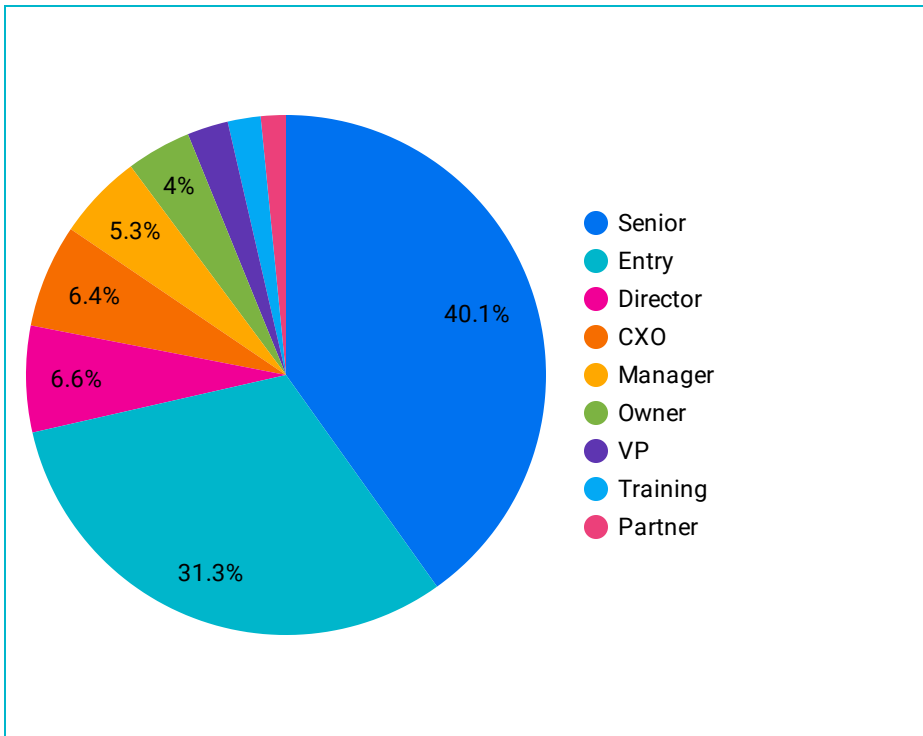
Total careers page views
354
0.0%

Mobile careers page promo
0
N/A

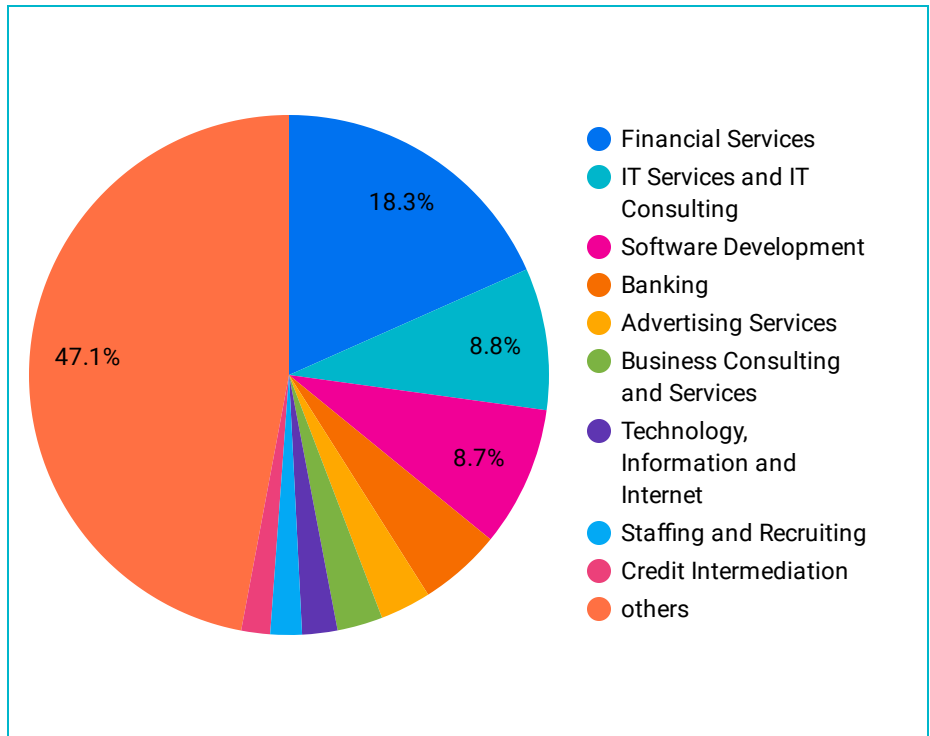
Desktop careers page jobs
No data
No data



