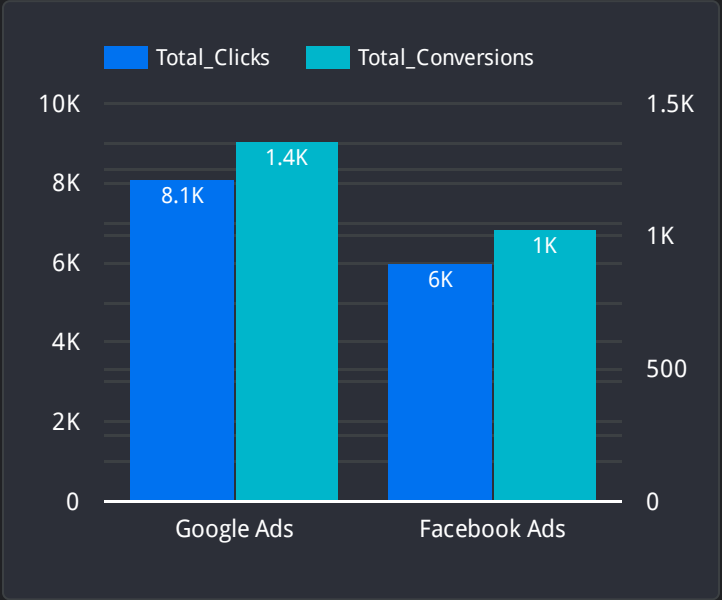


Ad Campaign Analysis

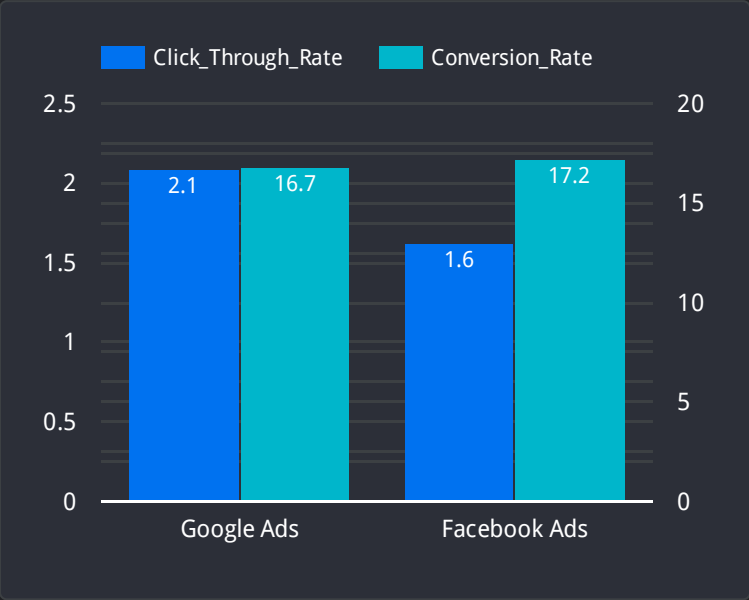
Source ▾

Total_Clicks	Total_Form_Submits	Total_Pageviews	Total_Contact_Clicks	Total_Spend	Avg_CPA	Avg_CPC	Avg_CTR	Avg_CVR
14.1K	1.4K	57.7K	685	37.2K	33.94	5.75	3.78	36.58

