

Table 1

		All Placements   Collection Product Set	All Placements   Janitorial Supplies	All Placements   Collection Product Set - ROAS	All Placements   Hotel Room Amenities	TakeOut Containers
Campaign 1	Avg Impressions Campaign = '6090778604987'	512.358	480.514	574.695	382.301	321.527
	Max Impression	9264	5274	17357	14920	8114
	Percentage Apple	46.6957946477335	42.1500386697602	45.5802469135803	45.8191126279863	45.5157192075797
	Percentage Android	32.605133806663	31.1678267594741	34.1728395061728	31.8686006825939	35.8796296296296
	Percentage Unknown	20.6990715456035	26.6821345707657	20.2469135802469	22.3122866894198	18.6046511627907
	Difference	14.0906608410705	10.9822119102861	11.4074074074075	13.9505119453924	9.6360895779501
		Culinary School Interests	Job Title Targeting Food Service	Email Signup Lookalike	Competitor Targeting	Foodies Business Owners
Campaign 2	Avg Impressions Campaign = '6097547919387'	138.025	78.578	87.43	102.265	6.406
	Max Impression	3772	2429	2197	3678	42
	Percentage Apple	37.0177267987487	35.9573048699133	31.7686504610226	38.9732844421163	37.2549019607844
	Percentage Android	42.4921793534932	42.0280186791194	43.2523051131601	42.48297537978	47.8991596638655
	Percentage Unknown	20.4900938477581	22.0146764509673	24.9790444258173	18.5437401781037	14.8459383753501
	Difference	-5.4744525547445	-6.0707138092061	-11.4836546521375	-3.5096909376637	-10.6442577030811
		WebPlus Video Viewers-Lookalike	Website Vistors   90	WebPlus Video Viewers	Webplus Page Visitors	Website Visitors   90 - IG Story Ad
Campaign 3	Avg Impressions Campaign = '6104463256787'	1370.403	49.733	4.176	4.819	631.883
	Max Impression	13439	1157	44	96	5441
	Percentage Apple	46.1306532663317	46.5552384834896	40.6593406593407	47.3684210526315	49.7512437810945
	Percentage Android	36.4824120603015	38.4834896045658	31.5018315018315	31.5789473684211	37.5621890547264
	Percentage Unknown	17.3869346733668	14.9612719119446	27.8388278388278	21.0526315789474	12.6865671641791
	Difference	9.6482412060302	8.0717488789238	9.1575091575092	15.7894736842104	12.1890547263681
		All Placements   FB & IG Engagers	All Placements   Site Visitors	All Placements   Lapsed Customer	All Placements   Lead on Website	
Campaign 4	Avg Impressions Campaign = '6088194160387'	182.092	114.374	110.593	68.981	
	Max Impression	3710	1743	2198	1435	
	Percentage Apple	49.5528669121515	44.0677966101695	49.8237367802585	48.7361419068736	
	Percentage Android	39.3477117306681	43.4322033898305	37.0740305522914	38.5809312638581	
	Percentage Unknown	11.0994213571804	12.5	13.1022326674501	12.6829268292683	
	Difference	10.2051551814834	0.635593220339	12.7497062279671	10.1552106430155	
		VATC   29	VATC   20	VATC   7	VATC   2	
Campaign 5	Avg Impressions Campaign = '6131411678387'	43.721	77.098	144.801	158.822	
	Max Impression	772	1275	3134	4175	
	Percentage Apple	42.4727272727272	43.5558289756998	43.9269406392694	44.5555082943428	

