

Assignment

Adnan Ovcina

10/7/2022

Descriptive statistics

campaign	status	hits	cost	visits	clicks	conversions	revenue	ctr	cv	epv	epc	ap
Min.	Length:	Min.	Min.	Min.	Min.	Min.	Min.	Min.	Min.	Min.	Min.	Min.
:1120520	: 0	: 0	: 0.0000	: 1	: 0.0	: 0.00	: 0.00	: 0.000000	: 0.000000	: 0.000000	: 0.000000	: 0.0000
1st	Class	1st	1st	1st	1st	1st	1st	1st	1st	1st	1st	1st
Qu.:1281510	Qu.:1281510	Qu.:1281510	Qu.:1281510	Qu.:1281510	Qu.:1281510	Qu.:1281510	Qu.:1281510	Qu.:1281510	Qu.:1281510	Qu.:1281510	Qu.:1281510	Qu.:1281510
Median	Mode	Median	Median	Median	Median	Median	Median	Median	Median	Median	Median	Median
:1311791	:1311791	:1311791	:1311791	:1311791	:1311791	:1311791	:1311791	:1311791	:1311791	:1311791	:1311791	:1311791
Mean	NA	Mean	Mean	Mean	Mean	Mean	Mean	Mean	Mean	Mean	Mean	Mean
:1405239	:1405239	:1405239	:1405239	:1405239	:1405239	:1405239	:1405239	:1405239	:1405239	:1405239	:1405239	:1405239
3rd	NA	3rd	3rd	3rd	3rd	3rd	3rd	3rd	3rd	3rd	3rd	3rd
Qu.:1515334	Qu.:1515334	Qu.:1515334	Qu.:1515334	Qu.:1515334	Qu.:1515334	Qu.:1515334	Qu.:1515334	Qu.:1515334	Qu.:1515334	Qu.:1515334	Qu.:1515334	Qu.:1515334
Max.	NA	Max.	Max.	Max.	Max.	Max.	Max.	Max.	Max.	Max.	Max.	Max.
:1888370	:1888370	:1888370	:1888370	:1888370	:1888370	:1888370	:1888370	:1888370	:1888370	:1888370	:1888370	:1888370
NA	NA	NA's	NA	NA's	NA's	NA's	NA's	NA's	NA's	NA's	NA's	NA's
:205	:205	:205	:205	:205	:205	:205	:205	:205	:205	:205	:205	:205

```
[1] campaign.id status      hits      cost      visits      clicks
[7] conversions revenue    ctr      cr      cv      epv
[13] epc      ap
<0 rows> (or 0-length row.names)
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	campaign.id	status	hits	cost	visits	clicks	conversions	revenue	ctr
1	1120520	Running	119298	3.52	73	33	5	12.70	0.45
2	1531913	Running	3366	0.41	6	16	0	0.00	2.67
4	1258260	Running	291989	36.16	812	158	16	40.70	0.19
5	1124638	Running	721533	34.80	364	42	9	23.10	0.12
6	1488427	Running	2560228	342.30	23090	1635	214	452.80	0.07
7	1246514	Running	328911	40.82	695	128	15	37.20	0.18
8	1123894	Running	1271739	503.48	54418	2173	171	432.00	0.04
9	1700921	Running	1424093	144.01	1089	273	62	155.10	0.25
10	1123898	Running	715027	201.63	7136	1027	70	175.40	0.14
11	1521211	Running	1827813	197.32	5445	533	113	215.80	0.10

12	1120848	Running	54333	5.58	337	73	8	19.90	0.22
13	1439569	Running	614854	5.40	117	44	7	17.05	0.38
14	1704535	Running	12681518	267.42	5013	1414	122	310.40	0.28
15	1694305	Running	1849937	187.06	636	230	35	88.90	0.36
16	1790565	Running	1060840	36.90	645	67	11	28.00	0.10
17	1790567	Running	531609	4.60	100	28	7	14.70	0.28
19	1790569	Running	862172	30.94	511	187	14	35.50	0.37
20	1300855	Running	669787	67.41	1790	432	31	78.50	0.24
22	1503383	Running	649675	12.04	189	77	9	21.95	0.41
23	1335457	Running	1030513	244.12	2734	558	139	265.50	0.20
25	1330607	Running	1714672	171.49	16268	823	119	258.75	0.05
26	1698225	Running	397	0.08	3	1	0	0.00	0.33
28	1490361	Running	60563	1.02	22	4	0	0.00	0.18
29	1234110	Running	320058	10.20	168	30	5	12.70	0.18
30	1807311	Running	11902013	289.80	3248	1317	124	313.20	0.41
31	1807313	Running	5142652	292.77	3394	508	107	270.70	0.15
32	1807315	Running	90804	4.62	77	9	1	2.60	0.12
33	1503703	Running	154180	6.48	113	8	1	2.60	0.07
35	1769695	Running	2368286	568.39	8610	2459	204	517.80	0.29
36	1431525	Running	1618027	161.88	2683	467	38	94.00	0.17
37	1622511	Running	971171	126.37	2423	699	44	111.40	0.29
38	1234672	Running	1987949	468.06	2510	689	113	287.50	0.27
39	1629425	Running	67396	7.41	703	43	3	7.00	0.06
40	1487347	Running	264742	26.48	2757	156	17	36.50	0.06
41	1698295	Running	3148984	73.45	641	342	31	78.80	0.53
42	1431545	Running	1224356	122.98	6048	619	60	148.00	0.10
43	1431551	Running	1024490	102.91	1412	309	25	63.20	0.22
44	1245442	Running	0	0.00	1	0	0	0.00	0.00
46	1331973	Running	10366	1.42	340	10	0	0.00	0.03
47	1700869	Running	69622	15.80	359	221	31	112.15	0.62
48	1303819	Running	554908	70.90	10130	941	79	218.95	0.09
49	1531919	Running	172611	4.39	80	20	3	11.75	0.25
50	1531921	Running	39	0.00	1	0	0	0.00	0.00
51	1230366	Running	340234	33.00	1885	317	10	38.45	0.17
54	1332027	Running	391803	51.15	1582	190	14	34.80	0.12
55	1534779	Running	176	0.02	1	0	0	0.00	0.00
56	1244732	Running	862459	107.04	1453	633	13	32.30	0.44
57	1515581	Running	7743195	247.15	7925	860	35	117.20	0.11
58	1807167	Running	37432	3.02	67	33	1	4.00	0.49
59	1392449	Running	4634	0.59	16	1	0	0.00	0.06
60	1284424	Running	90149	12.16	2107	245	10	38.15	0.12
61	1400397	Running	11413	1.51	215	43	2	5.00	0.20
63	1246548	Running	1418921	24.46	449	121	9	36.55	0.27
65	1431135	Running	205528	17.44	593	232	4	16.75	0.39
66	1807201	Running	88701	13.97	318	174	20	69.60	0.55
67	1807205	Running	32289	4.95	105	53	3	7.95	0.50
69	1807207	Running	129130	22.60	467	187	25	67.25	0.40
70	1888370	Running	66798	5.83	224	72	2	5.35	0.32
71	1790579	Running	261234	6.16	118	26	1	4.00	0.22
72	1418355	Running	17092	2.24	123	27	1	8.00	0.22
73	1790581	Running	43274	6.49	126	77	12	39.55	0.61
74	1790583	Running	19862	0.18	4	6	1	2.60	1.50
75	1300859	Running	3083678	257.60	8237	1253	84	261.05	0.15
76	1281916	Running	65718	8.01	121	19	0	0.00	0.16

77	1300869	Running	2090816	169.35	10245	255	28	74.15	0.02
78	1418377	Running	120310	30.08	5642	340	13	34.10	0.06
80	1253024	Running	85768	9.61	765	72	6	15.20	0.09
81	1281952	Running	817364	98.88	12203	763	29	70.35	0.06
82	1253028	Running	70575	10.73	1098	51	1	2.40	0.05
83	1281956	Running	557305	67.41	5607	328	18	44.40	0.06
84	1696681	Running	287111	34.46	558	109	8	19.75	0.20
85	1431467	Running	1457351	116.75	12522	1372	34	136.35	0.11
86	1431469	Running	123771	9.92	835	209	5	20.75	0.25
88	1244846	Running	1129430	115.20	5188	497	21	51.00	0.10