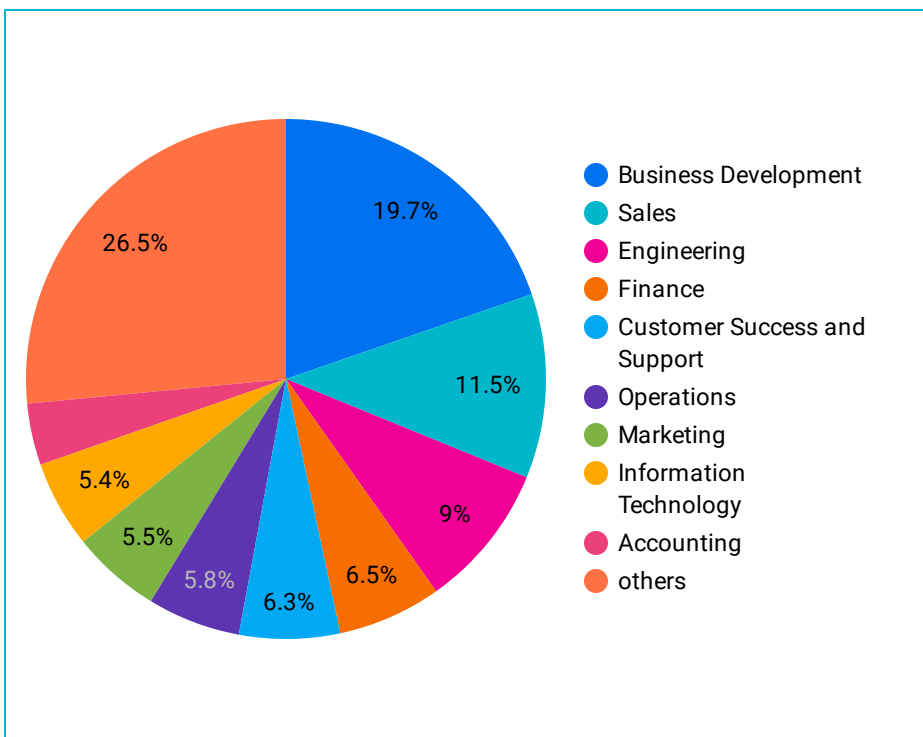
Page Views By User's Seniority



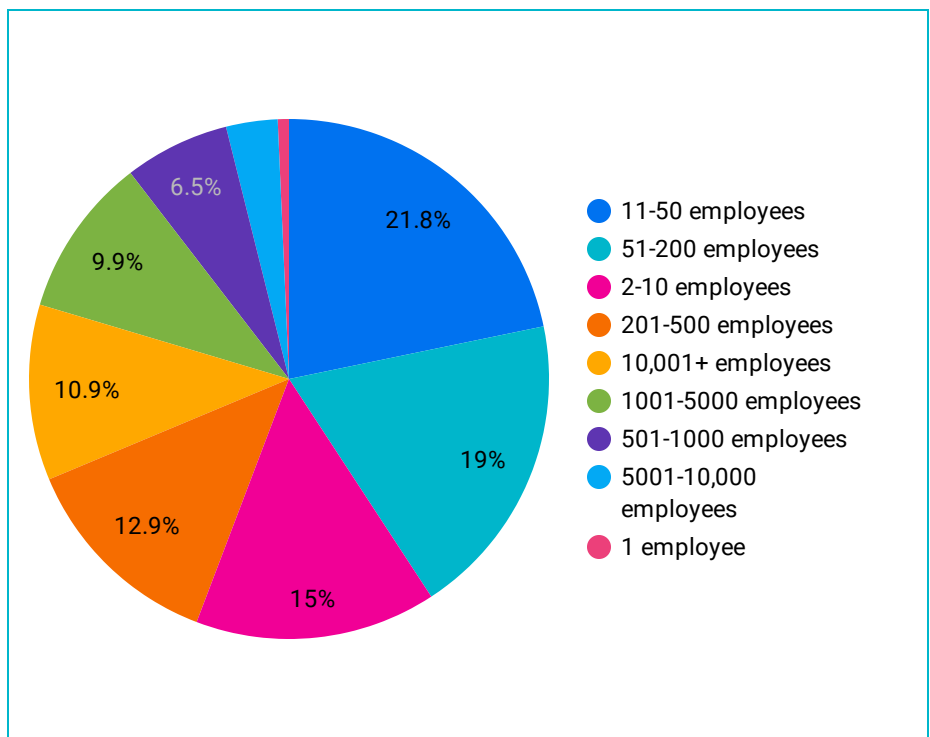
Page Views By User's Industry



Page Views By User's Function



Page Views By User's Staff Count





Impressions
43,506
No data

Clicks (all)
41
No data

Amount spent
79.59
No data

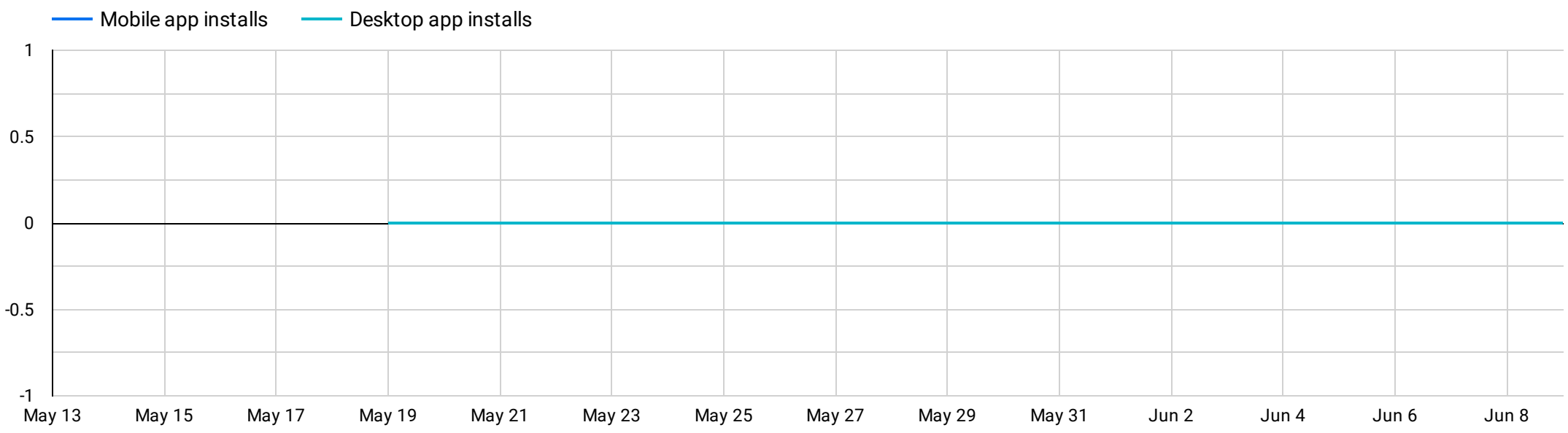
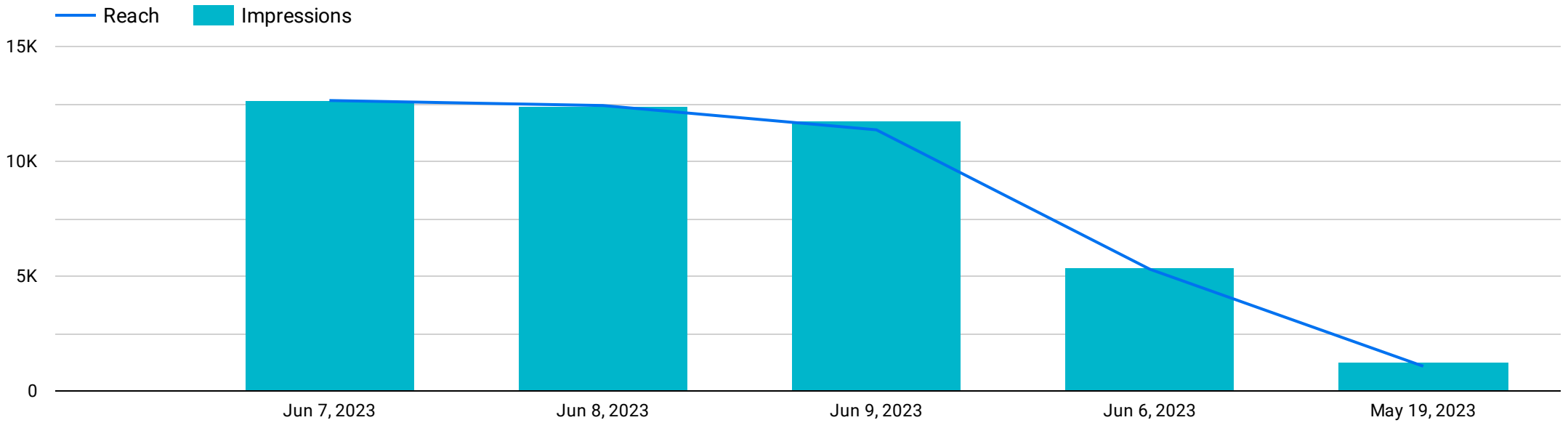
Website conversions
0
No data

