

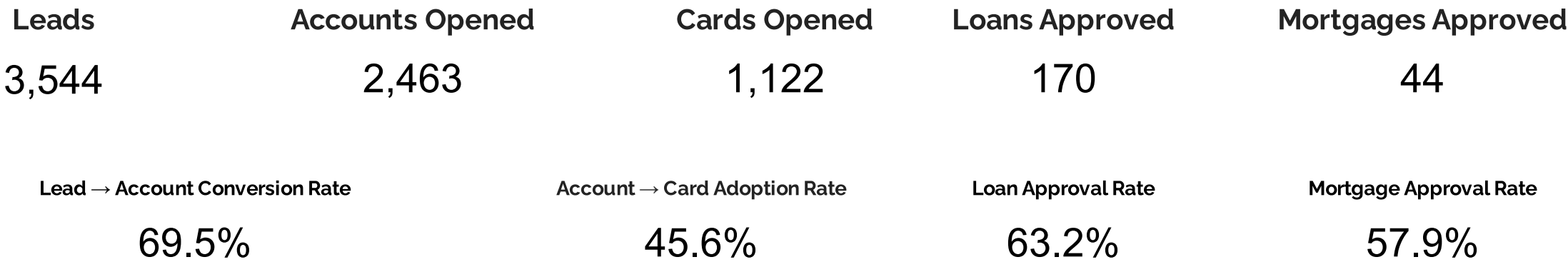
# Campaign Performance Funnel

Campaign

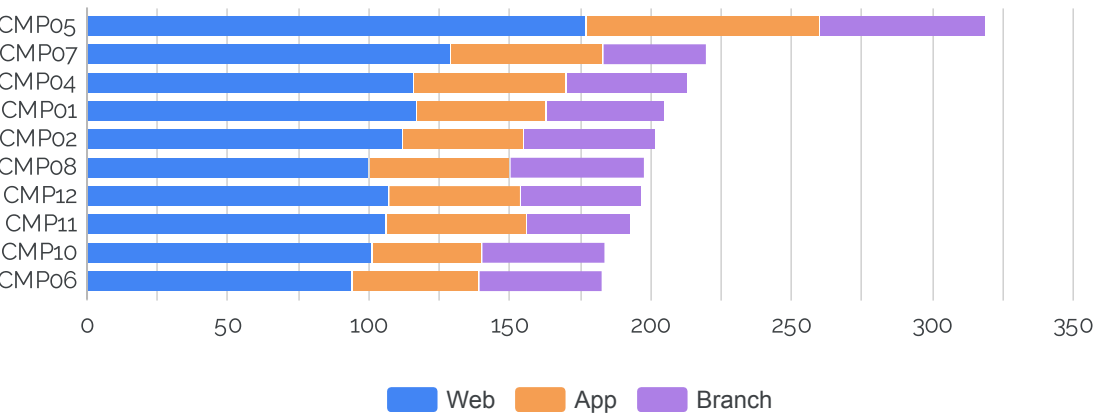
Channel

Select date range

Performance from Lead Generation to Product Adoption



Accounts Opened by Campaign and Channel



Mortgages Approved by Campaign and Channel

