

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

| Month | Programmatic | Paid Social | Paid Search | Organic |
|-----------|--------------|-------------|-------------|---------|
| January | 1.5M | 0.5M | 0.5M | 0.2M |
| February | 2.5M | 1.5M | 1.2M | 0.3M |
| March | 1.8M | 2.2M | 0.8M | 0.4M |
| April | 1.5M | 1.8M | 0.5M | 0.2M |
| May | 1.2M | 1.7M | 2.3M | 0.1M |
| June | 1.5M | 0.5M | 1.8M | 0.2M |
| July | 2.2M | 1.8M | 1.5M | 0.1M |
| August | 1.8M | 2.2M | 0.5M | 0.3M |
| September | 1.7M | 1.5M | 0.4M | 0.2M |
| October | 1.5M | 1.8M | 2.2M | 0.1M |
| November | 1.2M | 1.0M | 1.5M | 0.1M |
| December | 2.0M | 1.5M | 1.8M | 0.1M |

Channel Performance Table

| channel | Spend | Impressions | Clicks | CVR |
|--------------|-------------|-------------|---------|------|
| Organic | \$864,410 | 375901000% | 689574 | 1.8% |
| Paid Search | \$3,332,070 | 1740991600% | 2736306 | 1.6% |
| Paid Social | \$2,486,020 | 1716380400% | 2145808 | 1.2% |
| Programmatic | \$2,794,530 | 1873783400% | 2461624 | 1.3% |

Data Source Performance Table

| data_source | Spend | Impressions | Clicks | CVR |
|------------------|-------------|-------------|--------|------|
| Amazon Ad Server | \$1,825,780 | 996906400% | 137514 | 1.4% |
| Bing Ads | \$1,872,690 | 831258200% | 141864 | 1.7% |
| Facebook | \$1,185,590 | 888312200% | 101938 | 1.1% |
| Google Ads | \$1,459,380 | 909733400% | 131765 | 1.5% |
| Google Search | \$864,410 | 375901000% | 68957 | 2.3% |
| LinkedIn Ads | \$1,300,430 | 828068200% | 112642 | 1.3% |
| StackAdapt | \$968,750 | 876877000% | 108648 | 1.2% |

Campaign Performance Table

| campaign | Spend | Impressions | Clicks | CVR |
|------------------------------|-------------|-------------|--------|------|
| Awareness Social | \$1,213,350 | 848405 | 86776 | 1.0% |
| Brand Awareness Programmatic | \$1,399,090 | 979665 | 98721 | 1.0% |
| Brand Search | \$1,787,630 | 872215 | 88677 | 0.9% |
| High Intent Search | \$1,544,440 | 868776 | 88677 | 0.9% |
| Lead Gen Social | \$1,272,670 | 867975 | 88677 | 0.9% |
| Retargeting Display | \$1,395,440 | 894118 | 98721 | 1.1% |