Reach
43,506
No data

Desktop app installs
0
No data

Cost per app install
No data
No data

Mobile app installs
0
No data



	Campaign name	Clicks (all)	CTR (link click-through rate) ▼	Reach	Amount spent	Mobile app installs	Desktop app installs
1.	[05/19/2023] Promoting Waya - Mobile Banking	13	1.03%	1,076	11.76	0	0
2.	Fawad - Awareness - USA 01	28	0.03%	42,244	67.83	0	0

1 - 2 / 2 < >

	Ad set name	Clicks (all)	CTR (link click-through rate) ▼	Reach	Amount spent	Mobile app installs	Desktop app installs
1.	[05/19/2023] Promoting Waya - Mobile Banking	13	1.03%	1,076	11.76	0	0
2.	Awareness - USA 01	28	0.03%	42,244	67.83	0	0

1 - 2 / 2 < >

	Ad name	Clicks (all)	CTR (link click-through rate) ▼	Reach	Amount spent	Mobile app installs	Desktop app installs
1.	[05/19/2023] Promoting Waya - Mobile Banking	13	1.03%	1,076	11.76	0	0
2.	New Awareness Ad	28	0.03%	42,244	67.83	0	0

1 - 2 / 2 < >



Instagram Ads

Select date range

Impressions

698

No data

Clicks (all)

0

No data

Amount spent

0.56

No data

Website conversions

0

No data

Reach

No data

No data

Desktop app installs

0

No data

Cost per app install

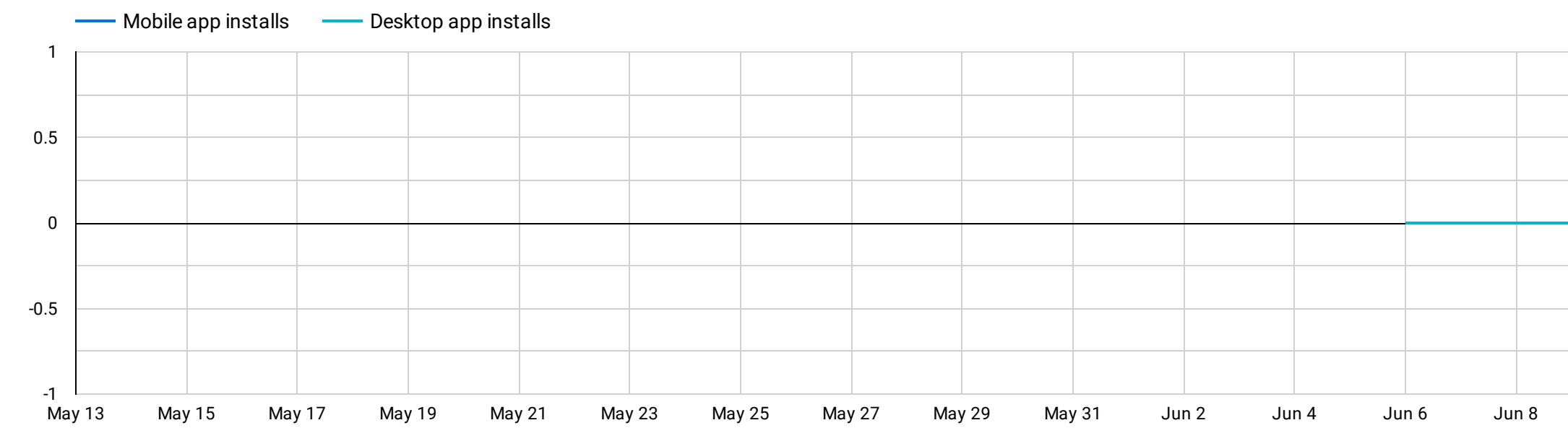
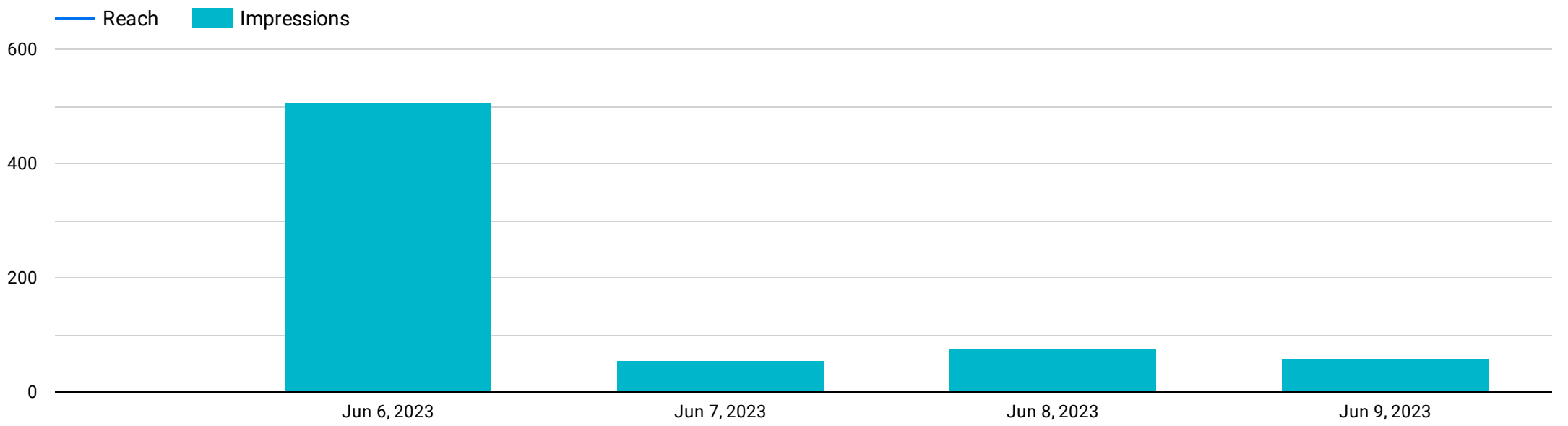
No data

