

Table 1

campaign_id	ad_group_name	iPhone	android_smartphone	iPad	desktop	android_tablet
6090778604987	All Placements Collection Product Set	473	384	349	210	213
6090778604987	All Placements Janitorial Supplies	307	248	206	230	155
6090778604987	All Placements Collection Product Set - ROAS	531	448	375	227	244
6090778604987	All Placements Hotel Room Amenitites	617	552	403	355	195
6090778604987	TakeOut Containers	109	115	76	59	40
6090778604987	To-Go Coffee	111	111	77	59	40
6090778604987	Delivery Bags	112	113	77	56	48
6090778604987	Take-Out Bags	103	104	61	55	36
6090778604987	TOT AVG	2363	2075	1624	1251	971
6097547919387	Culinary School Interests	549	547	121	202	268
6097547919387	Job Title Targeting Food Service	460	462	63	188	168
6097547919387	Email Signup Lookalike	329	347	38	158	169
6097547919387	Competitor Targeting	590	583	126	193	228
6097547919387	Foodies Business Owners	131	136	2	38	35
	TOT AVG	2059	2075	350	779	868
6104463256787	WebPlus Video Viewers-Lookalike	231	229	145	77	134
6104463256787	Website Vistors 90	736	707	387	255	237
6104463256787	WebPlus Video Viewers	100	80	11	70	6
6104463256787	Webplus Page Visitors	108	88	36	56	8
6104463256787	Website Visitors 90 - IG Story Ad	81	78	77		73
	TOT AVG	1256	1182	656	458	458
6088194160387	All Placements FB & IG Engagers	610	589	295	102	159
6088194160387	All Placements Site Visitors	442	476	167	81	139
6088194160387	All Placements Lapsed Customer	551	466	257	85	165
6088194160387	All Placements Lead on Website	749	665	349	122	205
	TOT AVG	2352	2196	1068	390	668
6131411678387	VATC 29	818	669	345	617	163
6131411678387	VATC 20	954	804	456	634	228
6131411678387	VATC 7	1306	1171	604	672	351
6131411678387	VATC 2	1377	1297	704	719	367
	TOT AVG	4455	3941	2109	2642	1109

campaign_id	ad_group_name	iPhone	android_smartphone	iPad	desktop	android_tablet
6131110299387	VATC 29	1022	1020	514	686	377
6131110299387	VATC 20	1166	1149	589	722	425
6131110299387	VATC 7	1459	1473	807	832	547
6131110299387	VATC 2	1504	1543	909	881	648
	TOT AVG	5151	5185	2819	3121	1997
6134891164787	1.2.20 Jan Coupon	2	2	2	2	2
6134891164787	1.16.20 Outdoor Fryers	2	2	2	2	2
6134891164787	1.21.20 Candy Making	2	2	2	2	2
6134891164787	2.7.20 Charcuterie Sale	2	2	2	2	2
6134891164787	2.11.20 Tempeh	2	2	2	2	2
6134891164787	2.13.20 Sign Sale	2	2	2	2	2
6134891164787	2.14.20 Webeats	1	1	1	1	1
6134891164787	2.19.20 Crepe Sale	2	2	2	2	2
6134891164787	2.21.20 Grill Cleaner	2	2	2	2	2
6134891164787	3.2.19 March Coupon	2	2	2	2	2
6134891164787	3.12.20 Email Flyer	2	2	2	2	2
6134891164787	1.3.20 WebEats	2	1	1	1	1
6134891164787	1.24.20 Web Eats	2	2	2	2	2
6134891164787	1.31.20 Web Eats	2	2	2	2	2
6134891164787	2.3.20 Feb Coupon	2	2	2	2	2
6134891164787	2.26.20 Acopa Lunar	2	2	2	2	2
6134891164787	3.5.19 Email Flyer	2	2	2	2	2
	TOT AVG	33	32	32	32	32
6171545886387	Restaurant Owners	167	162	111	65	74
6134896614387	Takeout-Restaurant Owners	30	30	15		15
6175626238387	Add to Cart No Purchase	29	28	15	5	11
6137548431187	1.6.20 Pizza Bag	2	2	2		2
6137548431187	1.13.20 Wing Sauce	2	2	2		2
6137548431187	1.22.20 Champagne Flute	2	2	2		2
6137548431187	1.29.20 Cake Pan	2	2	2		2
6137548431187	2.7.20 Candy Box	2	2	2		2
6137548431187	2.14.20 Underbar Ice Bin	2	2	2		2
6137548431187	2.18.20 Frozen Beverage Dispenser	2	2	2		2
6137548431187	2.26.20 Pub Glass	2	2	2		2