89	1442739	Running	4115776	511.59	125687	2937	95	282.80	0.02
90	1244856	Running	13340810	245.26	13314	765	37	93.75	0.06
91	1431495	Running	12640	1.05	25	10	1	2.40	0.40
92	1694159	Running	152341	180.19	6696	480	44	113.20	0.07
93	1521375	Running	44454	11.11	483	49	6	14.80	0.10
94	1712099	Running	452669	452.67	24047	2337	213	625.40	0.10
95	1245412	Running	45375	10.58	784	56	10	24.00	0.07
96	1331941	Running	223527	17.92	676	187	18	44.80	0.28
97	1391081	Running	332412	31.67	803	294	11	46.25	0.37
98	1438955	Running	197208	49.53	3517	206	9	22.15	0.06
99	1245422	Running	88567	33.45	3627	599	21	91.05	0.17
102	1445881	Running	68936	9.90	220	113	18	58.45	0.51
105	1374979	Running	447166	44.94	1875	222	11	22.55	0.12
107	1379857	Running	1404410	318.65	6881	1078	87	208.21	0.16
108	1272088	Running	287232	57.45	528	71	2	6.40	0.13
109	1332005	Running	73349	14.59	148	70	8	25.60	0.47
112	1299303	Running	1257477	266.82	5691	1588	165	404.00	0.28
113	1299307	Running	52683	12.11	194	88	3	9.30	0.45
114	1807213	Running	842796	112.97	2265	323	32	88.70	0.14
115	1807227	Running	1030318	103.07	6192	634	41	113.95	0.10
116	1281670	Running	119248	22.45	454	133	9	26.10	0.29
117	1807239	Running	59905	10.96	184	77	13	38.65	0.42
118	1807241	Running	161357	33.84	634	205	17	52.60	0.32
119	1807247	Running	86448	13.85	839	122	11	32.75	0.15
120	1281686	Running	95118	14.74	1714	97	9	26.40	0.06
121	1245338	Running	234855	67.71	1228	484	45	138.00	0.39
122	1509843	Running	58857	0.25	6	1	0	0.00	0.17
123	1465815	Running	1220234	122.11	10552	627	65	153.55	0.06
124	1818071	Running	1504483	194.68	1587	485	47	141.80	0.31
125	1281508	Running	1684284	168.67	3363	903	71	206.55	0.27
126	1281514	Running	12133	1.27	28	16	1	2.05	0.57
127	1465841	Running	245259	49.18	691	184	23	48.20	0.27
128	1281528	Running	1126241	112.86	5276	556	39	120.50	0.11
129	1250302	Running	993169	5.64	92	40	6	15.75	0.43
130	1788927	Running	136397	13.92	367	50	5	16.00	0.14
131	1311747	Running	229275	24.25	1523	243	5	51.50	0.16
132	1311751	Running	103730	15.66	779	217	4	12.75	0.28
133	1487131	Running	64577	30.35	413	132	2	4.80	0.32
134	1311787	Running	44840	5.18	272	99	4	13.95	0.36
135	1311795	Running	611282	51.79	5103	788	21	55.90	0.15
136	1311799	Running	168583	48.78	6133	614	9	26.55	0.10
137	1248334	Running	198262	89.21	4494	963	30	80.45	0.21
138	1293924	Running	6975	3.23	44	13	1	5.00	0.30
139	1293926	Running	12928	1.37	26	1	0	0.00	0.04

140	1230728	Running	207764	72.26	4336	1030	19	62.10	0.24
141	1596067	Running	2835	6.24	2866	48	0	0.00	0.02
142	1248434	Running	172890	22.61	1505	173	2	7.75	0.11
143	1248468	Running	6788	0.96	59	8	0	0.00	0.14
144	1248476	Running	13900	1.46	137	4	0	0.00	0.03
145	1248478	Running	5775	3.11	164	43	0	0.00	0.26
147	1311733	Running	58817	12.73	316	76	1	3.75	0.24
148	1487095	Running	1054312	360.93	19561	2333	79	202.50	0.12
149	1487135	Running	296347	117.90	1350	514	76	189.80	0.38
150	1303927	Running	10141	1.06	15	1	0	0.00	0.07
151	1303937	Running	140692	92.67	918	354	38	96.35	0.39
152	1293972	Running	295457	95.77	5352	911	94	190.30	0.17
153	1293974	Running	212212	27.55	1111	76	12	24.90	0.07
154	1230758	Running	477561	185.78	8469	2101	182	452.90	0.25
155	1305535	Running	103865	30.85	2574	256	13	33.50	0.10
156	1305537	Running	19302	2.87	257	79	3	7.00	0.31
157	1305539	Running	3055	0.92	90	7	1	1.80	0.08
159	1487091	Running	389196	85.14	5356	740	65	151.95	0.14
160	1257940	Running	18518	3.17	144	5	0	0.00	0.03
161	1257942	Running	15634	2.36	121	6	0	0.00	0.05
162	1257956	Running	1670	0.23	6	5	1	5.00	0.83
164	1248748	Running	6753	1.08	35	0	0	0.00	0.00
166	1531917	Running	10320	1.03	46	10	1	3.25	0.22
167	1515575	Running	5249	0.31	5	2	0	0.00	0.40
168	1418311	Running	117555	11.35	253	113	6	41.75	0.45
169	1439559	Running	1703352	17.75	407	51	2	14.50	0.13
170	1554511	Running	72385	7.26	1675	218	0	0.00	0.13
171	1431127	Running	20909	1.14	18	8	0	0.00	0.44
172	1282922	Running	34988	3.50	135	14	0	0.00	0.10
173	1282924	Running	19187	1.92	81	8	0	0.00	0.10
174	1790575	Running	125999	12.34	226	126	5	32.25	0.56
175	1790577	Running	332472	13.42	230	47	2	8.75	0.20
176	1330557	Running	407761	40.79	6521	351	6	19.40	0.05
177	1418369	Running	1246	0.13	11	3	0	0.00	0.27
178	1519493	Running	111863	5.31	94	16	4	29.00	0.17
179	1282962	Running	568825	85.36	817	74	5	27.50	0.09
180	1358753	Running	91848	9.23	645	168	0	0.00	0.26
181	1442759	Running	22132	2.62	27	2	0	0.00	0.07
182	1531849	Running	4487	0.45	19	2	0	0.00	0.11
183	1608939	Running	60697	1.99	52	3	0	0.00	0.06
184	1597933	Running	257320	51.28	7777	143	4	9.55	0.02
185	1529859	Running	92146	14.86	381	127	9	23.10	0.33
186	1272124	Running	215080	24.19	2717	124	10	34.80	0.05
187	1272126	Running	54473	22.31	803	176	2	4.10	0.22
188	1272128	Running	240205	107.00	6151	2057	57	157.46	0.33
189	1303929	Running	48652	4.91	91	6	0	0.00	0.07
190	1303939	Running	455	0.22	1	2	0	0.00	2.00
191	1305559	Running	59423	17.19	1265	163	3	8.20	0.13
192	1305561	Running	6444	0.80	90	23	0	0.00	0.26
193	1305567	Running	2099	0.85	29	6	0	0.00	0.21
194	1529841	Running	450895	121.67	3955	543	21	40.81	0.14
195	1529843	Running	245899	68.36	2578	419	9	27.30	0.16
196	1529847	Running	83075	13.89	741	88	2	5.10	0.12
197	1287426	Running	6091	1.21	18	6	0	0.00	0.33

199	1452051	Running	1661029	44.10	838	114	6	45.80	0.14
200	1418305	Running	58693	1.50	17	16	0	0.00	0.94
201	1790561	Running	178923	3.84	62	2	0	0.00	0.03
202	1302115	Running	269509	27.03	1657	242	2	21.60	0.15
203	1515645	Running	19924	1.27	25	3	0	0.00	0.12
204	1302147	Running	10462	2.62	244	29	0	0.00	0.12
205	1282978	Running	2012	0.30	1	0	0	0.00	0.00
206	1282986	Running	15529	2.29	174	41	0	0.00	0.24
207	1282994	Running	3158	0.40	14	5	0	0.00	0.36
