

Revenue Report

channel ▾

campaign ▾

creative ▾

device ▾

OS ▾



Users

95



Installs

447

Converted

29

Converted

378

Conv. Rate

30.53%

Conv. Rate

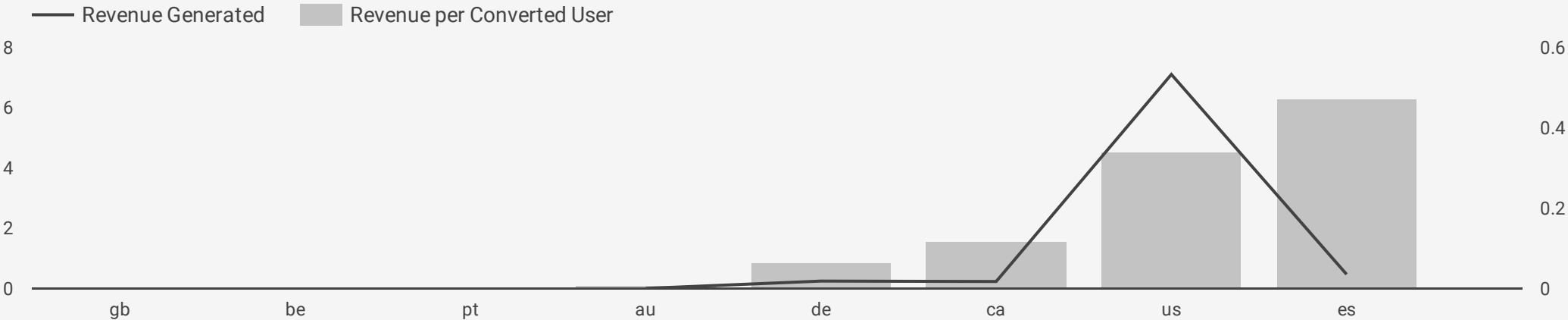
84.56%

Rev Per Conv User

0.28

Rev per Conv. Install

0.02



Revenue vs Ad Spend

channel



campaign



creative



device



OS



	campaign	Installs	Rev.	Adj. Cost	ROI (annualized)
1.	campaign 18	30	0.14	174.09	0.62
2.	campaign 20	4	0	32.35	0.02
3.	campaign 14	4	0.7	33.41	15.4
4.	campaign 2	40	0.01	39.58	0.06
5.	campaign 23	34	1.37	66.8	8.52
6.	campaign 17	2	0	2	0
7.	campaign 10	12	0.01	134.02	0.07
8.	campaign 24	95	2.24	467.15	2.78
9.	campaign 12	5	0.01	23.06	0.26
10.	campaign 13	2	0	7.91	0
11.	campaign 19	2	0	23.97	0
12.	campaign 21	2	0	16.94	0
13.	campaign 22	4	0.24	42.57	4.03
14.	campaign 1	5	0.05	3.17	6.15
15.	campaign 3	78	0.2	31.94	2.25
16.	campaign 4	3	0	0.98	0
17.	campaign 26	7	0	37.56	0