campaign_id	ad_group_name	iPhone	android_smartphone	iPad	desktop	android_tablet
6137548431187	3.5.20 Green Apron	2	2	2		2
	TOT AVG	18	18	18	0	18

campaign_id	ad_group_name	other	BLANK	iPod	SUM	% iPhone
6090778604987	All Placements Collection Product Set	168		70	1867	25.3347616497054
6090778604987	All Placements Janitorial Supplies	115		32	1293	23.7432327919567
6090778604987	All Placements Collection Product Set - ROAS	183		17	2025	26.2222222222222
6090778604987	All Placements Hotel Room Amenitites	168		54	2344	26.3225255972696
6090778604987	TakeOut Containers	21	1	12	433	25.1732101616628
6090778604987	To-Go Coffee	22	1	12	433	25.635103926097
6090778604987	Delivery Bags	27	1	10	444	25.2252252252252
6090778604987	Take-Out Bags	27	1	15	402	25.6218905472637
6090778604987	TOT AVG	731	4	222	9241	25.5708256682177
6097547919387	Culinary School Interests	191		40	1918	28.6235662148071
6097547919387	Job Title Targeting Food Service	142		16	1499	30.6871247498332
6097547919387	Email Signup Lookalike	140		12	1193	27.5775356244761
6097547919387	Competitor Targeting	161		28	1909	30.9062336301729
6097547919387	Foodies Business Owners	15			357	36.6946778711485
	TOT AVG	649	0	96	6876	29.9447353112275
6104463256787	WebPlus Video Viewers-Lookalike	96		83	995	23.2160804020101
6104463256787	Website Vistors 90	112		19	2453	30.0040766408479
6104463256787	WebPlus Video Viewers	6			273	36.6300366300366
6104463256787	Webplus Page Visitors	8			304	35.5263157894737
6104463256787	Website Visitors 90 - IG Story Ad	51		42	402	20.1492537313433
	TOT AVG	273	0	144	4427	28.3713575784956
6088194160387	All Placements FB & IG Engagers	109		37	1901	32.0883745397159
6088194160387	All Placements Site Visitors	96		15	1416	31.2146892655367
6088194160387	All Placements Lapsed Customer	138		40	1702	32.3736780258519
6088194160387	All Placements Lead on Website	164		1	2255	33.2150776053215
	TOT AVG	507	0	93	7274	32.3343414902392
6131411678387	VATC 29	133		5	2750	29.7454545454545
6131411678387	VATC 20	169		6	3251	29.344816979391
6131411678387	VATC 7	262		14	4380	29.8173515981735
6131411678387	VATC 2	224		14	4702	29.2854104636325
	TOT AVG	788	0	39	15083	29.5365643439634