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	Percentage Android	30.2545454545455	31.7440787450015	34.7488584474886	35.3891960867716	
	Percentage Unknown	27.2727272727273	24.7000922792987	21.324200913242	20.0552956188856	
	Difference	12.2181818181817	11.8117502306983	9.1780821917808	9.1663122075712	
		VATC   29	VATC   20	VATC   7	VATC   2	
Campaign 6	Avg Impressions Campaign = '6131110299387'	192.541	274.492	533.294	566.295	
	Max Impression	3891	5346	12162	11604	
	Percentage Apple	39.7873955960517	40.8968003605228	42.4508050089446	42.3237206201034	
	Percentage Android	35.3581371804606	35.4664263181613	36.1359570661896	36.5227537922987	
	Percentage Unknown	24.8544672234877	23.6367733213159	21.4132379248658	21.1535255875979	
	Difference	4.4292584155911	5.4303740423615	6.314847942755	5.8009668278047	
		Jan Coupon	Outdoor Fryers	Candy Making	Charcuterie Sale	Tempeh
Campaign 7	Avg Impressions Campaign = '6134891164787'	824.462	704.846	667	815.333	879.786
	Max Impression	3191	2688	2368	2703	3503
	Percentage Apple	38.4615384615384	38.4615384615384	42.8571428571428	33.3333333333334	42.8571428571428
	Percentage Android	30.7692307692308	30.7692307692308	28.5714285714286	33.3333333333333	28.5714285714286
	Percentage Unknown	30.7692307692308	30.7692307692308	28.5714285714286	33.3333333333333	28.5714285714286
	Difference	7.6923076923076	7.6923076923076	14.2857142857142	0.0000000000001	14.2857142857142
		Restaurant Owners				
Campaign 8	Avg Impressions Campaign = '6171545886387'	1217.73				
	Max Impression	31353				
	Percentage Apple	46.0342146189735				
	Percentage Android	36.7029548989114				
	Percentage Unknown	17.2628304821151				
	Difference	9.3312597200621				
		Takeout- Restaurant Owners				
Campaign 9	Avg Impressions Campaign = '6134896614387'	2383.597				
	Max Impression	15935				
	Percentage Apple	49.5798319327731				
	Percentage Android	37.8151260504202				
	Percentage Unknown	12.6050420168067				
	Difference	11.7647058823529				

		All Placements   Collection Product Set	All Placements   Janitorial Supplies	All Placements   Collection Product Set - ROAS	All Placements   Hotel Room Amenities	TakeOut Containers
		Add to Cart   No Purchase				
Campaign 10	Avg Impressions Campaign = '6175626238387'	488.392				
	Max Impression	6125				
	Percentage Apple	49.4845360824742				
	Percentage Android	40.2061855670103				
	Percentage Unknown	10.3092783505155				
	Difference	9.2783505154639				
		Pizza Bag	Wing Sauce	Champagne Flute	Cake Pan	Candy Box
Campaign 11	Avg Impressions Campaign = '6137548431187'	927.167	940.083	627.75	948.25	880.636
	Max Impression	5959	5737	2955	5303	4357
	Percentage Apple	50	50	50	50	45.4545454545454
	Percentage Android	33.3333333333333	33.3333333333333	33.3333333333333	33.3333333333333	36.3636363636364
	Percentage Unknown	16.6666666666667	16.6666666666667	16.6666666666667	16.6666666666667	18.1818181818182
	Difference	16.6666666666667	16.6666666666667	16.6666666666667	16.6666666666667	9.090909090909

	To-Go Coffee	Delivery Bags	Take-Out Bags			
Campaign 1	318.27	325.583	393.863			
	7190	7843	10438			
	46.2962962962963	44.920993227991	44.6384039900249			
	34.9537037037037	36.3431151241535	34.9127182044888			
	18.75	18.7358916478555	20.4488778054863			
	11.3425925925926	8.5778781038375	9.7256857855361			
Campaign 2						
Campaign 3						
Campaign 4						
Campaign 5						

	To-Go Coffee	Delivery Bags	Take-Out Bags			
Campaign 6						
	Sign Sale	2.14.20 Webeats	Crepe Sale	Grill Cleaner	March Coupon	3.12.20 Email Flyer
Campaign 7	882.769	918.167	903.769	898.667	752.538	728.846
	3121	2843	3352	2887	2756	2604
	38.4615384615384	33.3333333333334	38.4615384615384	33.3333333333334	38.4615384615384	38.4615384615384
	30.7692307692308	33.3333333333333	30.7692307692308	33.3333333333333	30.7692307692308	30.7692307692308
	30.7692307692308	33.3333333333333	30.7692307692308	33.3333333333333	30.7692307692308	30.7692307692308
	7.6923076923076	0.00000000000001	7.6923076923076	0.00000000000001	7.6923076923076	7.6923076923076
Campaign 8						
Campaign 9						

	To-Go Coffee	Delivery Bags	Take-Out Bags			
Campaign 10						
	Underbar Ice Bin	Frozen Beverage Dispenser	Pub Glass	Green Apron		
Campaign 11	811	868.455	672.2	588.909		
	4186	4529	2587	2842		
	45.4545454545454	45.4545454545454	40	45.4545454545454		
	36.3636363636364	36.3636363636364	40	36.3636363636364		
	18.1818181818182	18.1818181818182	20	18.1818181818182		
	9.090909090909	9.090909090909	0	9.090909090909		

Campaign 1						
Campaign 2						
Campaign 3						
Campaign 4						
Campaign 5						

[illegible]



Campaign 10						
Campaign 11						