No data

Mobile app installs

0

No data



Campaign name	Clicks (all)	CTR (link click-through rate)	Reach	Amount spent	Mobile app installs	Desktop app installs
1. Fawad - Awareness - USA 01	0	0%	null	0.56	0	0

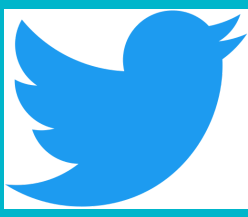
1 - 1 / 1 < >

Ad set name	Clicks (all)	CTR (link click-through rate)	Reach	Amount spent	Mobile app installs	Desktop app installs
1. Awareness - USA 01	0	0%	null	0.56	0	0

1 - 1 / 1 < >

Ad name	Clicks (all)	CTR (link click-through rate)	Reach	Amount spent	Mobile app installs	Desktop app installs
1. New Awareness Ad	0	0%	null	0.56	0	0

1 - 1 / 1 < >



Twitter Ads

Select date range

Impressions

No data

No data

Clicks

No data

No data

Cost

No data

No data

Conversions

No data

No data

Total audience reach

No data

No data



Data Set Configuration

Error

CPM

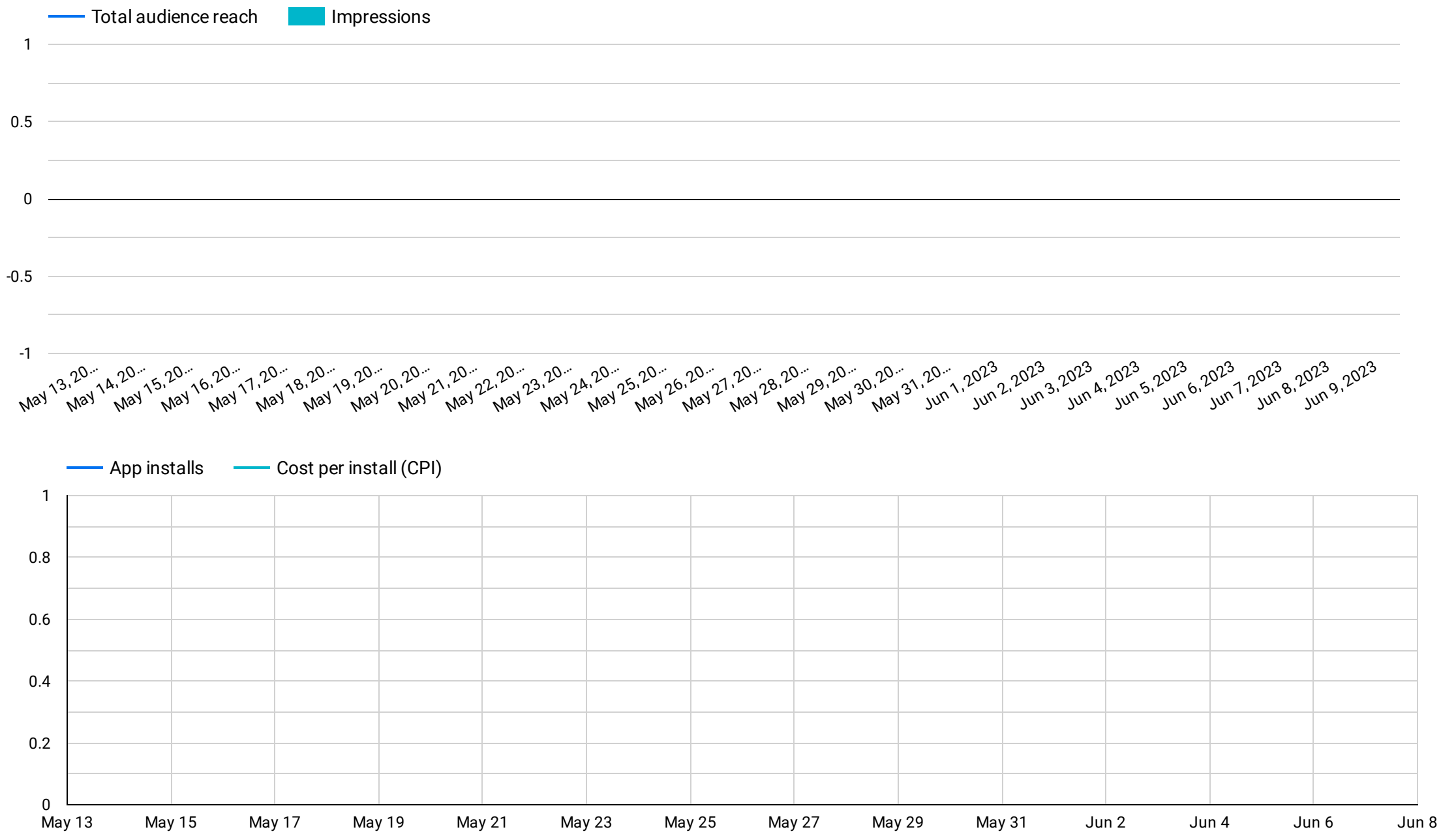
No data

No data

Conversion rate (%)

0.00%

N/A



Campaign	Clicks	Campaign total budget	Total audience reach	Cost	App installs	App installs
1. Wayapay Aug Reach Campaign	null	null	null	null	null	null

1 - 1 / 1 < >

Follows

No data

Likes (paid)

No data

Qualified impressions

No data

Tweet retweets

37

Media views (profile) (deprecated)

No data

Replies (timeline) (deprecated)

No data

Follow rate (promoted act)

No data

Profile visits (promoted act)