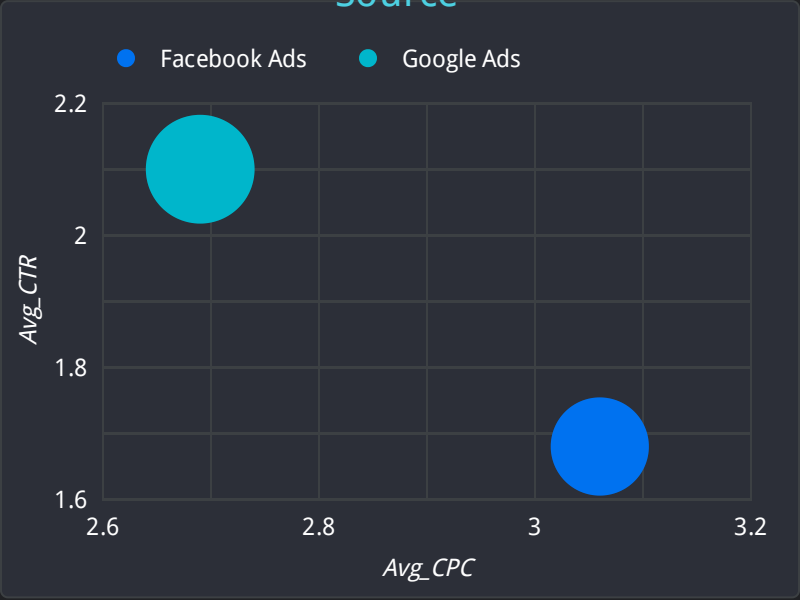
Total Clicks vs. Conversions by Source



CTR vs. Conversion Rate in both sources

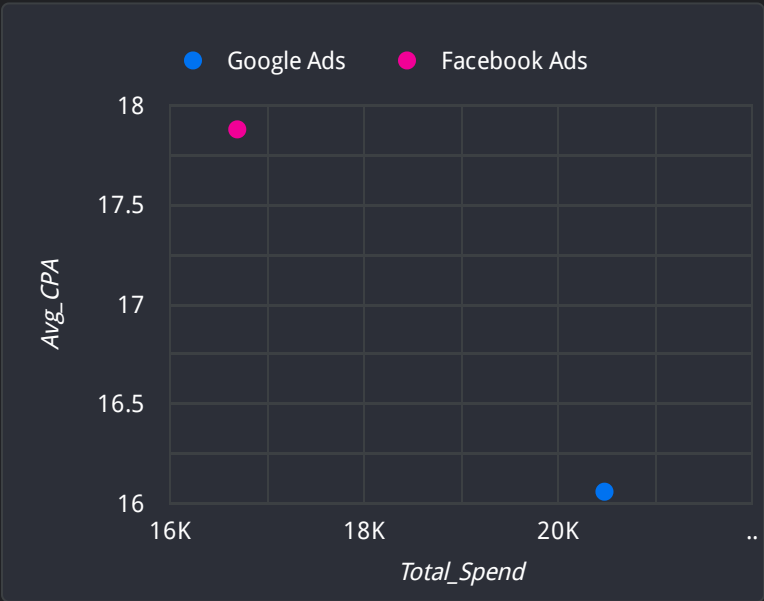


CTR vs. CPC with Spend Indication by Source

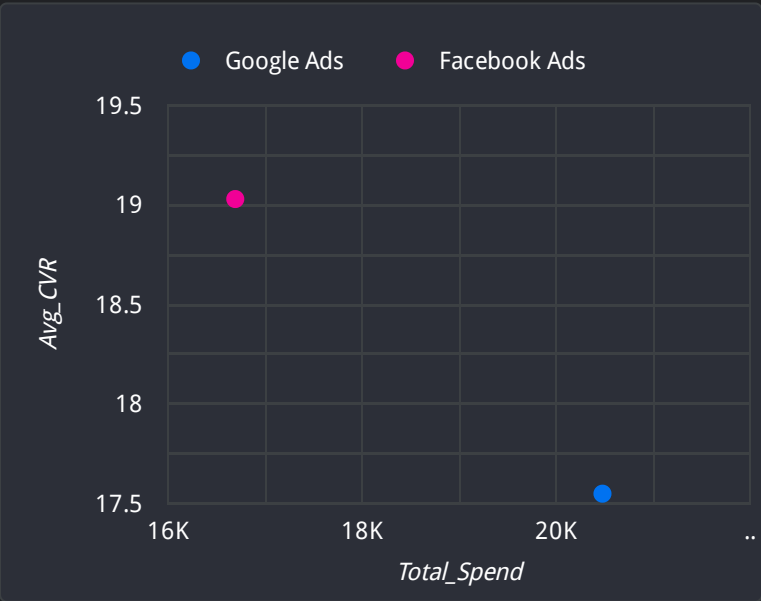


Day_Of_Week ▾

Avg CPA vs. Total Spend by Source



Avg CVR vs. Total Spend by Source



Avg CTR, CPC, and CVR by by Source and day of week