208	1476373	Running	13997	0.48	8	1	0	0.00	0.12
209	1608995	Running	332843	2.35	49	9	1	2.80	0.18
210	1293860	Running	45803	4.86	191	28	2	5.00	0.15
212	1439571	Running	1029364	6.85	225	25	1	2.80	0.11
214	1552835	Running	1027	0.10	3	0	0	0.00	0.00
215	1442803	Running	756	0.08	10	2	0	0.00	0.20
216	1293862	Running	16412	6.27	190	50	3	10.84	0.26
217	1293866	Running	12950	5.64	231	64	3	26.60	0.28
218	1303921	Running	1252	0.14	3	0	0	0.00	0.00
219	1303931	Running	692	0.11	3	0	0	0.00	0.00
220	1311613	Running	146186	27.81	1048	367	6	21.44	0.35
221	1305489	Running	7985	2.30	114	27	0	0.00	0.24
222	1305491	Running	1025	0.17	1	0	0	0.00	0.00
223	1305493	Running	237	0.10	2	0	0	0.00	0.00
224	1293902	Running	69384	16.55	1014	183	2	5.17	0.18
225	1293904	Running	56182	18.92	932	202	4	25.50	0.22
226	1303923	Running	4989	0.60	15	4	0	0.00	0.27
227	1303935	Running	2110	0.32	8	1	1	0.00	0.12
228	1305513	Running	30460	8.26	647	34	0	0.00	0.05
229	1305517	Running	437	0.06	3	0	0	0.00	0.00
230	1305519	Running	1077	0.33	19	13	0	0.00	0.68
231	1303925	Running	3124	0.34	11	0	0	0.00	0.00
232	1303933	Running	1665	0.25	3	0	0	0.00	0.00
233	1311619	Running	197487	32.02	1690	309	1	2.50	0.18
234	1305507	Running	3095	0.42	11	1	0	0.00	0.09
235	1303999	Running	401	0.16	24	8	0	0.00	0.33
236	1304001	Running	18235	6.24	286	32	0	0.00	0.11
237	1304003	Running	17542	5.35	164	47	1	2.80	0.29
238	1503815	Running	180849	3.90	67	17	0	0.00	0.25
239	1790573	Running	689524	22.45	391	88	12	48.00	0.23
240	1476461	Running	153038	20.91	29	7	3	18.00	0.24
241	1455029	Running	516180	51.83	695	72	8	48.00	0.10
242	1455039	Running	243584	24.36	175	23	4	24.00	0.13
243	1455041	Running	339198	33.94	598	67	5	18.00	0.11
244	1773557	Running	38491	5.74	18327	20	1	6.00	0.00
245	1734263	Running	9678	0.97	64	13	0	0.00	0.20
246	1807231	Running	46675	8.33	257	88	0	0.00	0.34
247	1518347	Running	719635	13.24	286	26	1	13.30	0.09
248	1694237	Running	56436	7.98	247	12	2	4.40	0.05
249	1644839	Running	139162	19.15	314	76	12	63.50	0.24
251	1609397	Running	52071	5.21	154	33	2	10.00	0.21
252	1521599	Running	1641	0.19	25	0	0	0.00	0.00
253	1465049	Running	1635916	163.94	2779	470	55	137.70	0.17
254	1465051	Running	437711	43.86	1620	116	15	99.90	0.07
255	1465053	Running	171961	17.20	519	71	2	10.00	0.14

256	1465065	Running	384745	31.07	23748	444	26	25.60	0.02
257	1465067	Running	131585	10.59	293	99	10	10.00	0.34
258	1790559	Running	724172	6.22	105	23	2	6.00	0.22
259	1537135	Running	1504147	6.27	142	20	2	7.00	0.14
260	1528191	Running	452229	87.87	2029	205	47	99.60	0.10
261	1534857	Running	213595	21.39	5512	128	22	52.10	0.02
262	1518789	Running	130671	13.07	442	80	2	4.40	0.18
263	1518791	Running	298928	29.98	3413	239	19	63.20	0.07
264	1518793	Running	304378	30.53	1979	221	19	62.50	0.11
265	1551049	Running	1201228	35.38	649	134	16	36.80	0.21
266	1629395	Running	104473	10.45	465	85	11	31.20	0.18

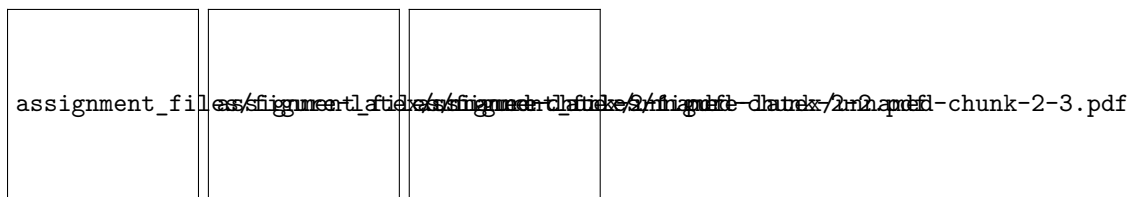
	cr	cv	epv	epc	ap
1	0.15	0.07	0.17	0.38	2.54
2	0.00	0.00	0.00	0.00	0.00
4	0.10	0.02	0.05	0.26	2.54
5	0.21	0.02	0.06	0.55	2.57
6	0.13	0.01	0.02	0.28	2.12
7	0.12	0.02	0.05	0.29	2.48
8	0.08	0.00	0.01	0.20	2.53
9	0.23	0.06	0.14	0.57	2.50
10	0.07	0.01	0.02	0.17	2.51
11	0.21	0.02	0.04	0.40	1.91
12	0.11	0.02	0.06	0.27	2.49
13	0.16	0.06	0.15	0.39	2.44
14	0.09	0.02	0.06	0.22	2.54
15	0.15	0.06	0.14	0.39	2.54
16	0.16	0.02	0.04	0.42	2.55
17	0.25	0.07	0.15	0.52	2.10
19	0.07	0.03	0.07	0.19	2.54
20	0.07	0.02	0.04	0.18	2.53
22	0.12	0.05	0.12	0.29	2.44
23	0.25	0.05	0.10	0.48	1.91
25	0.14	0.01	0.02	0.31	2.17
26	0.00	0.00	0.00	0.00	0.00
28	0.00	0.00	0.00	0.00	0.00
29	0.17	0.03	0.08	0.42	2.54
30	0.09	0.04	0.10	0.24	2.53
31	0.21	0.03	0.08	0.53	2.53
32	0.11	0.01	0.03	0.29	2.60
33	0.12	0.01	0.02	0.32	2.60
35	0.08	0.02	0.06	0.21	2.54
36	0.08	0.01	0.04	0.20	2.47
37	0.06	0.02	0.05	0.16	2.53
38	0.16	0.05	0.11	0.42	2.54
39	0.07	0.00	0.01	0.16	2.33
40	0.11	0.01	0.01	0.23	2.15
41	0.09	0.05	0.12	0.23	2.54
42	0.10	0.01	0.02	0.24	2.47
43	0.08	0.02	0.04	0.20	2.53
44	0.00	0.00	0.00	0.00	0.00
46	0.00	0.00	0.00	0.00	0.00
47	0.14	0.09	0.31	0.51	3.62
48	0.08	0.01	0.02	0.23	2.77
49	0.15	0.04	0.15	0.59	3.92

50	0.00	0.00	0.00	0.00	0.00
51	0.03	0.01	0.02	0.12	3.85
54	0.07	0.01	0.02	0.18	2.49
55	0.00	0.00	0.00	0.00	0.00
56	0.02	0.01	0.02	0.05	2.48
57	0.04	0.00	0.01	0.14	3.35
58	0.03	0.01	0.06	0.12	4.00
59	0.00	0.00	0.00	0.00	0.00
60	0.04	0.00	0.02	0.16	3.82
61	0.05	0.01	0.02	0.12	2.50
63	0.07	0.02	0.08	0.30	4.06
65	0.02	0.01	0.03	0.07	4.19
66	0.11	0.06	0.22	0.40	3.48
67	0.06	0.03	0.08	0.15	2.65
69	0.13	0.05	0.14	0.36	2.69
70	0.03	0.01	0.02	0.07	2.67
71	0.04	0.01	0.03	0.15	4.00
72	0.04	0.01	0.06	0.30	8.00
73	0.16	0.10	0.31	0.51	3.30
74	0.17	0.25	0.65	0.43	2.60
75	0.07	0.01	0.03	0.21	3.11
76	0.00	0.00	0.00	0.00	0.00
77	0.11	0.00	0.01	0.29	2.65
78	0.04	0.00	0.01	0.10	2.62
80	0.08	0.01	0.02	0.21	2.53
81	0.04	0.00	0.01	0.09	2.43
82	0.02	0.00	0.00	0.05	2.40
83	0.05	0.00	0.01	0.14	2.47
84	0.07	0.01	0.04	0.18	2.47
85	0.02	0.00	0.01	0.10	4.01
86	0.02	0.01	0.02	0.10	4.15
88	0.04	0.00	0.01	0.10	2.43
89	0.03	0.00	0.00	0.10	2.98
90	0.05	0.00	0.01	0.12	2.53
91	0.10	0.04	0.10	0.24	2.40
92	0.09	0.01	0.02	0.24	2.57
93	0.12	0.01	0.03	0.30	2.47
94	0.09	0.01	0.03	0.27	2.94
95	0.18	0.01	0.03	0.43	2.40
96	0.10	0.03	0.07	0.24	2.49
97	0.04	0.01	0.06	0.16	4.20
98	0.04	0.00	0.01	0.11	2.46
99	0.04	0.01	0.03	0.15	4.34
102	0.16	0.08	0.27	0.52	3.25
105	0.05	0.01	0.01	0.10	2.05
107	0.08	0.01	0.03	0.19	2.39
108	0.03	0.00	0.01	0.09	3.20
109	0.11	0.05	0.17	0.37	3.20
112	0.10	0.03	0.07	0.25	2.45
113	0.03	0.02	0.05	0.11	3.10
114	0.10	0.01	0.04	0.27	2.77
115	0.06	0.01	0.02	0.18	2.78
116	0.07	0.02	0.06	0.20	2.90
117	0.17	0.07	0.21	0.50	2.97

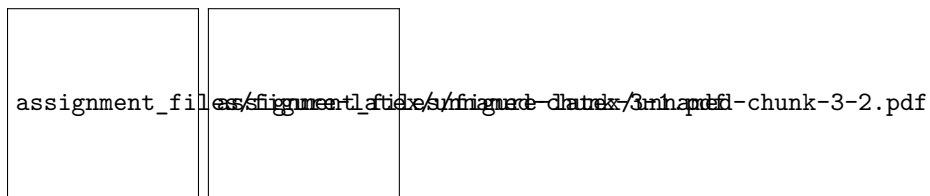
