



Ad Targeting and engagement

Selected month: November

Impressions

2M

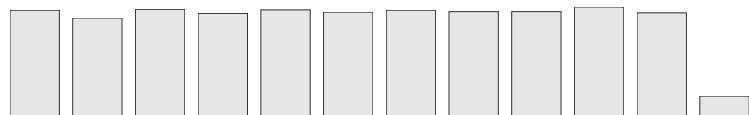
ΔPM -5.01% ↓



Clicks

192K

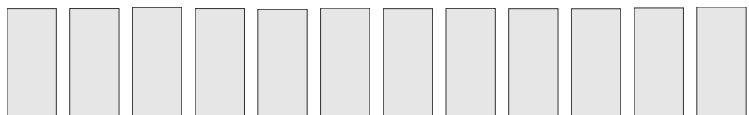
ΔPM -5.33% ↓



Average CTR

10.54%

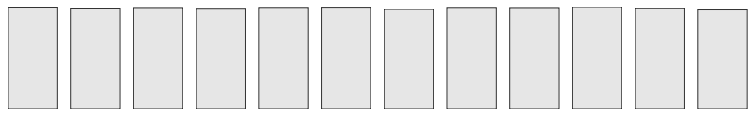
ΔPM +0.75% ↑



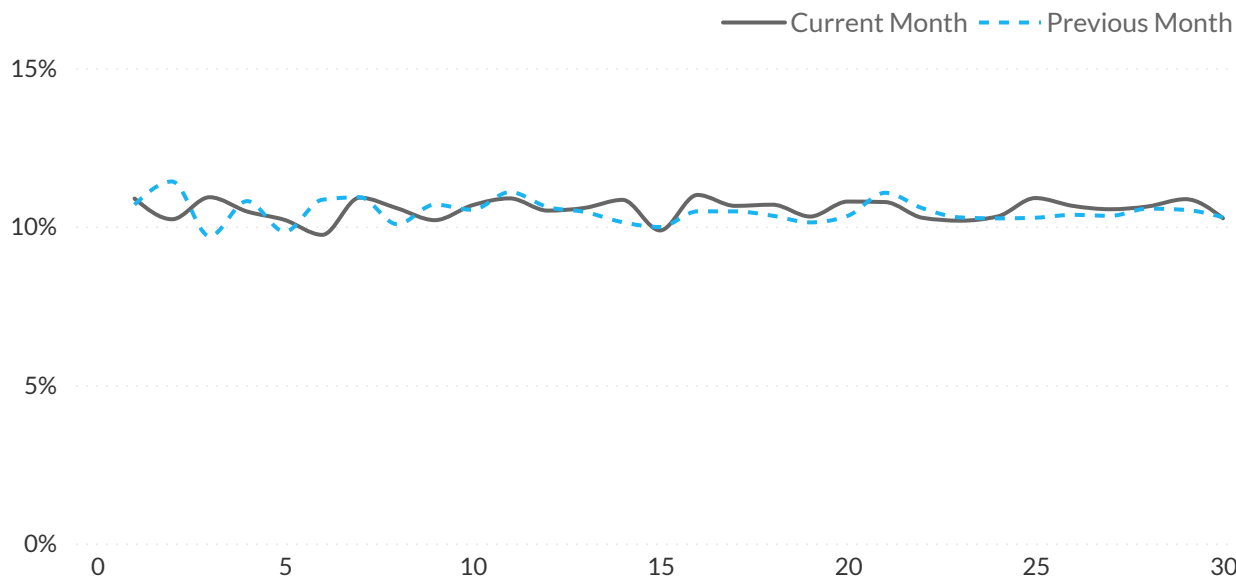
Average Ad CPC

1.05

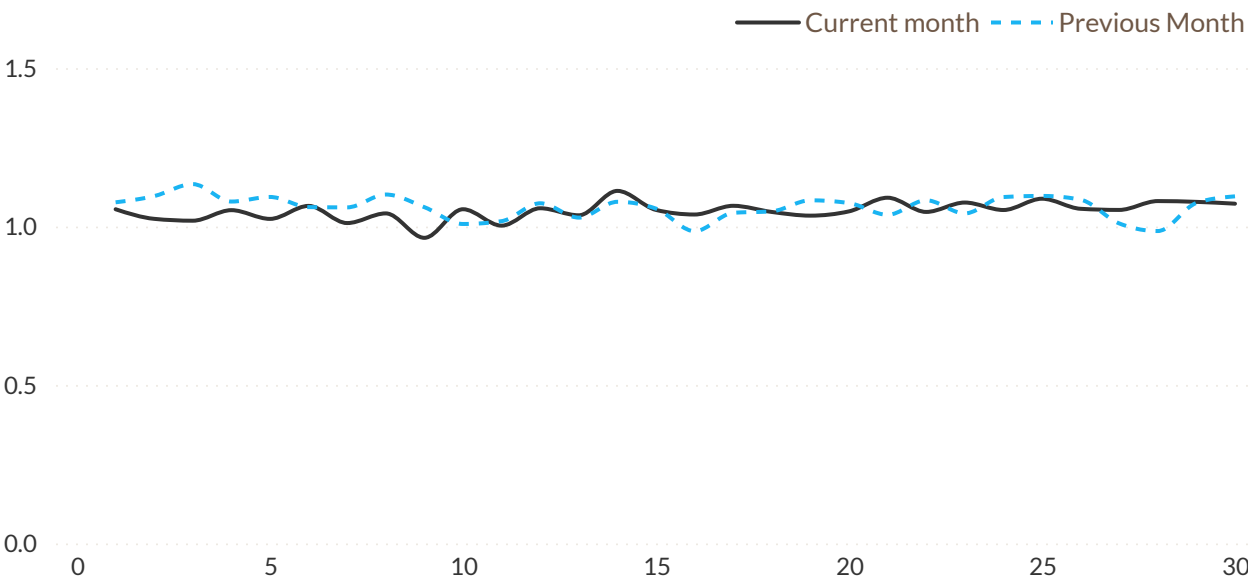
ΔPM -1.26% ↓



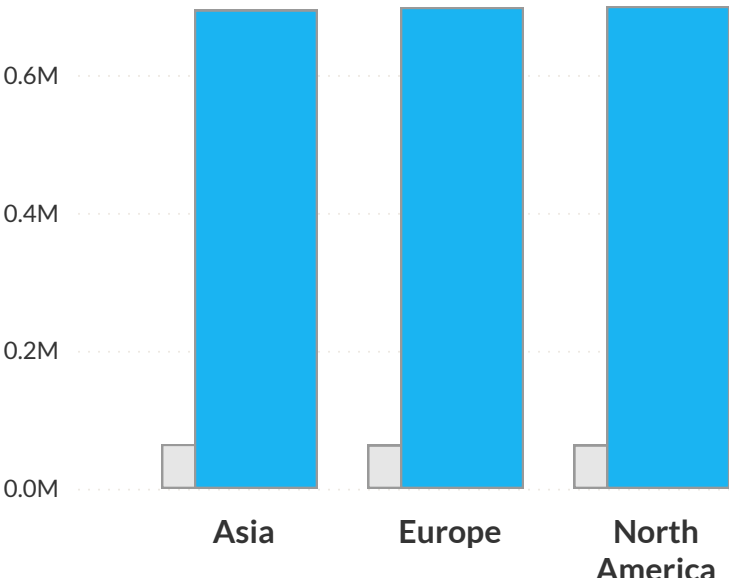
Average CTR



Average Ad CPC



Clicks Impressions