No data



Impressions
32,465
↑ N/A

Clicks
2,208
↑ N/A

All conv.
775
↑ N/A

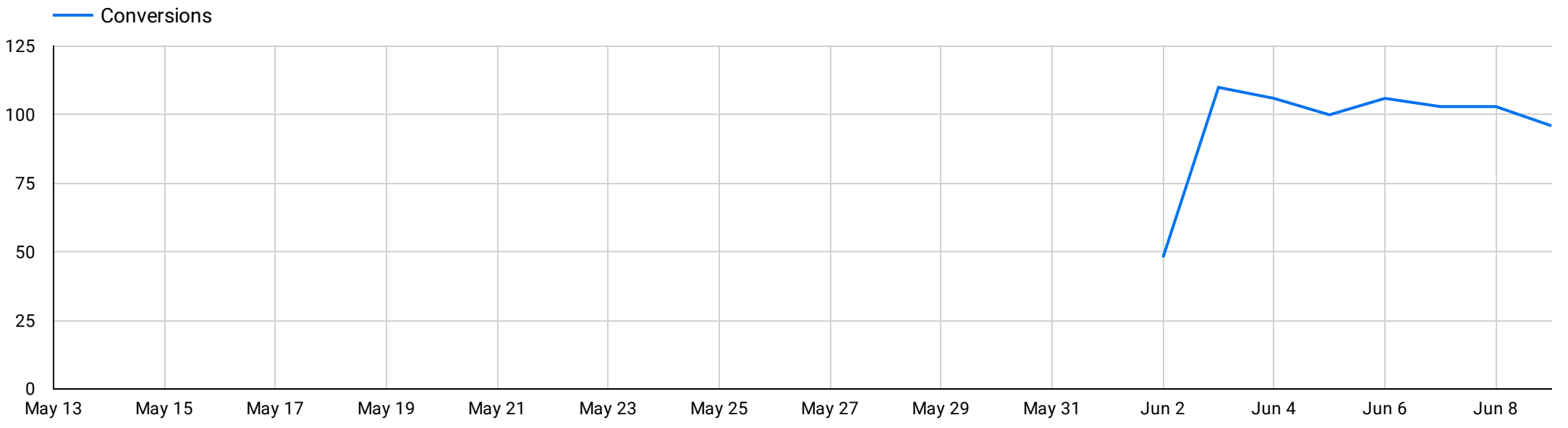
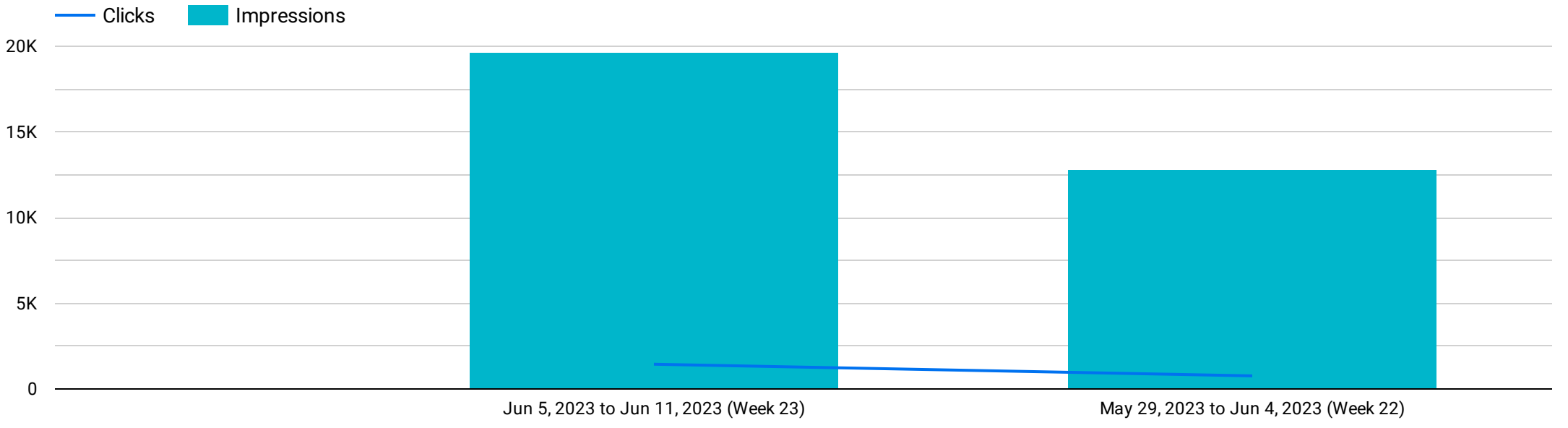
Conversions
772
↑ N/A

Conv. rate
34.95%
↑ N/A

CTR
6.80%
↑ N/A

Conversions
772
↑ N/A

Installs
772
↑ N/A



Campaign	Clicks ▼	CTR	Conversions	Cost (converted)	Cost / conv. (converted)
1. Fawad - App Installs - USA 01	2,208	6.8%	772	\$386.3	\$0.5