118	0.08	0.03	0.08	0.26	3.09
119	0.09	0.01	0.04	0.27	2.98
120	0.09	0.01	0.02	0.27	2.93
121	0.09	0.04	0.11	0.29	3.07
122	0.00	0.00	0.00	0.00	0.00
123	0.10	0.01	0.01	0.24	2.36
124	0.10	0.03	0.09	0.29	3.02
125	0.08	0.02	0.06	0.23	2.91
126	0.06	0.04	0.07	0.13	2.05
127	0.12	0.03	0.07	0.26	2.10
128	0.07	0.01	0.02	0.22	3.09
129	0.15	0.07	0.17	0.39	2.62
130	0.10	0.01	0.04	0.32	3.20
131	0.02	0.00	0.03	0.21	10.30
132	0.02	0.01	0.02	0.06	3.19
133	0.02	0.00	0.01	0.04	2.40
134	0.04	0.01	0.05	0.14	3.49
135	0.03	0.00	0.01	0.07	2.66
136	0.01	0.00	0.00	0.04	2.95
137	0.03	0.01	0.02	0.08	2.68
138	0.08	0.02	0.11	0.38	5.00
139	0.00	0.00	0.00	0.00	0.00
140	0.02	0.00	0.01	0.06	3.27
141	0.00	0.00	0.00	0.00	0.00
142	0.01	0.00	0.01	0.04	3.88
143	0.00	0.00	0.00	0.00	0.00
144	0.00	0.00	0.00	0.00	0.00
145	0.00	0.00	0.00	0.00	0.00
147	0.01	0.00	0.01	0.05	3.75
148	0.03	0.00	0.01	0.09	2.56
149	0.15	0.06	0.14	0.37	2.50
150	0.00	0.00	0.00	0.00	0.00
151	0.11	0.04	0.10	0.27	2.54
152	0.10	0.02	0.04	0.21	2.02
153	0.16	0.01	0.02	0.33	2.08
154	0.09	0.02	0.05	0.22	2.49
155	0.05	0.01	0.01	0.13	2.58
156	0.04	0.01	0.03	0.09	2.33
157	0.14	0.01	0.02	0.26	1.80
159	0.09	0.01	0.03	0.21	2.34
160	0.00	0.00	0.00	0.00	0.00
161	0.00	0.00	0.00	0.00	0.00
162	0.20	0.17	0.83	1.00	5.00
164	0.00	0.00	0.00	0.00	0.00
166	0.10	0.02	0.07	0.32	3.25
167	0.00	0.00	0.00	0.00	0.00
168	0.05	0.02	0.16	0.37	6.96
169	0.04	0.00	0.04	0.28	7.25
170	0.00	0.00	0.00	0.00	0.00
171	0.00	0.00	0.00	0.00	0.00
172	0.00	0.00	0.00	0.00	0.00
173	0.00	0.00	0.00	0.00	0.00
174	0.04	0.02	0.14	0.26	6.45
175	0.04	0.01	0.04	0.19	4.38

176	0.02	0.00	0.00	0.06	3.23
177	0.00	0.00	0.00	0.00	0.00
178	0.25	0.04	0.31	1.81	7.25
179	0.07	0.01	0.03	0.37	5.50
180	0.00	0.00	0.00	0.00	0.00
181	0.00	0.00	0.00	0.00	0.00
182	0.00	0.00	0.00	0.00	0.00
183	0.00	0.00	0.00	0.00	0.00
184	0.03	0.00	0.00	0.07	2.39
185	0.07	0.02	0.06	0.18	2.57
186	0.08	0.00	0.01	0.28	3.48
187	0.01	0.00	0.01	0.02	2.05
188	0.03	0.01	0.03	0.08	2.76
189	0.00	0.00	0.00	0.00	0.00
190	0.00	0.00	0.00	0.00	0.00
191	0.02	0.00	0.01	0.05	2.73
192	0.00	0.00	0.00	0.00	0.00
193	0.00	0.00	0.00	0.00	0.00
194	0.04	0.01	0.01	0.08	1.94
195	0.02	0.00	0.01	0.07	3.03
196	0.02	0.00	0.01	0.06	2.55
197	0.00	0.00	0.00	0.00	0.00
199	0.05	0.01	0.05	0.40	7.63
200	0.00	0.00	0.00	0.00	0.00
201	0.00	0.00	0.00	0.00	0.00
202	0.01	0.00	0.01	0.09	10.80
203	0.00	0.00	0.00	0.00	0.00
204	0.00	0.00	0.00	0.00	0.00
205	0.00	0.00	0.00	0.00	0.00
206	0.00	0.00	0.00	0.00	0.00
207	0.00	0.00	0.00	0.00	0.00
208	0.00	0.00	0.00	0.00	0.00
209	0.11	0.02	0.06	0.31	2.80
210	0.07	0.01	0.03	0.18	2.50
212	0.04	0.00	0.01	0.11	2.80
214	0.00	0.00	0.00	0.00	0.00
215	0.00	0.00	0.00	0.00	0.00
216	0.06	0.02	0.06	0.22	3.61
217	0.05	0.01	0.12	0.42	8.87
218	0.00	0.00	0.00	0.00	0.00
219	0.00	0.00	0.00	0.00	0.00
220	0.02	0.01	0.02	0.06	3.57
221	0.00	0.00	0.00	0.00	0.00
222	0.00	0.00	0.00	0.00	0.00
223	0.00	0.00	0.00	0.00	0.00
224	0.01	0.00	0.01	0.03	2.59
225	0.02	0.00	0.03	0.13	6.38
226	0.00	0.00	0.00	0.00	0.00
227	1.00	0.12	0.00	0.00	0.00
228	0.00	0.00	0.00	0.00	0.00
229	0.00	0.00	0.00	0.00	0.00
230	0.00	0.00	0.00	0.00	0.00
231	0.00	0.00	0.00	0.00	0.00
232	0.00	0.00	0.00	0.00	0.00

233	0.00	0.00	0.00	0.01	2.50
234	0.00	0.00	0.00	0.00	0.00
235	0.00	0.00	0.00	0.00	0.00
236	0.00	0.00	0.00	0.00	0.00
237	0.02	0.01	0.02	0.06	2.80
238	0.00	0.00	0.00	0.00	0.00
239	0.14	0.03	0.12	0.55	4.00
240	0.43	0.10	0.62	2.57	6.00
241	0.11	0.01	0.07	0.67	6.00
242	0.17	0.02	0.14	1.04	6.00
243	0.07	0.01	0.03	0.27	3.60
244	0.05	0.00	0.00	0.30	6.00
245	0.00	0.00	0.00	0.00	0.00
246	0.00	0.00	0.00	0.00	0.00
247	0.04	0.00	0.05	0.51	13.30
248	0.17	0.01	0.02	0.37	2.20
249	0.16	0.04	0.20	0.84	5.29
251	0.06	0.01	0.06	0.30	5.00
252	0.00	0.00	0.00	0.00	0.00
253	0.12	0.02	0.05	0.29	2.50
254	0.13	0.01	0.06	0.86	6.66
255	0.03	0.00	0.02	0.14	5.00
256	0.06	0.00	0.00	0.06	0.98
257	0.10	0.03	0.03	0.10	1.00
258	0.09	0.02	0.06	0.26	3.00
259	0.10	0.01	0.05	0.35	3.50
260	0.23	0.02	0.05	0.49	2.12
261	0.17	0.00	0.01	0.41	2.37
262	0.03	0.00	0.01	0.06	2.20
263	0.08	0.01	0.02	0.26	3.33
264	0.09	0.01	0.03	0.28	3.29
265	0.12	0.02	0.06	0.27	2.30
266	0.13	0.02	0.07	0.37	2.84



Cost VS revenue scatterplot and test of correlation



Spearman's rank correlation rho

data: joined_data_by_customerId\$cost and joined_data_by_customerId\$revenue
S = 216618, p-value < 0.00000000000000022
alternative hypothesis: true rho is not equal to 0
sample estimates:
rho
0.9023643

ROI per campaign

campaign	ROI_per	ROI	status	hits	cost	visits	clicks	conversions	revenue	ctr	cr	cv	epv	epc	ap
1257956	2	20.74	Running	1670	0.23	6	5	1	5.00	0.83	0.20	0.17	0.83	1.00	5.00
	074.0%														
1790583	1	13.44	Running	19862	0.18	4	6	1	2.60	1.50	0.17	0.25	0.65	0.43	2.60
	344.0%														
1700869	610.0%	6.10	Running	69622	15.80	359	221	31	112.15	0.62	0.14	0.09	0.31	0.51	3.62
1790581	509.0%	5.09	Running	43274	6.49	126	77	12	39.55	0.61	0.16	0.10	0.31	0.51	3.30
1445881	490.0%	4.90	Running	68936	9.90	220	113	18	58.45	0.51	0.16	0.08	0.27	0.52	3.25
1519493	446.0%	4.46	Running	111863	5.31	94	16	4	29.00	0.17	0.25	0.04	0.31	1.81	7.25
1807201	398.0%	3.98	Running	88701	13.97	318	174	20	69.60	0.55	0.11	0.06	0.22	0.40	3.48
1293866	372.0%	3.72	Running	12950	5.64	231	64	3	26.60	0.28	0.05	0.01	0.12	0.42	8.87
1418311	268.0%	2.68	Running	17555	11.35	253	113	6	41.75	0.45	0.05	0.02	0.16	0.37	6.96
1120520	261.0%	2.61	Running	19298	3.52	73	33	5	12.70	0.45	0.15	0.07	0.17	0.38	2.54
1120848	257.0%	2.57	Running	54333	5.58	337	73	8	19.90	0.22	0.11	0.02	0.06	0.27	2.49
1418355	257.0%	2.57	Running	17092	2.24	123	27	1	8.00	0.22	0.04	0.01	0.06	0.30	8.00
1807239	253.0%	2.53	Running	59905	10.96	184	77	13	38.65	0.42	0.17	0.07	0.21	0.50	2.97