campaign_id	ad_group_name	other	BLANK	iPod	SUM	% iPhone
6131110299387	VATC 29	296		36	3951	25.8668691470514
6131110299387	VATC 20	327		60	4438	26.2730959891843
6131110299387	VATC 7	365		107	5590	26.1001788908766
6131110299387	VATC 2	388		126	5999	25.0708451408568
	TOT AVG	1376	0	329	19978	25.7833616978677
6134891164787	1.2.20 Jan Coupon	2		1	13	15.3846153846154
6134891164787	1.16.20 Outdoor Fryers	2		1	13	15.3846153846154
6134891164787	1.21.20 Candy Making	2		2	14	14.2857142857143
6134891164787	2.7.20 Charcuterie Sale	2			12	16.6666666666667
6134891164787	2.11.20 Tempeh	2		2	14	14.2857142857143
6134891164787	2.13.20 Sign Sale	2		1	13	15.3846153846154
6134891164787	2.14.20 Webeats	1			6	16.6666666666667
6134891164787	2.19.20 Crepe Sale	2		1	13	15.3846153846154
6134891164787	2.21.20 Grill Cleaner	2			12	16.6666666666667
6134891164787	3.2.19 March Coupon	2		1	13	15.3846153846154
6134891164787	3.12.20 Email Flyer	2		1	13	15.3846153846154
6134891164787	1.3.20 WebEats	1			7	28.5714285714286
6134891164787	1.24.20 Web Eats	2			12	16.6666666666667
6134891164787	1.31.20 Web Eats	2			12	16.6666666666667
6134891164787	2.3.20 Feb Coupon	2		2	14	14.2857142857143
6134891164787	2.26.20 Acopa Lunar	2			12	16.6666666666667
6134891164787	3.5.19 Email Flyer	2			12	16.6666666666667
	TOT AVG	32	0	12	205	16.0975609756098
6171545886387	Restaurant Owners	46	1	18	644	25.9316770186335
6134896614387	Takeout-Restaurant Owners	15		14	119	25.2100840336134
6175626238387	Add to Cart No Purchase	5		4	97	29.8969072164948
6137548431187	1.6.20 Pizza Bag	2		2	12	16.6666666666667
6137548431187	1.13.20 Wing Sauce	2		2	12	16.6666666666667
6137548431187	1.22.20 Champagne Flute	2		2	12	16.6666666666667
6137548431187	1.29.20 Cake Pan	2		2	12	16.6666666666667
6137548431187	2.7.20 Candy Box	2		1	11	18.1818181818182
6137548431187	2.14.20 Underbar Ice Bin	2		1	11	18.1818181818182
6137548431187	2.18.20 Frozen Beverage Dispenser	2		1	11	18.1818181818182
6137548431187	2.26.20 Pub Glass	2			10	20

campaign_id	ad_group_name	other	BLANK	iPod	SUM	% iPhone
6137548431187	3.5.20 Green Apron	2		1	11	18.1818181818182
	TOT AVG	18	0	12	102	17.6470588235294

