1. Comparison between CTR and conversion rate:

<https://console.cloud.google.com/bigquery?sq=197989054789:a405a7366ea64ce28954a4beee5a3633>

1. Conversion rate percentage fro both campaigns:

<https://console.cloud.google.com/bigquery?sq=197989054789:a4a2fc51c6b4419e903be720c45e6e63>

1. Engagement metrics : <https://console.cloud.google.com/bigquery?sq=197989054789:41984e27c516484c8757d0534d2c84d4>
2. Key metrics of both campaigns: <https://console.cloud.google.com/bigquery?sq=197989054789:4d0bc7eca4a440aface2b7aca3b78742>
3. Performance analysis by day of week: <https://console.cloud.google.com/bigquery?sq=197989054789:b156462917934f3ba650ed9a779122e1>
4. Total impressions and conversions : <https://console.cloud.google.com/bigquery?sq=197989054789:1be95c48b4fc4119ad3244d9f41a8017>