1644839	232.0%	2.32	Running	139162	19.15	314	76	12	63.50	0.24	0.16	0.04	0.20	0.84	5.29
1400397	231.0%	2.31	Running	11413	1.51	215	43	2	5.00	0.20	0.05	0.01	0.02	0.12	2.50
1790567	220.0%	2.20	Running	531609	4.60	100	28	7	14.70	0.28	0.25	0.07	0.15	0.52	2.10
1439569	216.0%	2.16	Running	614854	5.40	117	44	7	17.05	0.38	0.16	0.06	0.15	0.39	2.44
1531917	216.0%	2.16	Running	10320	1.03	46	10	1	3.25	0.22	0.10	0.02	0.07	0.32	3.25
1284424	214.0%	2.14	Running	90149	12.16	2107	245	10	38.15	0.12	0.04	0.00	0.02	0.16	3.82
1303819	209.0%	2.09	Running	554908	70.90	10130	941	79	218.95	0.09	0.08	0.01	0.02	0.23	2.77
1629395	199.0%	1.99	Running	104473	10.45	465	85	11	31.20	0.18	0.13	0.02	0.07	0.37	2.84
1807207	198.0%	1.98	Running	129130	22.60	467	187	25	67.25	0.40	0.13	0.05	0.14	0.36	2.69
1250302	179.0%	1.79	Running	993169	5.64	92	40	6	15.75	0.43	0.15	0.07	0.17	0.39	2.62
1245422	172.0%	1.72	Running	88567	33.45	3627	599	21	91.05	0.17	0.04	0.01	0.03	0.15	4.34
1311787	169.0%	1.69	Running	14840	5.18	272	99	4	13.95	0.36	0.04	0.01	0.05	0.14	3.49
1531919	168.0%	1.68	Running	172611	4.39	80	20	3	11.75	0.25	0.15	0.04	0.15	0.59	3.92
1790575	161.0%	1.61	Running	125999	12.34	226	126	5	32.25	0.56	0.04	0.02	0.14	0.26	6.45
1331941	150.0%	1.50	Running	223527	17.92	676	187	18	44.80	0.28	0.10	0.03	0.07	0.24	2.49
1230758	144.0%	1.44	Running	177561	185.78	8469	2101	182	452.90	0.25	0.09	0.02	0.05	0.22	2.49
1305537	144.0%	1.44	Running	19302	2.87	257	79	3	7.00	0.31	0.04	0.01	0.03	0.09	2.33
1534857	144.0%	1.44	Running	113595	21.39	5512	128	22	52.10	0.02	0.17	0.00	0.01	0.41	2.37
1807247	136.0%	1.36	Running	86448	13.85	839	122	11	32.75	0.15	0.09	0.01	0.04	0.27	2.98
1431495	129.0%	1.29	Running	12640	1.05	25	10	1	2.40	0.40	0.10	0.04	0.10	0.24	2.40
1465051	128.0%	1.28	Running	137711	43.86	1620	116	15	99.90	0.07	0.13	0.01	0.06	0.86	6.66
1245412	127.0%	1.27	Running	15375	10.58	784	56	10	24.00	0.07	0.18	0.01	0.03	0.43	2.40
1790573	114.0%	1.14	Running	689524	22.45	391	88	12	48.00	0.23	0.14	0.03	0.12	0.55	4.00
1311747	112.0%	1.12	Running	229275	24.25	1523	243	5	51.50	0.16	0.02	0.00	0.03	0.21	10.30
1518791	111.0%	1.11	Running	998928	29.98	3413	239	19	63.20	0.07	0.08	0.01	0.02	0.26	3.33
1431469	109.0%	1.09	Running	123771	9.92	835	209	5	20.75	0.25	0.02	0.01	0.02	0.10	4.15
1518793	105.0%	1.05	Running	804378	30.53	1979	221	19	62.50	0.11	0.09	0.01	0.03	0.28	3.29

campaign	ROI_per	ROI	status	hits	cost	visits	clicks	conversions	revenue	ctr	cr	cv	epv	epc	ap
1245338	104.0%	1.04	Running	234855	67.71	1228	484	45	138.00	0.39	0.09	0.04	0.11	0.29	3.07
1293972	99.0%	0.99	Running	295457	95.77	5352	911	94	190.30	0.17	0.10	0.02	0.04	0.21	2.02
1305539	96.0%	0.96	Running	3055	0.92	90	7	1	1.80	0.08	0.14	0.01	0.02	0.26	1.80
1609397	92.0%	0.92	Running	52071	5.21	154	33	2	10.00	0.21	0.06	0.01	0.06	0.30	5.00
1503383	82.0%	0.82	Running	649675	12.04	189	77	9	21.95	0.41	0.12	0.05	0.12	0.29	2.44
1281686	79.0%	0.79	Running	95118	14.74	1714	97	9	26.40	0.06	0.09	0.01	0.02	0.27	2.93
1487091	78.0%	0.78	Running	389196	85.14	5356	740	65	151.95	0.14	0.09	0.01	0.03	0.21	2.34
1332005	75.0%	0.75	Running	73349	14.59	148	70	8	25.60	0.47	0.11	0.05	0.17	0.37	3.20
1293862	73.0%	0.73	Running	16412	6.27	190	50	3	10.84	0.26	0.06	0.02	0.06	0.22	3.61
1807205	61.0%	0.61	Running	32289	4.95	105	53	3	7.95	0.50	0.06	0.03	0.08	0.15	2.65
1281514	61.0%	0.61	Running	12133	1.27	28	16	1	2.05	0.57	0.06	0.04	0.07	0.13	2.05
1487135	61.0%	0.61	Running	296347	117.90	1350	514	76	189.80	0.38	0.15	0.06	0.14	0.37	2.50
1253024	58.0%	0.58	Running	85768	9.61	765	72	6	15.20	0.09	0.08	0.01	0.02	0.21	2.53
1807241	55.0%	0.55	Running	161357	33.84	634	205	17	52.60	0.32	0.08	0.03	0.08	0.26	3.09
1293924	55.0%	0.55	Running	6975	3.23	44	13	1	5.00	0.30	0.08	0.02	0.11	0.38	5.00
1529859	55.0%	0.55	Running	92146	14.86	381	127	9	23.10	0.33	0.07	0.02	0.06	0.18	2.57
1330607	51.0%	0.51	Running	17146721	171.49	16268	823	119	258.75	0.05	0.14	0.01	0.02	0.31	2.17
1299303	51.0%	0.51	Running	1257477	266.82	5691	1588	165	404.00	0.28	0.10	0.03	0.07	0.25	2.45
1246548	49.0%	0.49	Running	1418921	24.46	449	121	9	36.55	0.27	0.07	0.02	0.08	0.30	4.06
1272128	47.0%	0.47	Running	240205	107.00	6151	2057	57	157.46	0.33	0.03	0.01	0.03	0.08	2.76
1391081	46.0%	0.46	Running	332412	31.67	803	294	11	46.25	0.37	0.04	0.01	0.06	0.16	4.20
1272124	44.0%	0.44	Running	215080	24.19	2717	124	10	34.80	0.05	0.08	0.00	0.01	0.28	3.48
1487347	38.0%	0.38	Running	264742	26.48	2757	156	17	36.50	0.06	0.11	0.01	0.01	0.23	2.15
1712099	38.0%	0.38	Running	152669	452.67	24047	2337	213	625.40	0.10	0.09	0.01	0.03	0.27	2.94
1293904	35.0%	0.35	Running	56182	18.92	932	202	4	25.50	0.22	0.02	0.00	0.03	0.13	6.38
1521375	33.0%	0.33	Running	14454	11.11	483	49	6	14.80	0.10	0.12	0.01	0.03	0.30	2.47
1488427	32.0%	0.32	Running	2560228	342.30	23090	1635	214	452.80	0.07	0.13	0.01	0.02	0.28	2.12
1807167	32.0%	0.32	Running	37432	3.02	67	33	1	4.00	0.49	0.03	0.01	0.06	0.12	4.00
1465815	26.0%	0.26	Running	1220234	122.11	10552	627	65	153.55	0.06	0.10	0.01	0.01	0.24	2.36
1234110	25.0%	0.25	Running	320058	10.20	168	30	5	12.70	0.18	0.17	0.03	0.08	0.42	2.54
1281508	22.0%	0.22	Running	1684284	168.67	3363	903	71	206.55	0.27	0.08	0.02	0.06	0.23	2.91
1431545	20.0%	0.20	Running	1224356	122.98	6048	619	60	148.00	0.10	0.10	0.01	0.02	0.24	2.47
1608995	19.0%	0.19	Running	332843	2.35	49	9	1	2.80	0.18	0.11	0.02	0.06	0.31	2.80
1230366	17.0%	0.17	Running	340234	33.00	1885	317	10	38.45	0.17	0.03	0.01	0.02	0.12	3.85
1431467	17.0%	0.17	Running	1457351	116.75	12522	1372	34	136.35	0.11	0.02	0.00	0.01	0.10	4.01
1704535	16.0%	0.16	Running	1268151	1267.42	5013	1414	122	310.40	0.28	0.09	0.02	0.06	0.22	2.54
1300855	16.0%	0.16	Running	669787	67.41	1790	432	31	78.50	0.24	0.07	0.02	0.04	0.18	2.53
