

ALLIANCE FOR DIGITAL MEDIA CONTACT & ACCOUNT PERFORMANCE DASHBOARD

Dashboard for: [Region] | [Account Type]

Report Period: [Start Date] - [End Date]

Table 1: Overview of Key Metrics and Status Indicators

ID	Campaign Name	Status	Campaign Summary				Performance Metrics (Last 30 Days)										Account Summary			
			Budget	Spent	Reach	Impressions	CPM	CTR	CPA	ROAS	Conversion Rate	Revenue	Profit	Ad Spend	CPA	ROAS	Revenue			
1	Campaign A	Active	100000	80000	1000000	10000000	1000	2.0%	5000	1.5x	0.5%	10000	5000	1.0x	50000					
2	Campaign B	Pending	50000	30000	500000	5000000	1000	2.0%	5000	1.5x	0.5%	10000	5000	1.0x	50000					
3	Campaign C	Completed	200000	200000	2000000	20000000	1000	2.0%	5000	1.5x	0.5%	10000	5000	1.0x	50000					
4	Campaign D	On Hold	150000	100000	1500000	15000000	1000	2.0%	5000	1.5x	0.5%	10000	5000	1.0x	50000					
5	Campaign E	Active	80000	60000	800000	8000000	1000	2.0%	5000	1.5x	0.5%	10000	5000	1.0x	50000					
6	Campaign F	Active	300000	250000	3000000	30000000	1000	2.0%	5000	1.5x	0.5%	10000	5000	1.0x	50000					
7	Campaign G	Active	120000	90000	1200000	12000000	1000	2.0%	5000	1.5x	0.5%	10000	5000	1.0x	50000					
8	Campaign H	Active	70000	50000	700000	7000000	1000	2.0%	5000	1.5x	0.5%	10000	5000	1.0x	50000					
9	Campaign I	Active	90000	70000	900000	9000000	1000	2.0%	5000	1.5x	0.5%	10000	5000	1.0x	50000					
10	Campaign J	Active	110000	80000	1100000	11000000	1000	2.0%	5000	1.5x	0.5%	10000	5000	1.0x	50000					
11	Campaign K	Active	130000	90000	1300000	13000000	1000	2.0%	5000	1.5x	0.5%	10000	5000	1.0x	50000					
12	Campaign L	Active	140000	100000	1400000	14000000	1000	2.0%	5000	1.5x	0.5%	10000	5000	1.0x	50000					
13	Campaign M	Active	150000	110000	1500000	15000000	1000	2.0%	5000	1.5x	0.5%	10000	5000	1.0x	50000					
14	Campaign N	Active	160000	120000	1600000	16000000	1000	2.0%	5000	1.5x	0.5%	10000	5000	1.0x	50000					
15	Campaign O	Active	170000	130000	1700000	17000000	1000	2.0%	5000	1.5x	0.5%	10000	5000	1.0x	50000					
16	Campaign P	Active	180000	140000	1800000	18000000	1000	2.0%	5000	1.5x	0.5%	10000	5000	1.0x	50000					
17	Campaign Q	Active	190000	150000	1900000	19000000	1000	2.0%	5000	1.5x	0.5%	10000	5000	1.0x	50000					
18	Campaign R	Active	200000	160000	2000000	20000000	1000	2.0%	5000	1.5x	0.5%	10000	5000	1.0x	50000					
19	Campaign S	Active	210000	170000	2100000	21000000	1000	2.0%	5000	1.5x	0.5%	10000	5000	1.0x	50000					
20	Campaign T	Active	220000	180000	2200000	22000000	1000	2.0%	5000	1.5x	0.5%	10000	5000	1.0x	50000					
21	Campaign U	Active	230000	190000	2300000	23000000	1000	2.0%	5000	1.5x	0.5%	10000	5000	1.0x	50000					
22	Campaign V	Active	240000	200000	2400000	24000000	1000	2.0%	5000	1.5x	0.5%	10000	5000	1.0x	50000					
23	Campaign W	Active	250000	210000	2500000	25000000	1000	2.0%	5000	1.5x	0.5%	10000	5000	1.0x	50000					
24	Campaign X	Active	260000	220000	2600000	26000000	1000	2.0%	5000	1.5x	0.5%	10000	5000	1.0x	50000					
25	Campaign Y	Active	270000	230000	2700000	27000000	1000	2.0%	5000	1.5x	0.5%	10000	5000	1.0x	50000					
26	Campaign Z	Active	280000	240000	2800000	28000000	1000	2.0%	5000	1.5x	0.5%	10000	5000	1.0x	50000					
27	Campaign AA	Active	290000	250000	2900000	29000000	1000	2.0%	5000	1.5x	0.5%	10000	5000	1.0x	50000					
28	Campaign AB	Active	300000	260000	3000000	30000000	1000	2.0%	5000	1.5x	0.5%	10000	5000	1.0x	50000					
29	Campaign AC	Active	310000	270000	3100000	31000000	1000	2.0%	5000	1.5x	0.5%	10000	5000	1.0x	50000					
30	Campaign AD	Active	320000	280000	3200000	32000000	1000	2.0%	5000	1.5x	0.5%	10000	5000	1.0x	50000					