1 - 1 / 1 ◀ ▶

Login
4,079

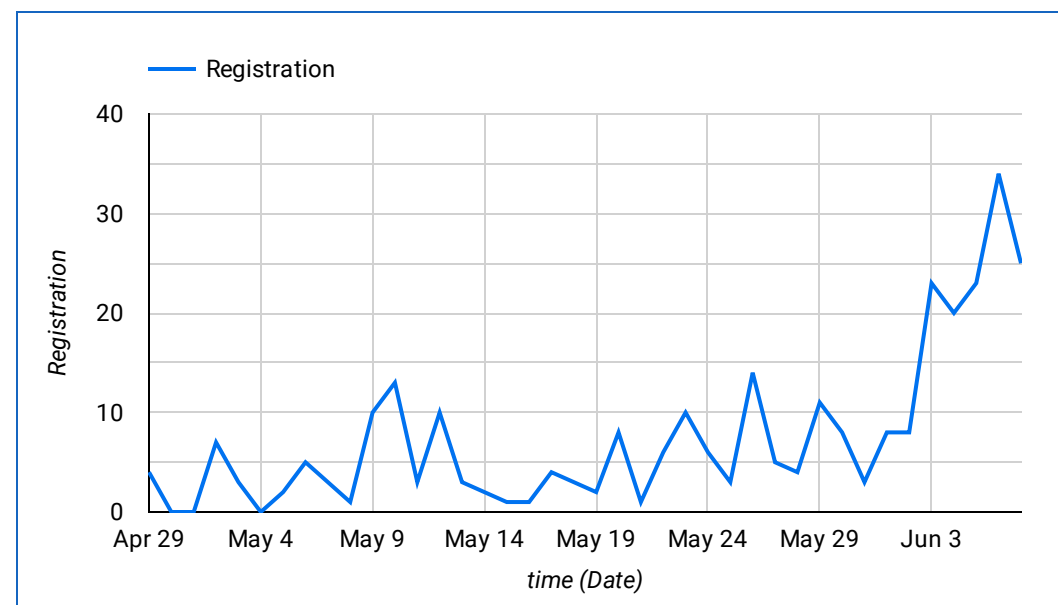
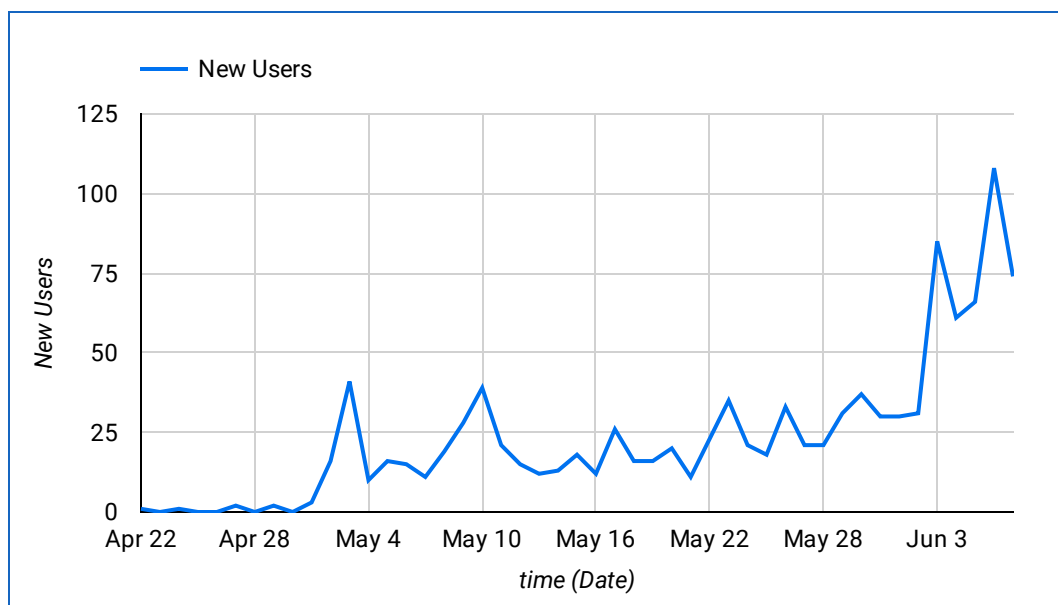
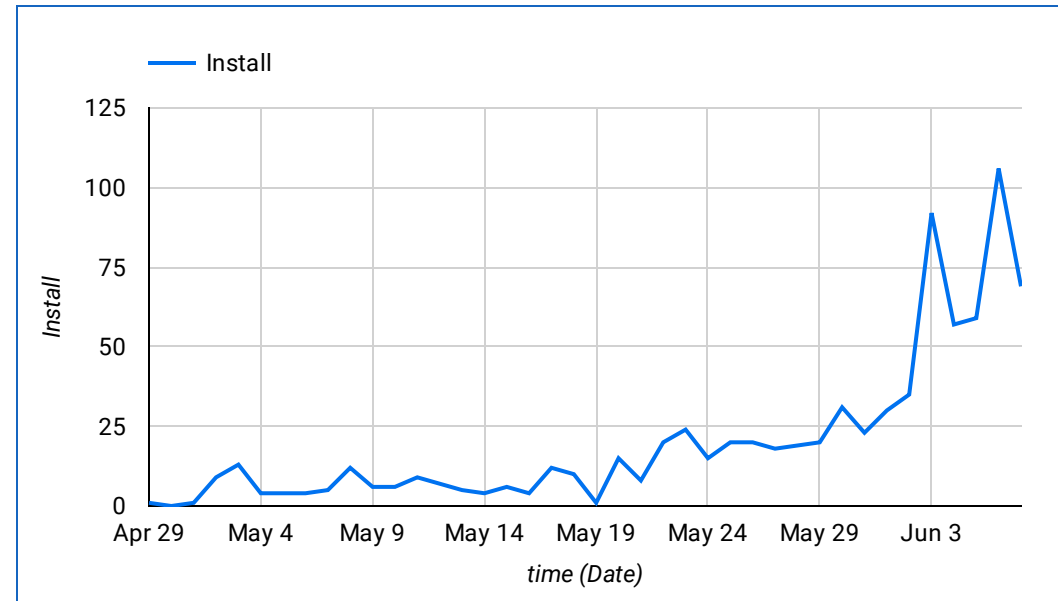
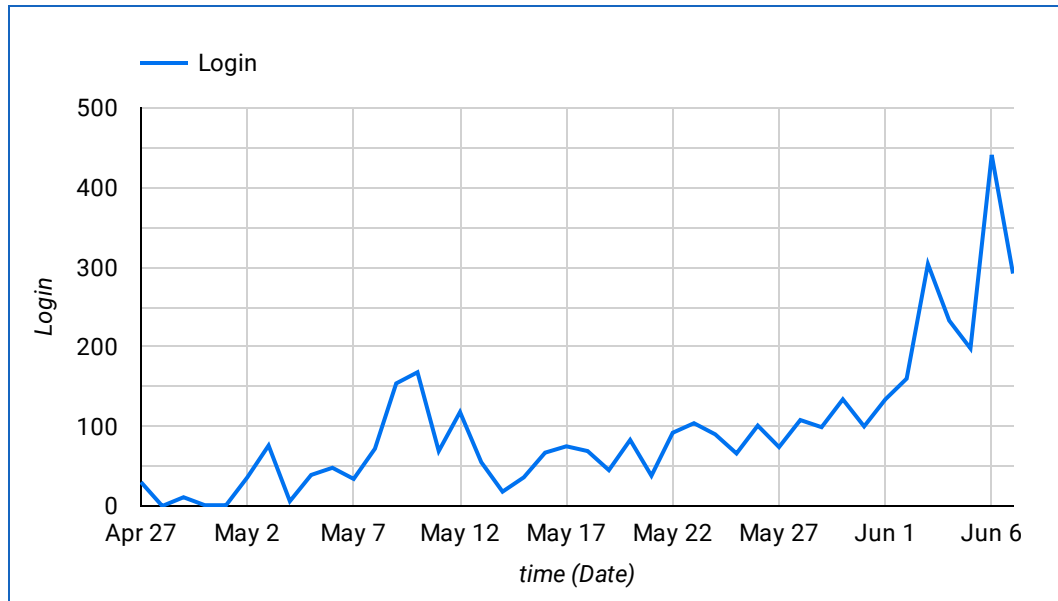
Install
804