1281670	16.0%	0.16	Running	119248	22.45	454	133	9	26.10	0.29	0.07	0.02	0.06	0.20	2.90
1790569	15.0%	0.15	Running	862172	30.94	511	187	14	35.50	0.37	0.07	0.03	0.07	0.19	2.54
1788927	15.0%	0.15	Running	136397	13.92	367	50	5	16.00	0.14	0.10	0.01	0.04	0.32	3.20
1258260	13.0%	0.13	Running	291989	36.16	812	158	16	40.70	0.19	0.10	0.02	0.05	0.26	2.54
1418377	13.0%	0.13	Running	120310	30.08	5642	340	13	34.10	0.06	0.04	0.00	0.01	0.10	2.62
1528191	13.0%	0.13	Running	152229	87.87	2029	205	47	99.60	0.10	0.23	0.02	0.05	0.49	2.12
1537135	12.0%	0.12	Running	150414	76.27	142	20	2	7.00	0.14	0.10	0.01	0.05	0.35	3.50
1807227	11.0%	0.11	Running	1030318	103.07	6192	634	41	113.95	0.10	0.06	0.01	0.02	0.18	2.78
1521211	9.0%	0.09	Running	1827813	197.32	5445	533	113	215.80	0.10	0.21	0.02	0.04	0.40	1.91
1335457	9.0%	0.09	Running	1030513	244.12	2734	558	139	265.50	0.20	0.25	0.05	0.10	0.48	1.91
1305535	9.0%	0.09	Running	103865	30.85	2574	256	13	33.50	0.10	0.05	0.01	0.01	0.13	2.58
1700921	8.0%	0.08	Running	1424093	144.01	1089	273	62	155.10	0.25	0.23	0.06	0.14	0.57	2.50
1807311	8.0%	0.08	Running	1190201	1389.80	3248	1317	124	313.20	0.41	0.09	0.04	0.10	0.24	2.53
1311795	8.0%	0.08	Running	111282	51.79	5103	788	21	55.90	0.15	0.03	0.00	0.01	0.07	2.66
1698295	7.0%	0.07	Running	148984	73.45	641	342	31	78.80	0.53	0.09	0.05	0.12	0.23	2.54

campaign	ROI	ROI_per	ROI	status	hits	cost	visits	clicks	conversions	revenue	ctr	cr	cv	epv	epc	ap
1281528	7.0%	0.07	Running	126241	112.86	5276	556	39	120.50	0.11	0.07	0.01	0.02	0.22	3.09	
1773557	5.0%	0.05	Running	88491	5.74	18327	20	1	6.00	0.00	0.05	0.00	0.00	0.30	6.00	
1303937	4.0%	0.04	Running	40692	92.67	918	354	38	96.35	0.39	0.11	0.04	0.10	0.27	2.54	
1452051	4.0%	0.04	Running	661029	44.10	838	114	6	45.80	0.14	0.05	0.01	0.05	0.40	7.63	
1551049	4.0%	0.04	Running	201228	35.38	649	134	16	36.80	0.21	0.12	0.02	0.06	0.27	2.30	
1293860	3.0%	0.03	Running	5803	4.86	191	28	2	5.00	0.15	0.07	0.01	0.03	0.18	2.50	
1300859	1.0%	0.01	Running	808367	8257.60	8237	1253	84	261.05	0.15	0.07	0.01	0.03	0.21	3.11	
1518347	0.0%	0.00	Running	719635	13.24	286	26	1	13.30	0.09	0.04	0.00	0.05	0.51	13.30	
1455039	-1.0%	-	Running	243584	24.36	175	23	4	24.00	0.13	0.17	0.02	0.14	1.04	6.00	
		0.01														
1465841	-2.0%	-	Running	245259	49.18	691	184	23	48.20	0.27	0.12	0.03	0.07	0.26	2.10	
		0.02														
1431135	-4.0%	-	Running	205528	17.44	593	232	4	16.75	0.39	0.02	0.01	0.03	0.07	4.19	
		0.04														
1790559	-4.0%	-	Running	724172	6.22	105	23	2	6.00	0.22	0.09	0.02	0.06	0.26	3.00	
		0.04														
1629425	-6.0%	-	Running	67396	7.41	703	43	3	7.00	0.06	0.07	0.00	0.01	0.16	2.33	
		0.06														
1465067	-6.0%	-	Running	31585	10.59	293	99	10	10.00	0.34	0.10	0.03	0.03	0.10	1.00	
		0.06														
1455029	-7.0%	-	Running	516180	51.83	695	72	8	48.00	0.10	0.11	0.01	0.07	0.67	6.00	
		0.07														
1807313	-8.0%	-	Running	514265	2292.77	3394	508	107	270.70	0.15	0.21	0.03	0.08	0.53	2.53	
		0.08														
1888370	-8.0%	-	Running	66798	5.83	224	72	2	5.35	0.32	0.03	0.01	0.02	0.07	2.67	
		0.08														
1246514	-9.0%	-	Running	328911	40.82	695	128	15	37.20	0.18	0.12	0.02	0.05	0.29	2.48	
		0.09														
1769695	-9.0%	-	Running	336828	6568.39	8610	2459	204	517.80	0.29	0.08	0.02	0.06	0.21	2.54	
		0.09														
1248334	-	-	Running	498262	89.21	4494	963	30	80.45	0.21	0.03	0.01	0.02	0.08	2.68	
	10.0%	0.10														
1293974	-	-	Running	812212	27.55	1111	76	12	24.90	0.07	0.16	0.01	0.02	0.33	2.08	
	10.0%	0.10														
1622511	-	-	Running	871171	126.37	2423	699	44	111.40	0.29	0.06	0.02	0.05	0.16	2.53	
	12.0%	0.12														
1123898	-	-	Running	715027	201.63	7136	1027	70	175.40	0.14	0.07	0.01	0.02	0.17	2.51	
	13.0%	0.13														
1123894	-	-	Running	427173	9503.48	54418	2173	171	432.00	0.04	0.08	0.00	0.01	0.20	2.53	
	14.0%	0.14														
1230728	-	-	Running	807764	72.26	4336	1030	19	62.10	0.24	0.02	0.00	0.01	0.06	3.27	
	14.0%	0.14														
1476461	-	-	Running	53038	20.91	29	7	3	18.00	0.24	0.43	0.10	0.62	2.57	6.00	
	14.0%	0.14														
1465049	-	-	Running	463591	6163.94	2779	470	55	137.70	0.17	0.12	0.02	0.05	0.29	2.50	
	16.0%	0.16														
1439559	-	-	Running	470335	217.75	407	51	2	14.50	0.13	0.04	0.00	0.04	0.28	7.25	
	18.0%	0.18														
1465065	-	-	Running	884745	31.07	23748	444	26	25.60	0.02	0.06	0.00	0.00	0.06	0.98	
	18.0%	0.18														
1311751	-	-	Running	403730	15.66	779	217	4	12.75	0.28	0.02	0.01	0.02	0.06	3.19	
	19.0%	0.19														

campaign	ROI_per	ROI	status	hits	cost	visits	clicks	conversions	revenue	ctr	cr	cv	epv	epc	ap
1302115	-	-	Running	269509	27.03	1657	242	2	21.60	0.15	0.01	0.00	0.01	0.09	10.80
	20.0%	0.20													
1807213	-	-	Running	842796	112.97	2265	323	32	88.70	0.14	0.10	0.01	0.04	0.27	2.77
	21.0%	0.21													
1299307	-	-	Running	52683	12.11	194	88	3	9.30	0.45	0.03	0.02	0.05	0.11	3.10
	23.0%	0.23													
1311613	-	-	Running	446186	27.81	1048	367	6	21.44	0.35	0.02	0.01	0.02	0.06	3.57
	23.0%	0.23													
1790565	-	-	Running	1060840	36.90	645	67	11	28.00	0.10	0.16	0.02	0.04	0.42	2.55
	24.0%	0.24													
1818071	-	-	Running	1504483	194.68	1587	485	47	141.80	0.31	0.10	0.03	0.09	0.29	3.02
	27.0%	0.27													
1281952	-	-	Running	817364	98.88	12203	763	29	70.35	0.06	0.04	0.00	0.01	0.09	2.43
	29.0%	0.29													
1332027	-	-	Running	391803	51.15	1582	190	14	34.80	0.12	0.07	0.01	0.02	0.18	2.49
	32.0%	0.32													
1124638	-	-	Running	721533	34.80	364	42	9	23.10	0.12	0.21	0.02	0.06	0.55	2.57
	34.0%	0.34													
1281956	-	-	Running	557305	67.41	5607	328	18	44.40	0.06	0.05	0.00	0.01	0.14	2.47
	34.0%	0.34													