Footnote:
 This dashboard provides a high-level overview of performance.
 For more detailed data, please refer to the main report.
 All figures are estimates and may vary slightly over time.
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 For more information, contact [Email Address].

Table 2. Research, Training, Travel, Outreach Activities for 2018/19

S. No.	Subunit	Development/Proj (BUD)	CRS/No	Sub-Development/Proj (BUD)	Priority/Service/Type (BUD)	Impairment/Other (BUD)	Budget for Research/Proj (BUD)
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Footnote & Note:
 Blank/0 entry in BUD in applicable would be additional 00 in Blank Field in ECENRPP Data.
 00 in BUD field of BUD in ECENRPP Data.
 No BUD in applicable of Project from 2018-2019 Budget.
 To mark the Report Application for Year of 000000 for application
 Commissioner for Recruitment and Talent Pool of 000 000 000 000

Table 3. Research, Training, Travel, Outreach Activities for 2018/19

S. No.	Subunit	Development/Proj (BUD)	CRS/No	Sub-Development/Proj (BUD)	Priority/Service/Type (BUD)	Impairment/Other (BUD)	Budget for Research/Proj (BUD)
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Table 2: Domestic Fare Rules & Penalties

Fare Conditions	Minimum Compensation (MCC) Penalties for Domestic and EU/EEA		Minimum Refund	
	REK, RL, T, T*, U, L, LL, LL*, LL*, MM, W, VV, G, O, A, K, K*, K*	(R), (A), (M), (R), (R), (R)		
Change Fees Per Person Per Sector	Any change, within 24 hours of booking, provided at least 7 days before the travel dates	NL	NL	NL
	Departure 6-8 days	EUR 300 or basic fare (whichever is higher) ¹	EUR 200 or basic fare (whichever is higher) ¹	NL
Cancellation Fees Per Person Per Sector	Any change, within 24 hours of booking, provided at least 7 days before the travel dates	NL	NL	NL
	Departure 6-8 days	EUR 300 or basic fare (whichever is higher) ¹	EUR 200 or basic fare (whichever is higher) ¹	EUR 200 or basic fare (whichever is higher) ¹
	Departure 4 days & below	EUR 300 or basic fare (whichever is higher) ¹	EUR 300 or basic fare (whichever is higher) ¹	NL
Change Cancellation allowed or	7 hours before the departure of flight. For change cancellation from within 7 hours, the above changes will apply.	7 hours before the departure of flight. For change cancellation from within 7 hours, the above changes will apply.	7 hours before the departure of flight. For change cancellation from within 7 hours, the above changes will apply.	7 hours before the departure of flight. For change cancellation from within 7 hours, the above changes will apply.
No Show	Only taxes refundable	Only taxes refundable	Only taxes refundable	

¹ In case of 24 hours to 72 hours, it will be EUR 300 effective till August 2024 under no circumstances, the cancellation charge shall be more than the basic fare plus fuel charge (A) if that is not an already booked fare charge.

² Below Change Fee applicable per passenger, in case of 'non-refundable', basic fare will be refunded.

³ In case of No Return Applicable Change and difference of fare if any are applicable.

⁴ Compensation from MCC will not apply for change cancellation/advance booking.

⁵ In case of flight cancellation.

⁶ Domestic change fees are subject to the sector, the refund.

⁷ Passenger is taken back to the point of origin by the first available service. Fuel amount to be refunded.

⁸ Other arrangements for the cancelled sector is made by the passenger(s). Refund of basic fare for the cancelled sector.

⁹ The passenger will be taken to the nearest destination or point of origin if no other arrangements. Fuel refund is made in respective MDR along with cancelled fare within 10 days, if any.

¹⁰ In the condition of cancellation fee applicable as follows:

¹¹ Taxes to be refunded along with cancelled fare.

¹² Applied as per contract.