campaign_id	ad_group_name	% android_smartphone	% iPad	% desktop	% android_tablet	% other
6090778604987	All Placements Collection Product Set	20.5677557579004	18.6930905195501	11.2479914301018	11.4086770219604	8.99839314408141
6090778604987	All Placements Janitorial Supplies	19.1802010827533	15.9319412219644	17.7880897138438	11.9876256767208	8.89404485692189
6090778604987	All Placements Collection Product Set - ROAS	22.1234567901235	18.5185185185185	11.2098765432099	12.0493827160494	9.03703703703704
6090778604987	All Placements Hotel Room Amenitites	23.5494880546075	17.1928327645051	15.1450511945392	8.31911262798635	7.16723549488055
6090778604987	TakeOut Containers	26.5588914549654	17.5519630484988	13.6258660508083	9.2378752886836	4.84988452655889
6090778604987	To-Go Coffee	25.635103926097	17.7829099307159	13.6258660508083	9.2378752886836	5.08083140877598
6090778604987	Delivery Bags	25.4504504504505	17.3423423423423	12.6126126126126	10.8108108108108	6.08108108108108
6090778604987	Take-Out Bags	25.8706467661692	15.1741293532338	13.681592039801	8.95522388059701	6.71641791044776
6090778604987	TOT AVG	22.4542798398442	17.5738556433286	13.5374959419976	10.5075208310789	7.91039930743426
6097547919387	Culinary School Interests	28.5192909280501	6.30865484880083	10.5318039624609	13.9728884254432	9.95828988529718
6097547919387	Job Title Targeting Food Service	30.8205470313542	4.20280186791194	12.5416944629753	11.2074716477652	9.47298198799199
6097547919387	Email Signup Lookalike	29.0863369656329	3.18524727577536	13.243922883487	14.1659681475272	11.7351215423303
6097547919387	Competitor Targeting	30.5395495023573	6.60031430068098	10.1100052383447	11.9434258774227	8.43373493975904
6097547919387	Foodies Business Owners	38.0952380952381	0.560224089635854	10.6442577030812	9.80392156862745	4.20168067226891
	TOT AVG	30.1774287376382	5.09016870273415	11.3292611983711	12.6236183827807	9.43862710878418
6104463256787	WebPlus Video Viewers-Lookalike	23.0150753768844	14.572864321608	7.73869346733668	13.4673366834171	9.64824120603015
6104463256787	Website Vistors 90	28.821850794945	15.7766000815328	10.3954341622503	9.66163880962087	4.56583774969425
6104463256787	WebPlus Video Viewers	29.3040293040293	4.02930402930403	25.6410256410256	2.1978021978022	2.1978021978022
6104463256787	Webplus Page Visitors	28.9473684210526	11.8421052631579	18.4210526315789	2.63157894736842	2.63157894736842
6104463256787	Website Visitors 90 - IG Story Ad	19.4029850746269	19.1542288557214	0	18.1592039800995	12.6865671641791
	TOT AVG	26.6997967020556	14.8181612830359	10.3456065055342	10.3456065055342	6.16670431443415
6088194160387	All Placements FB & IG Engagers	30.9836927932667	15.5181483429774	5.36559705418201	8.36401893740137	5.73382430299842
6088194160387	All Placements Site Visitors	33.6158192090395	11.7937853107345	5.72033898305085	9.81638418079096	6.77966101694915
6088194160387	All Placements Lapsed Customer	27.37955346651	15.0998824911868	4.99412455934195	9.69447708578143	8.10810810810811
6088194160387	All Placements Lead on Website	29.490022172949	15.4767184035477	5.41019955654102	9.09090909090909	7.27272727272727
	TOT AVG	30.1897167995601	14.6824305746494	5.36156172669783	9.18339290624141	6.97003024470718
6131411678387	VATC 29	24.3272727272727	12.5454545454545	22.4363636363636	5.92727272727273	4.83636363636364
6131411678387	VATC 20	24.7308520455245	14.0264533989542	19.5016917871424	7.01322669947708	5.19840049215626
6131411678387	VATC 7	26.7351598173516	13.7899543378995	15.3424657534247	8.01369863013699	5.98173515981735
6131411678387	VATC 2	27.5840068056146	14.9723521905572	15.2913653764356	7.80518928115695	4.76393024245002
	TOT AVG	26.1287542266127	13.9826294503746	17.5164092024133	7.35264867731884	5.22442484916794