1790579	-	-	Running	261234	6.16	118	26	1	4.00	0.22	0.04	0.01	0.03	0.15	4.00
	35.0%	0.35													
1379857	-	-	Running	1404410	318.65	6881	1078	87	208.21	0.16	0.08	0.01	0.03	0.19	2.39
	35.0%	0.35													
1790577	-	-	Running	332472	13.42	230	47	2	8.75	0.20	0.04	0.01	0.04	0.19	4.38
	35.0%	0.35													
1694159	-	-	Running	152341	180.19	6696	480	44	113.20	0.07	0.09	0.01	0.02	0.24	2.57
	37.0%	0.37													
1234672	-	-	Running	1987949	468.06	2510	689	113	287.50	0.27	0.16	0.05	0.11	0.42	2.54
	39.0%	0.39													
1431551	-	-	Running	1024490	102.91	1412	309	25	63.20	0.22	0.08	0.02	0.04	0.20	2.53
	39.0%	0.39													
1431525	-	-	Running	1618027	161.88	2683	467	38	94.00	0.17	0.08	0.01	0.04	0.20	2.47
	42.0%	0.42													
1465053	-	-	Running	171961	17.20	519	71	2	10.00	0.14	0.03	0.00	0.02	0.14	5.00
	42.0%	0.42													
1696681	-	-	Running	287111	34.46	558	109	8	19.75	0.20	0.07	0.01	0.04	0.18	2.47
	43.0%	0.43													
1807315	-	-	Running	90804	4.62	77	9	1	2.60	0.12	0.11	0.01	0.03	0.29	2.60
	44.0%	0.44													
1487095	-	-	Running	1054312	360.93	19561	2333	79	202.50	0.12	0.03	0.00	0.01	0.09	2.56
	44.0%	0.44													
1442739	-	-	Running	1115776	511.59	12568	72937	95	282.80	0.02	0.03	0.00	0.00	0.10	2.98
	45.0%	0.45													
1694237	-	-	Running	56436	7.98	247	12	2	4.40	0.05	0.17	0.01	0.02	0.37	2.20
	45.0%	0.45													
1311799	-	-	Running	168583	48.78	6133	614	9	26.55	0.10	0.01	0.00	0.00	0.04	2.95
	46.0%	0.46													
1455041	-	-	Running	339198	33.94	598	67	5	18.00	0.11	0.07	0.01	0.03	0.27	3.60
	47.0%	0.47													
1304003	-	-	Running	17542	5.35	164	47	1	2.80	0.29	0.02	0.01	0.02	0.06	2.80
	48.0%	0.48													

campaign	ROI_per	ROI	status	hits	cost	visits	clicks	conversions	revenue	ctr	cr	cv	epv	epc	ap
1374979	-	-	Running	447166	44.94	1875	222	11	22.55	0.12	0.05	0.01	0.01	0.10	2.05
	50.0%	0.50													
1694305	-	-	Running	1849937	187.06	636	230	35	88.90	0.36	0.15	0.06	0.14	0.39	2.54
	52.0%	0.52													
1330557	-	-	Running	407761	40.79	6521	351	6	19.40	0.05	0.02	0.00	0.00	0.06	3.23
	52.0%	0.52													
1305559	-	-	Running	59423	17.19	1265	163	3	8.20	0.13	0.02	0.00	0.01	0.05	2.73
	52.0%	0.52													
1515581	-	-	Running	7743195	247.15	7925	860	35	117.20	0.11	0.04	0.00	0.01	0.14	3.35
	53.0%	0.53													
1438955	-	-	Running	197208	49.53	3517	206	9	22.15	0.06	0.04	0.00	0.01	0.11	2.46
	55.0%	0.55													
1300869	-	-	Running	2090816	169.35	10245	255	28	74.15	0.02	0.11	0.00	0.01	0.29	2.65
	56.0%	0.56													
1244846	-	-	Running	1129430	115.20	5188	497	21	51.00	0.10	0.04	0.00	0.01	0.10	2.43
	56.0%	0.56													
1439571	-	-	Running	102936	46.85	225	25	1	2.80	0.11	0.04	0.00	0.01	0.11	2.80
	59.0%	0.59													
1503703	-	-	Running	154180	6.48	113	8	1	2.60	0.07	0.12	0.01	0.02	0.32	2.60
	60.0%	0.60													
1529843	-	-	Running	245899	68.36	2578	419	9	27.30	0.16	0.02	0.00	0.01	0.07	3.03
	60.0%	0.60													
1244856	-	-	Running	1334081	145.26	13314	765	37	93.75	0.06	0.05	0.00	0.01	0.12	2.53
	62.0%	0.62													
1529847	-	-	Running	83075	13.89	741	88	2	5.10	0.12	0.02	0.00	0.01	0.06	2.55
	63.0%	0.63													
1248434	-	-	Running	172890	22.61	1505	173	2	7.75	0.11	0.01	0.00	0.01	0.04	3.88
	66.0%	0.66													
1529841	-	-	Running	150895	121.67	3955	543	21	40.81	0.14	0.04	0.01	0.01	0.08	1.94
	66.0%	0.66													
1518789	-	-	Running	130671	13.07	442	80	2	4.40	0.18	0.03	0.00	0.01	0.06	2.20
	66.0%	0.66													
1282962	-	-	Running	1568825	85.36	817	74	5	27.50	0.09	0.07	0.01	0.03	0.37	5.50
	68.0%	0.68													
1293902	-	-	Running	69384	16.55	1014	183	2	5.17	0.18	0.01	0.00	0.01	0.03	2.59
	69.0%	0.69													
1244732	-	-	Running	862459	107.04	1453	633	13	32.30	0.44	0.02	0.01	0.02	0.05	2.48
	70.0%	0.70													
1311733	-	-	Running	158817	12.73	316	76	1	3.75	0.24	0.01	0.00	0.01	0.05	3.75
	71.0%	0.71													
1253028	-	-	Running	70575	10.73	1098	51	1	2.40	0.05	0.02	0.00	0.00	0.05	2.40
	78.0%	0.78													
1597933	-	-	Running	257320	51.28	7777	143	4	9.55	0.02	0.03	0.00	0.00	0.07	2.39
	81.0%	0.81													
1272126	-	-	Running	154473	22.31	803	176	2	4.10	0.22	0.01	0.00	0.01	0.02	2.05
	82.0%	0.82													
1487131	-	-	Running	64577	30.35	413	132	2	4.80	0.32	0.02	0.00	0.01	0.04	2.40
	84.0%	0.84													
1272088	-	-	Running	287232	57.45	528	71	2	6.40	0.13	0.03	0.00	0.01	0.09	3.20
	89.0%	0.89													
1311619	-	-	Running	197487	32.02	1690	309	1	2.50	0.18	0.00	0.00	0.00	0.01	2.50
	92.0%	0.92													

campaign	ROI_per	ROI	status	hits	cost	visits	clicks	conversions	revenue	ctr	cr	cv	epv	epc	ap
1531913	-	-	Running	3366	0.41	6	16	0	0.00	2.67	0.00	0.00	0.00	0.00	0.00
	100.0%	1.00													
1698225	-	-	Running	397	0.08	3	1	0	0.00	0.33	0.00	0.00	0.00	0.00	0.00
	100.0%	1.00													
1490361	-	-	Running	60563	1.02	22	4	0	0.00	0.18	0.00	0.00	0.00	0.00	0.00
	100.0%	1.00													
1331973	-	-	Running	40366	1.42	340	10	0	0.00	0.03	0.00	0.00	0.00	0.00	0.00
	100.0%	1.00													
1534779	-	-	Running	176	0.02	1	0	0	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	100.0%	1.00													
1392449	-	-	Running	4634	0.59	16	1	0	0.00	0.06	0.00	0.00	0.00	0.00	0.00
	100.0%	1.00													
1281916	-	-	Running	55718	8.01	121	19	0	0.00	0.16	0.00	0.00	0.00	0.00	0.00
	100.0%	1.00													
1509843	-	-	Running	58857	0.25	6	1	0	0.00	0.17	0.00	0.00	0.00	0.00	0.00
	100.0%	1.00													
1293926	-	-	Running	42928	1.37	26	1	0	0.00	0.04	0.00	0.00	0.00	0.00	0.00
	100.0%	1.00													
1596067	-	-	Running	2835	6.24	2866	48	0	0.00	0.02	0.00	0.00	0.00	0.00	0.00
	100.0%	1.00													
1248468	-	-	Running	6788	0.96	59	8	0	0.00	0.14	0.00	0.00	0.00	0.00	0.00
