

data\_source

All

channel

All

campaign

All

date

1/1/2023

12/1/2023

9M

Spend

16605.8%

CPM

14.1%

CTR

\$1.18

CPC

17280K

Video Views

57071K

Impressions

633K

Conversions

7.9%

Conversion Rate

channel ● Organic ● Paid Search ● Paid Social ● Programmatic

2M

0M

January

February

March

April

May

June

July

August

September

October

November

December

## Channel Performance Table

channel	Spend	Impressions	Clicks	C
Organic	\$864,410	375901000%	689574	
Paid Search	\$3,332,070	1740991600%	2736306	
Paid Social	\$2,486,020	1716380400%	2145808	
Programmatic	\$2,794,530	1873783400%	2461624	

## Data Source Performance Table

data_source	Spend	Impressions	Clicks
Amazon Ad Server	\$1,825,780	996906400%	137514
Bing Ads	\$1,872,690	831258200%	141864
Facebook	\$1,185,590	888312200%	101938
Google Ads	\$1,459,380	909733400%	131765
Google Search	\$864,410	375901000%	68957
LinkedIn Ads	\$1,300,430	828068200%	112642
StackAdapt	\$968,750	876877000%	108648

## Campaign Performance Table

campaign	Spend	Impress
Awareness Social	\$1,213,350	848405
Brand Awareness Programmatic	\$1,399,090	979665
Brand Search	\$1,787,630	872215
High Intent Search	\$1,544,440	868776
Lead Gen Social	\$1,272,670	867975
Retargeting Display	\$1,395,440	894118