campaign_id	ad_group_name	% android_smartphone	% iPad	% desktop	% android_tablet	% other
6131110299387	VATC 29	25.8162490508732	13.009364717793	17.3626929891167	9.54188812958745	7.49177423437105
6131110299387	VATC 20	25.8900405588103	13.2717440288418	16.2685894547093	9.57638575935106	7.36818386660658
6131110299387	VATC 7	26.350626118068	14.4364937388193	14.8837209302326	9.78533094812165	6.52951699463327
6131110299387	VATC 2	25.7209534922487	15.1525254209035	14.6857809634939	10.80180030005	6.46774462410402
	TOT AVG	25.9535489037942	14.1105215737311	15.6221844028431	9.99599559515467	6.88757633396736
6134891164787	1.2.20 Jan Coupon	15.3846153846154	15.3846153846154	15.3846153846154	15.3846153846154	15.3846153846154
6134891164787	1.16.20 Outdoor Fryers	15.3846153846154	15.3846153846154	15.3846153846154	15.3846153846154	15.3846153846154
6134891164787	1.21.20 Candy Making	14.2857142857143	14.2857142857143	14.2857142857143	14.2857142857143	14.2857142857143
6134891164787	2.7.20 Charcuterie Sale	16.6666666666667	16.6666666666667	16.6666666666667	16.6666666666667	16.6666666666667
6134891164787	2.11.20 Tempeh	14.2857142857143	14.2857142857143	14.2857142857143	14.2857142857143	14.2857142857143
6134891164787	2.13.20 Sign Sale	15.3846153846154	15.3846153846154	15.3846153846154	15.3846153846154	15.3846153846154
6134891164787	2.14.20 Webeats	16.6666666666667	16.6666666666667	16.6666666666667	16.6666666666667	16.6666666666667
6134891164787	2.19.20 Crepe Sale	15.3846153846154	15.3846153846154	15.3846153846154	15.3846153846154	15.3846153846154
6134891164787	2.21.20 Grill Cleaner	16.6666666666667	16.6666666666667	16.6666666666667	16.6666666666667	16.6666666666667
6134891164787	3.2.19 March Coupon	15.3846153846154	15.3846153846154	15.3846153846154	15.3846153846154	15.3846153846154
6134891164787	3.12.20 Email Flyer	15.3846153846154	15.3846153846154	15.3846153846154	15.3846153846154	15.3846153846154
6134891164787	1.3.20 WebEats	14.2857142857143	14.2857142857143	14.2857142857143	14.2857142857143	14.2857142857143
6134891164787	1.24.20 Web Eats	16.6666666666667	16.6666666666667	16.6666666666667	16.6666666666667	16.6666666666667
6134891164787	1.31.20 Web Eats	16.6666666666667	16.6666666666667	16.6666666666667	16.6666666666667	16.6666666666667
6134891164787	2.3.20 Feb Coupon	14.2857142857143	14.2857142857143	14.2857142857143	14.2857142857143	14.2857142857143
6134891164787	2.26.20 Acopa Lunar	16.6666666666667	16.6666666666667	16.6666666666667	16.6666666666667	16.6666666666667
6134891164787	3.5.19 Email Flyer	16.6666666666667	16.6666666666667	16.6666666666667	16.6666666666667	16.6666666666667
	TOT AVG	15.609756097561	15.609756097561	15.609756097561	15.609756097561	15.609756097561
6171545886387	Restaurant Owners	25.1552795031056	17.2360248447205	10.0931677018634	11.4906832298137	7.14285714285714
6134896614387	Takeout-Restaurant Owners	25.2100840336134	12.6050420168067	0	12.6050420168067	12.6050420168067
6175626238387	Add to Cart No Purchase	28.8659793814433	15.4639175257732	5.15463917525773	11.340206185567	5.15463917525773
6137548431187	1.6.20 Pizza Bag	16.6666666666667	16.6666666666667	0	16.6666666666667	16.6666666666667
6137548431187	1.13.20 Wing Sauce	16.6666666666667	16.6666666666667	0	16.6666666666667	16.6666666666667
6137548431187	1.22.20 Champagne Flute	16.6666666666667	16.6666666666667	0	16.6666666666667	16.6666666666667
6137548431187	1.29.20 Cake Pan	16.6666666666667	16.6666666666667	0	16.6666666666667	16.6666666666667
6137548431187	2.7.20 Candy Box	18.1818181818182	18.1818181818182	0	18.1818181818182	18.1818181818182
6137548431187	2.14.20 Underbar Ice Bin	18.1818181818182	18.1818181818182	0	18.1818181818182	18.1818181818182
6137548431187	2.18.20 Frozen Beverage Dispenser	18.1818181818182	18.1818181818182	0	18.1818181818182	18.1818181818182
6137548431187	2.26.20 Pub Glass	20	20	0	20	20

campaign_id	ad_group_name	% android_smartphone	% iPad	% desktop	% android_tablet	% other
6137548431187	3.5.20 Green Apron	18.1818181818182	18.1818181818182	0	18.1818181818182	18.1818181818182
	TOT AVG	17.6470588235294	17.6470588235294	0	17.6470588235294	17.6470588235294

