# Catalog Overview Dashboard
See the Big Picture of Your Business Performance

Powered by ROI Hunter's powerful Product-level Insights, the **overview dashboard** lets you visualise how efficiently your inventory is being utilized by your marketing efforts, across all channels. Use this complete picture to understand the true **performance of your inventory**, and steer your business to greater profitability.
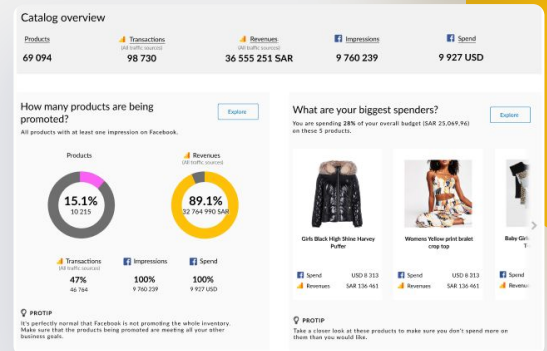

Here's what you can see

Promoted Products
You may have hundreds of thousands of products in your inventory, but did you know that only a small fraction are actually promoted in your dynamic campaigns? Use this feature to find which products are being promoted, and check if they're the right products for your goals.

Biggest Spenders
Marketing algorithms often prioritize certain products, with as much as 50% of impressions being used on as little as 1% of the catalog. Dive deeper to find out which products are using your impressions, and exclude them if necessary.
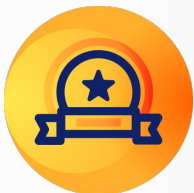
Best Sellers
Best-selling products often account for the majority of an e-commerce company's revenue. However, these best-sellers are frequently assigned less budget than they need to reach their potential. Create an exclusive product set just for them, and gain greater exposure and opportunity for your top products.

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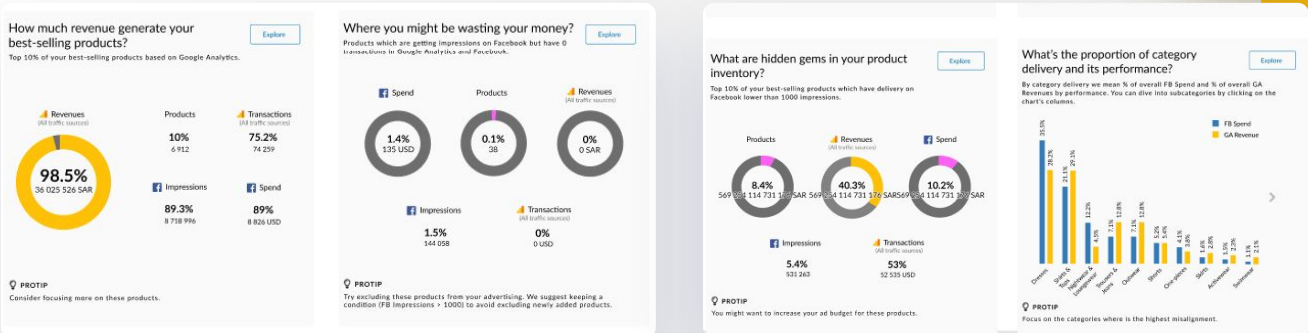
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Cash Burners
Facebook and Google's promote products that have the best results for their platforms; this doesn't always line up with products that are best for the retailer's goals. Find which of your products are receiving robust promotion with little to no returns.

Hidden Gems
Facebook, and vice versa. ROI Hunter integrates that data so you can find which products are driving a significant portion of your revenue, despite inadequate promotion on certain channels. Next, see how much better they do once you've given them the exposure they deserve.

Category Charts
View the performance of your products, grouped by category (dresses, shirts, belts, etc.). Compare the Spend-to-Revenue ratio to discover which of your categories should be prioritised in future promotions.

> "The dashboard gives us clarity about our product performance and enables us to take quick actions."

Radhika Manek
River Island