

Paid Search Campaign Of US Shopping Mall

November

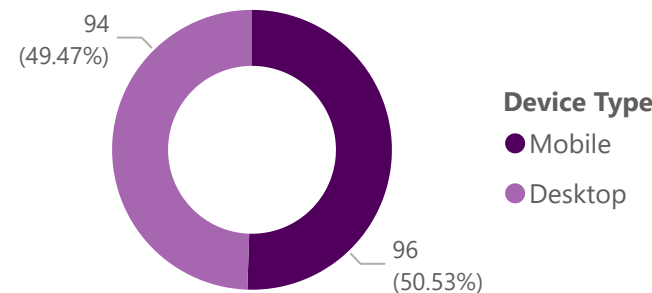
August

July

September

October

Device Type



3M

Total Impressions

562K

Total Revenue

925K

Total Clicks

635K

Total Cost

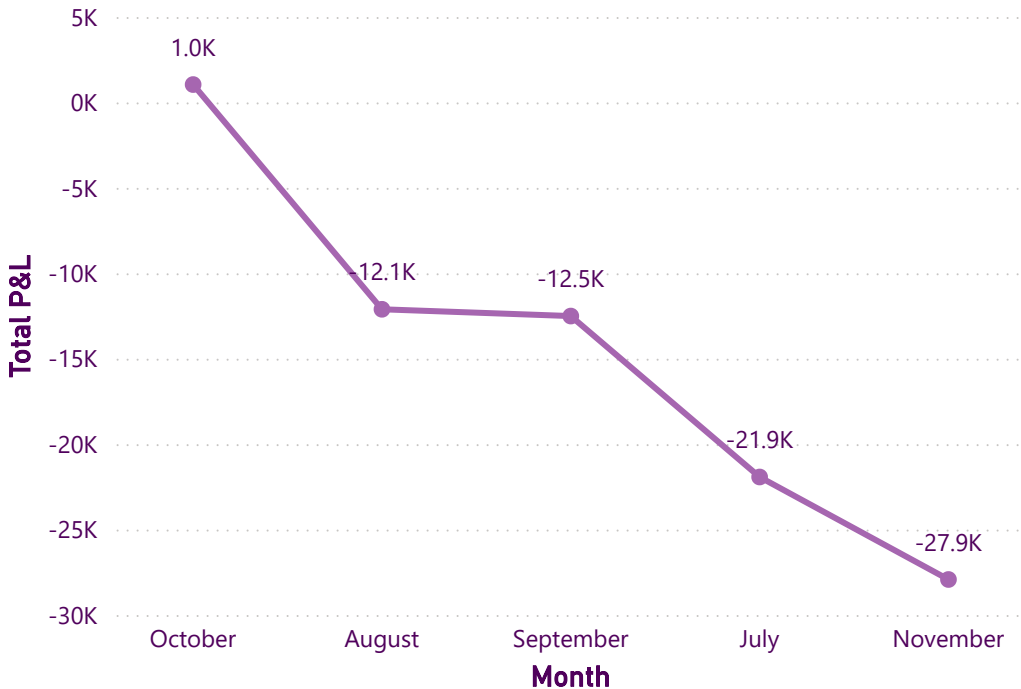
96K

Total Conversions

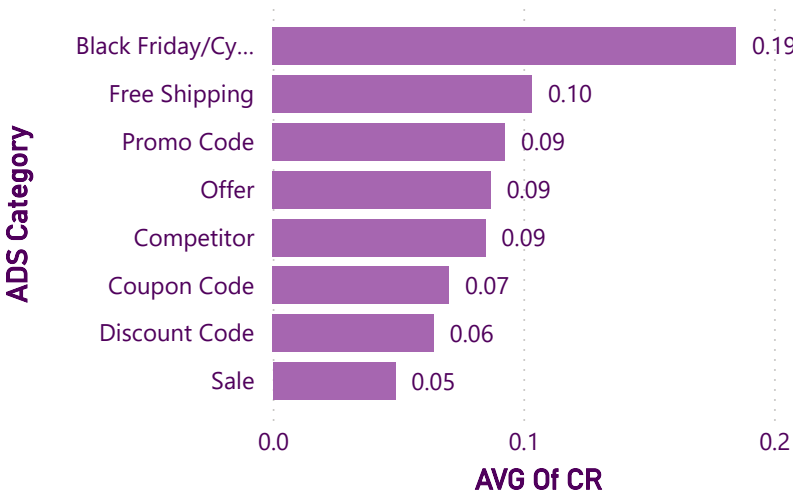
-73.41K

Total P&L

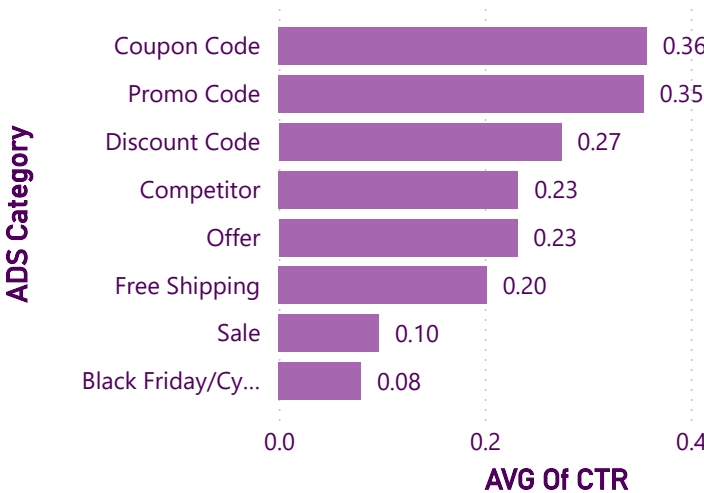
Total P&L By Month



AVG Of CR By ADS Category



AVG Of CTR By ADS Category



AVG Of CPC By ADS Category