Record Count
76

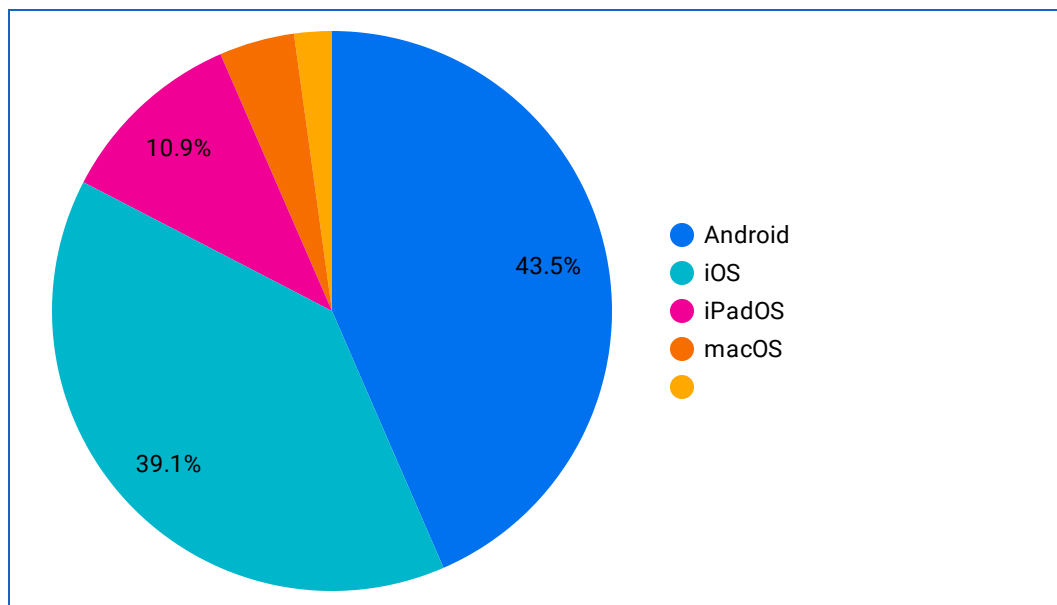
Add Funds
40

Link New Financial Ac
66

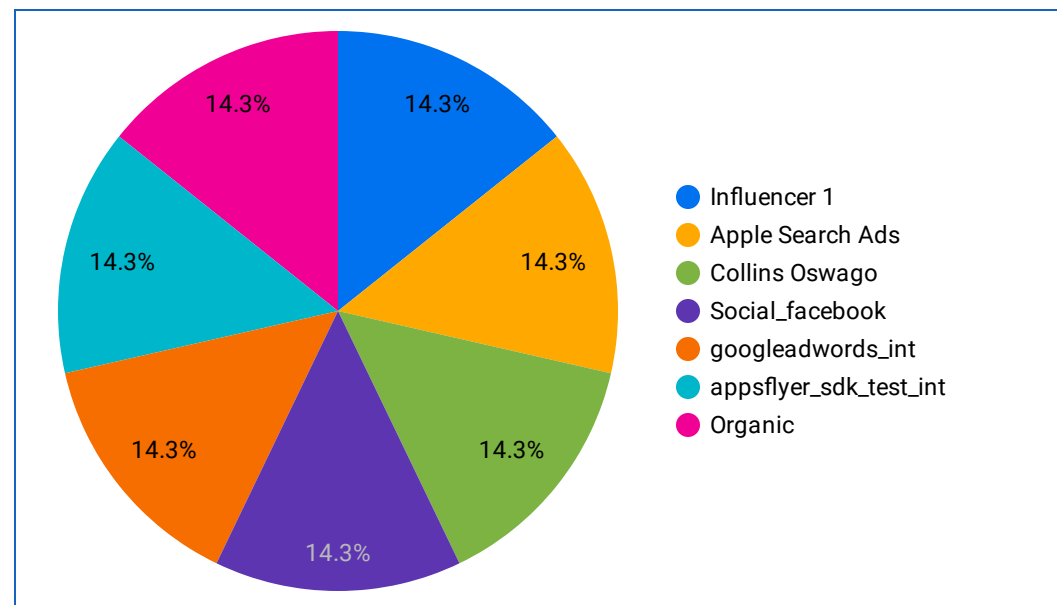
Own Account Transfe
28



Users With Different OS



Users With Different Media Source

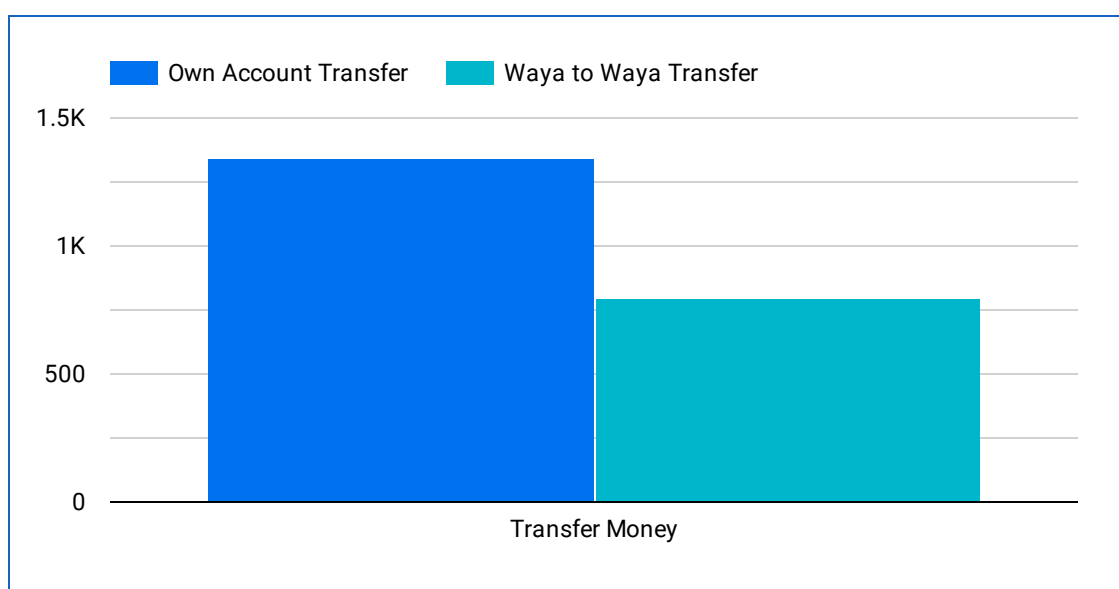


Add Funds
2,120.62

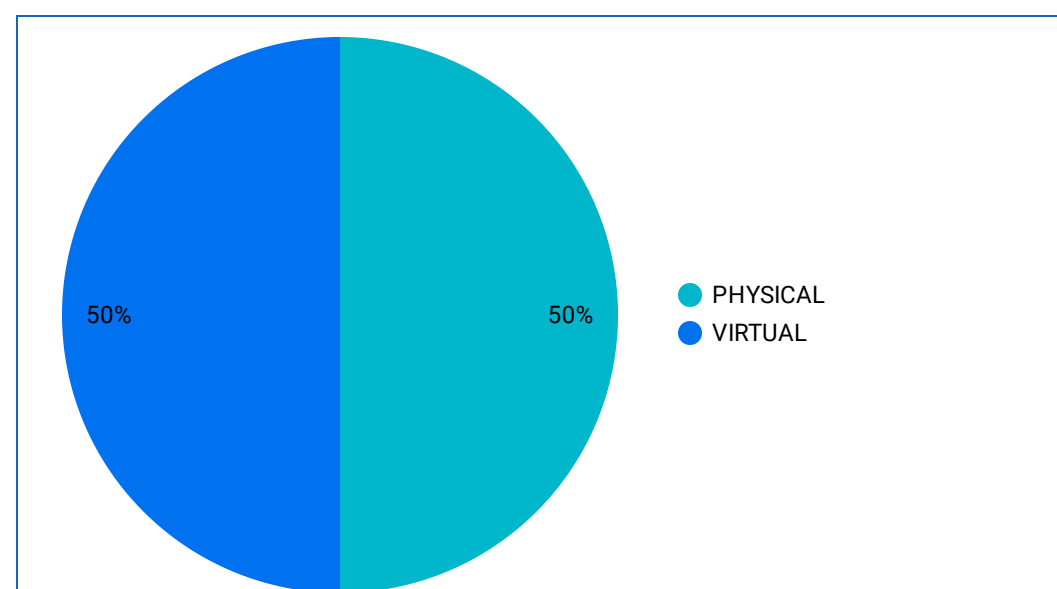
Total Funds Transfer
2,138.81

Own Account Transfer
1,340.68

Way To Way Transfer
798.51



Add New Card By Type





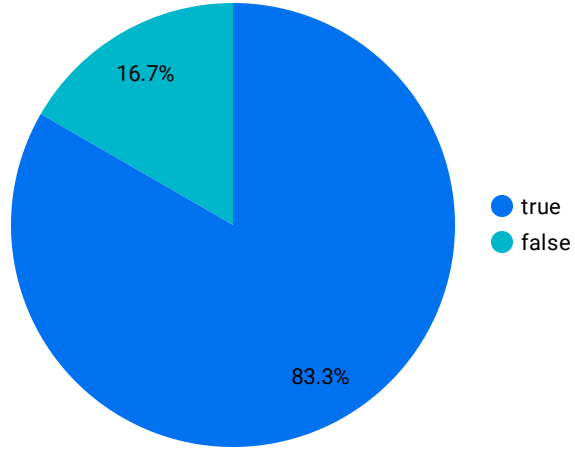
Total Conversations
234

count_reopens
8

Open Conversations
193

