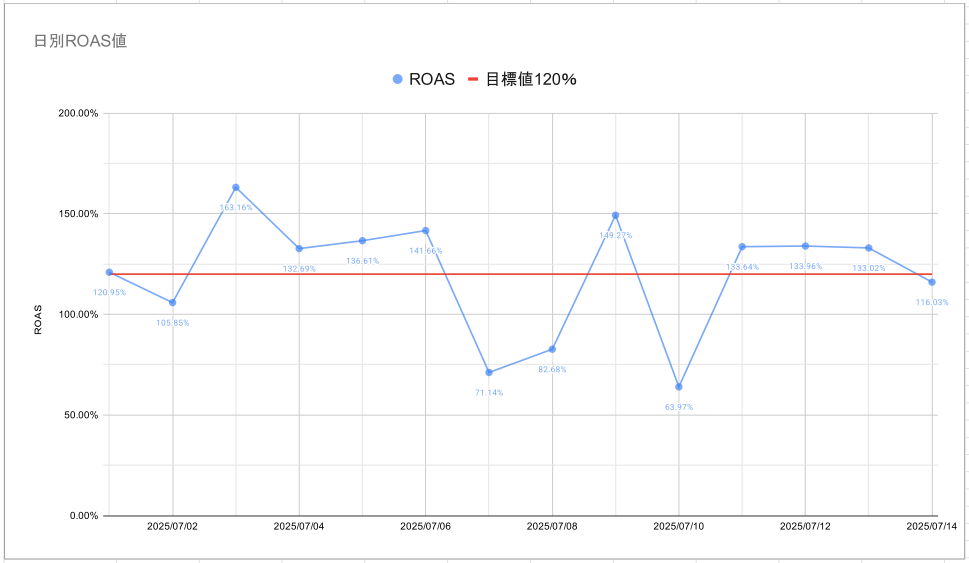
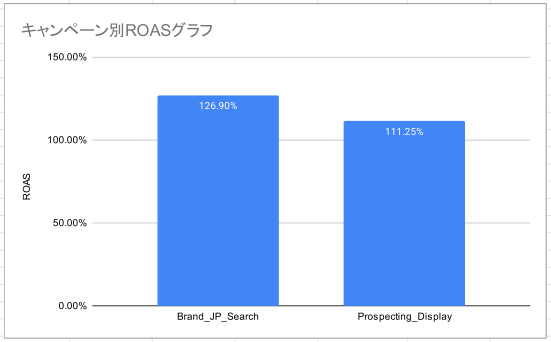
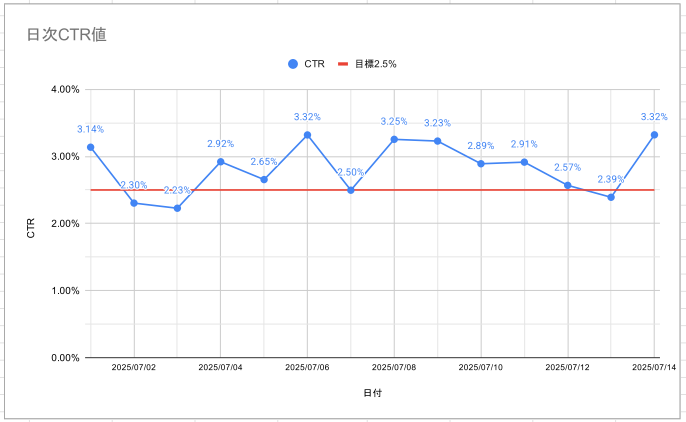
	合計Impr	合計Clicks	合計Cost	合計Conv	合計Value	CTR	CPC	CPA	ROAS
2025/07/01									
2025/07/14	1,606,873.00	45,436.00	¥4,961,237.40	961	¥5,888,500	2.83%	¥109.19	¥5,162.58	118.69%

A1開始日A2終了日

目標
CTR
2.50%
ROAS
120.00%

Date	Impr	Clicks	Cost	Conv	ConvValue	CTR	CPC	CPA	ROAS
2025/07/01	97,197	3,049	¥367,093.07	59	¥444,000	3.14%	¥120.40	¥6,221.92	120.95%
2025/07/02	129,009	2,973	¥276,809.37	61	¥293,000	2.30%	¥93.11	¥4,537.86	105.85%
2025/07/03	110,685	2,466	¥257,417.27	60	¥420,000	2.23%	¥104.39	¥4,290.29	163.16%
2025/07/04	102,734	3,000	¥313,505.94	55	¥416,000	2.92%	¥104.50	¥5,700.11	132.69%
2025/07/05	102,498	2,721	¥281,822.59	75	¥385,000	2.65%	¥103.57	¥3,757.63	136.61%
2025/07/06	139,587	4,634	¥493,793.42	96	¥699,500	3.32%	¥106.56	¥5,143.68	141.66%
2025/07/07	118,414	2,956	¥402,049.01	53	¥286,000	2.50%	¥136.01	¥7,585.83	71.14%
2025/07/08	101,813	3,313	¥414,227.48	64	¥342,500	3.25%	¥125.03	¥6,472.30	82.68%
2025/07/09	114,573	3,699	¥296,106.52	86	¥442,000	3.23%	¥80.05	¥3,443.10	149.27%
2025/07/10	101,712	2,940	¥343,122.75	51	¥219,500	2.89%	¥116.71	¥6,727.90	63.97%
2025/07/11	120,742	3,519	¥421,271.05	78	¥563,000	2.91%	¥119.71	¥5,400.91	133.64%
2025/07/12	143,450	3,685	¥344,121.17	79	¥461,000	2.57%	¥93.38	¥4,355.96	133.96%
2025/07/13	104,713	2,504	¥275,892.60	60	¥367,000	2.39%	¥110.18	¥4,598.21	133.02%
2025/07/14	119,746	3,977	¥474,005.16	84	¥550,000	3.32%	¥119.19	¥5,642.92	116.03%



キャンペーンサマリー

Campaign	Impr	Clicks	Cost	Conv	ConvValue	CTR	CPC	CPA	ROAS	CTR基準値	ROAS基準値
Brand_JP_Search	790,859.00	21,411.00	¥2,358,140.71	471	¥2,992,500.00	2.71%	¥110.14	¥5,006.67	126.90%	2.5%	120%
Prospecting_Display	816,014.00	24,025.00	¥2,603,096.69	490	¥2,896,000.00	2.94%	¥108.35	¥5,312.44	111.25%	2.5%	120%