



MERKLE
TRUTH IN DATA. PROOF IN PERFORMANCE.

Conversion Rate (%)

18

campaign_platform

All

audience_type

All

creative_type

All

Sum of spends

\$3M

Sum of link_clicks

35K

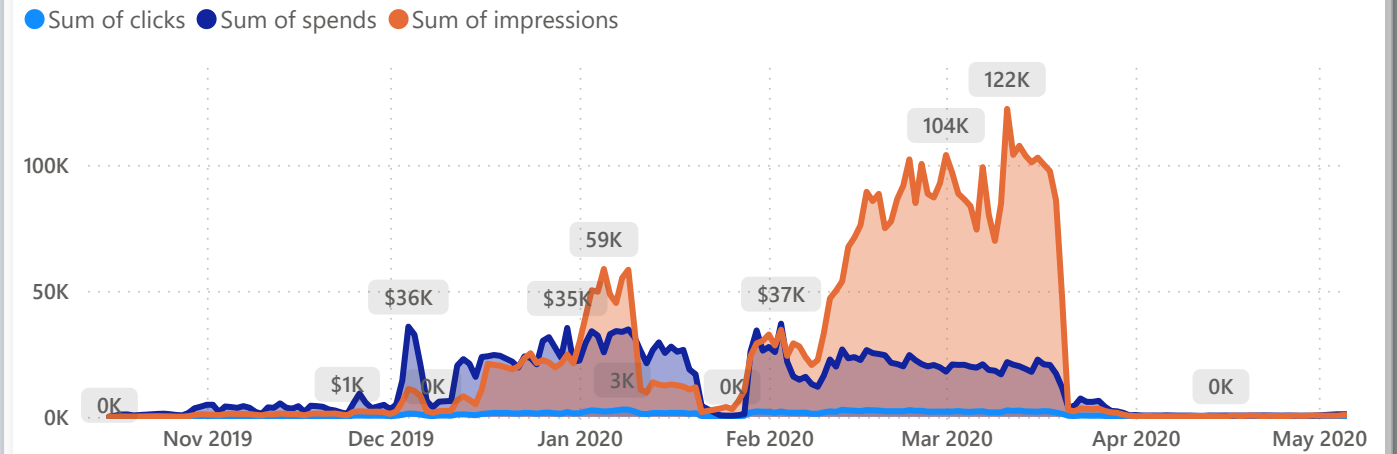
Sum of clicks

202K

Sum of impressions

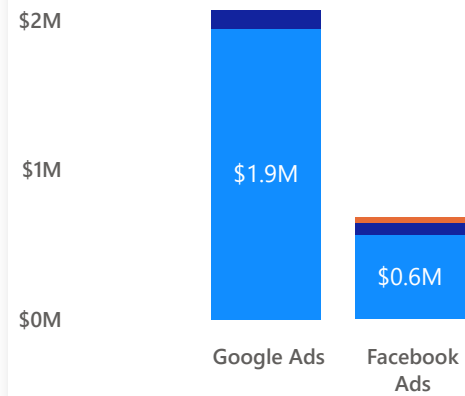
5M

Performance Over Time

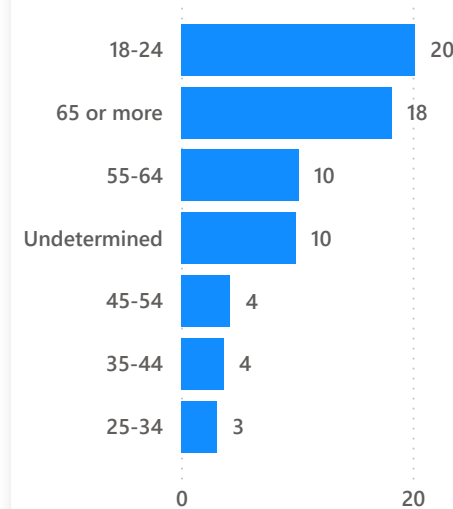


Campaign Breakdown

● Sum of spends ● Sum of clicks ● Sum of lin...



CTR by age



Performance Analysis

ctv_name	ctv_type	Impressions	Clicks	CTR	Spends
Carousal	Carousal	410173	5519	1.35	51208
Click	Image	3143510	61710	1.96	458537
Girl	Image	516929	10340	2.00	54370
Unknown	Unknown	776893	124065	15.97	1939003
Total		4847505	201634	4.16	2503119

Mobile vs. Desktop performance comparison