Close Conversations
41

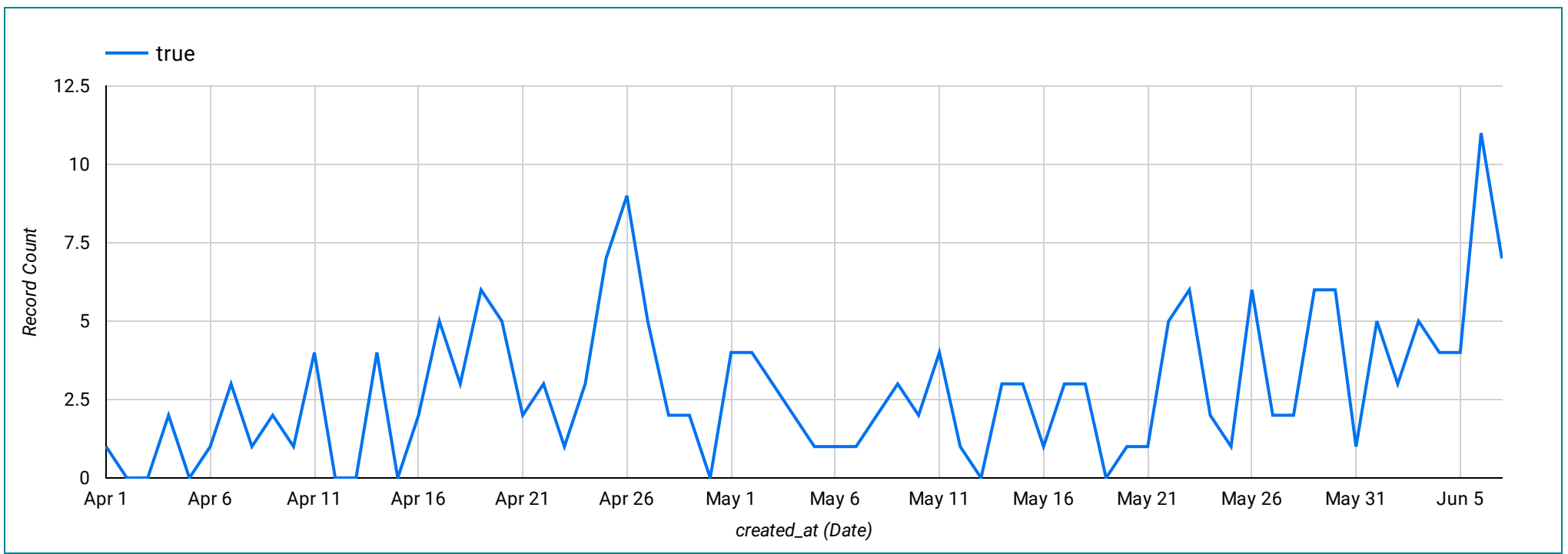
Open VS Close Conversation



	id	open	title	state	subject
1.	64810cecd17b139d21714c1e	true		open	
2.	6480e805b4638f0e7dfaea7e	true	Re: Thank You for choosing Waya!	open	<p>Re: Thank You for choosing Waya!</p>
3.	6480cf8e305c62b66d815b44	true		open	
4.	64807750fd053c151c455b2d	true	Re: Waya "Join the team form"	open	<p>Re: Waya "Join the team form"</p>
5.	64801ee22e68a855823c3672	true		open	
6.	64800d8b4ddcf7c98ec848d6	true		open	

1 - 100 / 203

Open Conversation



Closed Conversation