	100.0%	1.00													
1248476	-	-	Running	43900	1.46	137	4	0	0.00	0.03	0.00	0.00	0.00	0.00	0.00
	100.0%	1.00													
1248478	-	-	Running	5775	3.11	164	43	0	0.00	0.26	0.00	0.00	0.00	0.00	0.00
	100.0%	1.00													
1303927	-	-	Running	40141	1.06	15	1	0	0.00	0.07	0.00	0.00	0.00	0.00	0.00
	100.0%	1.00													
1257940	-	-	Running	48518	3.17	144	5	0	0.00	0.03	0.00	0.00	0.00	0.00	0.00
	100.0%	1.00													
1257942	-	-	Running	45634	2.36	121	6	0	0.00	0.05	0.00	0.00	0.00	0.00	0.00
	100.0%	1.00													
1248748	-	-	Running	6753	1.08	35	0	0	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	100.0%	1.00													
1515575	-	-	Running	5249	0.31	5	2	0	0.00	0.40	0.00	0.00	0.00	0.00	0.00
	100.0%	1.00													
1554511	-	-	Running	72385	7.26	1675	218	0	0.00	0.13	0.00	0.00	0.00	0.00	0.00
	100.0%	1.00													
1431127	-	-	Running	80909	1.14	18	8	0	0.00	0.44	0.00	0.00	0.00	0.00	0.00
	100.0%	1.00													
1282922	-	-	Running	34988	3.50	135	14	0	0.00	0.10	0.00	0.00	0.00	0.00	0.00
	100.0%	1.00													
1282924	-	-	Running	49187	1.92	81	8	0	0.00	0.10	0.00	0.00	0.00	0.00	0.00
	100.0%	1.00													
1418369	-	-	Running	1246	0.13	11	3	0	0.00	0.27	0.00	0.00	0.00	0.00	0.00
	100.0%	1.00													
1358753	-	-	Running	91848	9.23	645	168	0	0.00	0.26	0.00	0.00	0.00	0.00	0.00
	100.0%	1.00													
1442759	-	-	Running	82132	2.62	27	2	0	0.00	0.07	0.00	0.00	0.00	0.00	0.00
	100.0%	1.00													
1531849	-	-	Running	4487	0.45	19	2	0	0.00	0.11	0.00	0.00	0.00	0.00	0.00
	100.0%	1.00													

campaign	ROI_per	ROI	status	hits	cost	visits	clicks	conversions	revenue	ctr	cr	cv	epv	epc	ap
1608939	-	-	Running	60697	1.99	52	3	0	0.00	0.06	0.00	0.00	0.00	0.00	0.00
	100.0%	1.00													
1303929	-	-	Running	48652	4.91	91	6	0	0.00	0.07	0.00	0.00	0.00	0.00	0.00
	100.0%	1.00													
1303939	-	-	Running	455	0.22	1	2	0	0.00	2.00	0.00	0.00	0.00	0.00	0.00
	100.0%	1.00													
1305561	-	-	Running	6444	0.80	90	23	0	0.00	0.26	0.00	0.00	0.00	0.00	0.00
	100.0%	1.00													
1305567	-	-	Running	2099	0.85	29	6	0	0.00	0.21	0.00	0.00	0.00	0.00	0.00
	100.0%	1.00													
1287426	-	-	Running	6091	1.21	18	6	0	0.00	0.33	0.00	0.00	0.00	0.00	0.00
	100.0%	1.00													
1418305	-	-	Running	58693	1.50	17	16	0	0.00	0.94	0.00	0.00	0.00	0.00	0.00
	100.0%	1.00													
1790561	-	-	Running	478923	3.84	62	2	0	0.00	0.03	0.00	0.00	0.00	0.00	0.00
	100.0%	1.00													
1515645	-	-	Running	49924	1.27	25	3	0	0.00	0.12	0.00	0.00	0.00	0.00	0.00
	100.0%	1.00													
1302147	-	-	Running	40462	2.62	244	29	0	0.00	0.12	0.00	0.00	0.00	0.00	0.00
	100.0%	1.00													
1282978	-	-	Running	2012	0.30	1	0	0	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	100.0%	1.00													
1282986	-	-	Running	45529	2.29	174	41	0	0.00	0.24	0.00	0.00	0.00	0.00	0.00
	100.0%	1.00													
1282994	-	-	Running	3158	0.40	14	5	0	0.00	0.36	0.00	0.00	0.00	0.00	0.00
	100.0%	1.00													
1476373	-	-	Running	43997	0.48	8	1	0	0.00	0.12	0.00	0.00	0.00	0.00	0.00
	100.0%	1.00													
1552835	-	-	Running	1027	0.10	3	0	0	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	100.0%	1.00													
1442803	-	-	Running	756	0.08	10	2	0	0.00	0.20	0.00	0.00	0.00	0.00	0.00
	100.0%	1.00													
1303921	-	-	Running	1252	0.14	3	0	0	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	100.0%	1.00													
1303931	-	-	Running	692	0.11	3	0	0	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	100.0%	1.00													
1305489	-	-	Running	7985	2.30	114	27	0	0.00	0.24	0.00	0.00	0.00	0.00	0.00
	100.0%	1.00													
1305491	-	-	Running	1025	0.17	1	0	0	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	100.0%	1.00													
1305493	-	-	Running	237	0.10	2	0	0	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	100.0%	1.00													
1303923	-	-	Running	4989	0.60	15	4	0	0.00	0.27	0.00	0.00	0.00	0.00	0.00
	100.0%	1.00													
1303935	-	-	Running	2110	0.32	8	1	1	0.00	0.12	1.00	0.12	0.00	0.00	0.00
	100.0%	1.00													
1305513	-	-	Running	30460	8.26	647	34	0	0.00	0.05	0.00	0.00	0.00	0.00	0.00
	100.0%	1.00													
1305517	-	-	Running	437	0.06	3	0	0	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	100.0%	1.00													
1305519	-	-	Running	1077	0.33	19	13	0	0.00	0.68	0.00	0.00	0.00	0.00	0.00
	100.0%	1.00													

campaign	ROI_per	ROI	status	hits	cost	visits	clicks	conversions	revenue	ctr	cr	cv	epv	epc	ap
1303925	-	-	Running	3124	0.34	11	0	0	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	100.0%	1.00													
1303933	-	-	Running	1665	0.25	3	0	0	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	100.0%	1.00													
1305507	-	-	Running	3095	0.42	11	1	0	0.00	0.09	0.00	0.00	0.00	0.00	0.00
	100.0%	1.00													
1303999	-	-	Running	401	0.16	24	8	0	0.00	0.33	0.00	0.00	0.00	0.00	0.00
	100.0%	1.00													
1304001	-	-	Running	18235	6.24	286	32	0	0.00	0.11	0.00	0.00	0.00	0.00	0.00
	100.0%	1.00													
1503815	-	-	Running	180849	3.90	67	17	0	0.00	0.25	0.00	0.00	0.00	0.00	0.00
	100.0%	1.00													
1734263	-	-	Running	9678	0.97	64	13	0	0.00	0.20	0.00	0.00	0.00	0.00	0.00
	100.0%	1.00													
1807231	-	-	Running	46675	8.33	257	88	0	0.00	0.34	0.00	0.00	0.00	0.00	0.00
	100.0%	1.00													
1521599	-	-	Running	1641	0.19	25	0	0	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	100.0%	1.00													
1245442	NA	NaN	Running	0	0.00	1	0	0	0.00	0.00	0.00	0.00	0.00	0.00	0.00
1531921	NA	NaN	Running	39	0.00	1	0	0	0.00	0.00	0.00	0.00	0.00	0.00	0.00

Total data

Total cost

[1] 12,716.99

Total profit

[1] 68.84

Total revenue

[1] 12,785.83

Total conversions

[1] 4,807.00