campaign_id	ad_group_name	% BLANK	% iPod
6090778604987	All Placements Collection Product Set	0	3.74933047670059
6090778604987	All Placements Janitorial Supplies	0	2.47486465583913
6090778604987	All Placements Collection Product Set - ROAS	0	0.839506172839506
6090778604987	All Placements Hotel Room Amenitites	0	2.3037542662116
6090778604987	TakeOut Containers	0.23094688221709	2.77136258660508
6090778604987	To-Go Coffee	0.23094688221709	2.77136258660508
6090778604987	Delivery Bags	0.225225225225225	2.25225225225225
6090778604987	Take-Out Bags	0.248756218905473	3.73134328358209
6090778604987	TOT AVG	0.043285358727410	2.40233740937128
6097547919387	Culinary School Interests	0	2.08550573514077
6097547919387	Job Title Targeting Food Service	0	1.06737825216811
6097547919387	Email Signup Lookalike	0	1.00586756077117
6097547919387	Competitor Targeting	0	1.46673651126244
6097547919387	Foodies Business Owners	0	0
	TOT AVG	0	1.39616055846422
6104463256787	WebPlus Video Viewers-Lookalike	0	8.34170854271357
6104463256787	Website Vistors 90	0	0.774561761108846
6104463256787	WebPlus Video Viewers	0	0
6104463256787	Webplus Page Visitors	0	0
6104463256787	Website Visitors 90 - IG Story Ad	0	10.4477611940299
	TOT AVG	0	3.25276711091032
6088194160387	All Placements FB & IG Engagers	0	1.94634402945818
6088194160387	All Placements Site Visitors	0	1.05932203389831
6088194160387	All Placements Lapsed Customer	0	2.35017626321974
6088194160387	All Placements Lead on Website	0	0.044345898004434
	TOT AVG	0	1.27852625790487
6131411678387	VATC 29	0	0.181818181818182
6131411678387	VATC 20	0	0.18455859735466
6131411678387	VATC 7	0	0.319634703196347
6131411678387	VATC 2	0	0.297745640153126
	TOT AVG	0	0.258569250149175

campaign_id	ad_group_name	% BLANK	% iPod
6131110299387	VATC 29	0	0.911161731207289
6131110299387	VATC 20	0	1.35196034249662
6131110299387	VATC 7	0	1.91413237924866
6131110299387	VATC 2	0	2.10035005834306
	TOT AVG	0	1.64681149264191
6134891164787	1.2.20 Jan Coupon	0	7.69230769230769
6134891164787	1.16.20 Outdoor Fryers	0	7.69230769230769
6134891164787	1.21.20 Candy Making	0	14.2857142857143
6134891164787	2.7.20 Charcuterie Sale	0	0
6134891164787	2.11.20 Tempeh	0	14.2857142857143
6134891164787	2.13.20 Sign Sale	0	7.69230769230769
6134891164787	2.14.20 Webeats	0	0
6134891164787	2.19.20 Crepe Sale	0	7.69230769230769
6134891164787	2.21.20 Grill Cleaner	0	0
6134891164787	3.2.19 March Coupon	0	7.69230769230769
6134891164787	3.12.20 Email Flyer	0	7.69230769230769
6134891164787	1.3.20 WebEats	0	0
6134891164787	1.24.20 Web Eats	0	0
6134891164787	1.31.20 Web Eats	0	0
6134891164787	2.3.20 Feb Coupon	0	14.2857142857143
6134891164787	2.26.20 Acopa Lunar	0	0
6134891164787	3.5.19 Email Flyer	0	0
	TOT AVG	0	5.85365853658537
6171545886387	Restaurant Owners	0.15527950310559	2.79503105590062
6134896614387	Takeout-Restaurant Owners	0	11.7647058823529
6175626238387	Add to Cart No Purchase	0	4.12371134020619
6137548431187	1.6.20 Pizza Bag	0	16.6666666666667
6137548431187	1.13.20 Wing Sauce	0	16.6666666666667
6137548431187	1.22.20 Champagne Flute	0	16.6666666666667
6137548431187	1.29.20 Cake Pan	0	16.6666666666667
6137548431187	2.7.20 Candy Box	0	9.09090909090909
6137548431187	2.14.20 Underbar Ice Bin	0	9.09090909090909
6137548431187	2.18.20 Frozen Beverage Dispenser	0	9.09090909090909
6137548431187	2.26.20 Pub Glass	0	0

campaign_id	ad_group_name	% BLANK	% iPod
6137548431187	3.5.20 Green Apron	0	9.09090909090909
	TOT AVG	0	11.7647058823529