Category	Impressions	Impressions Trend	Clicks	Clicks Trend	Average Ad CPC	Average CTR
Electronics	459653		40380		1.07	10.52%
Toys	430107		39589		1.03	10.39%
Clothing	412024		38111		1.05	10.63%
Home Appliances	398995		37451		1.04	10.61%
Books	391661		36221		1.06	10.56%



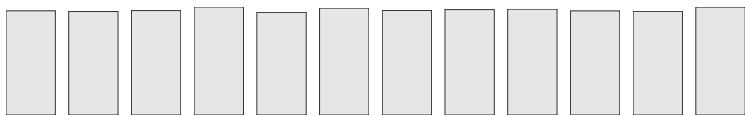
Conversion and Revenue

Selected month: November

Conversion rate

14.21%

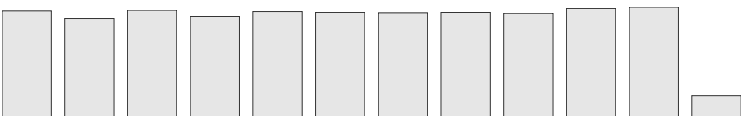
ΔPM -0.45% ↓



Revenue

4.67M

ΔPM +1.32% ↑



Ad spend

878.84K

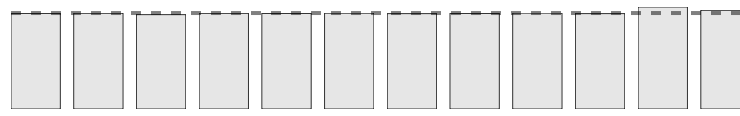
ΔPM -5.24% ↓



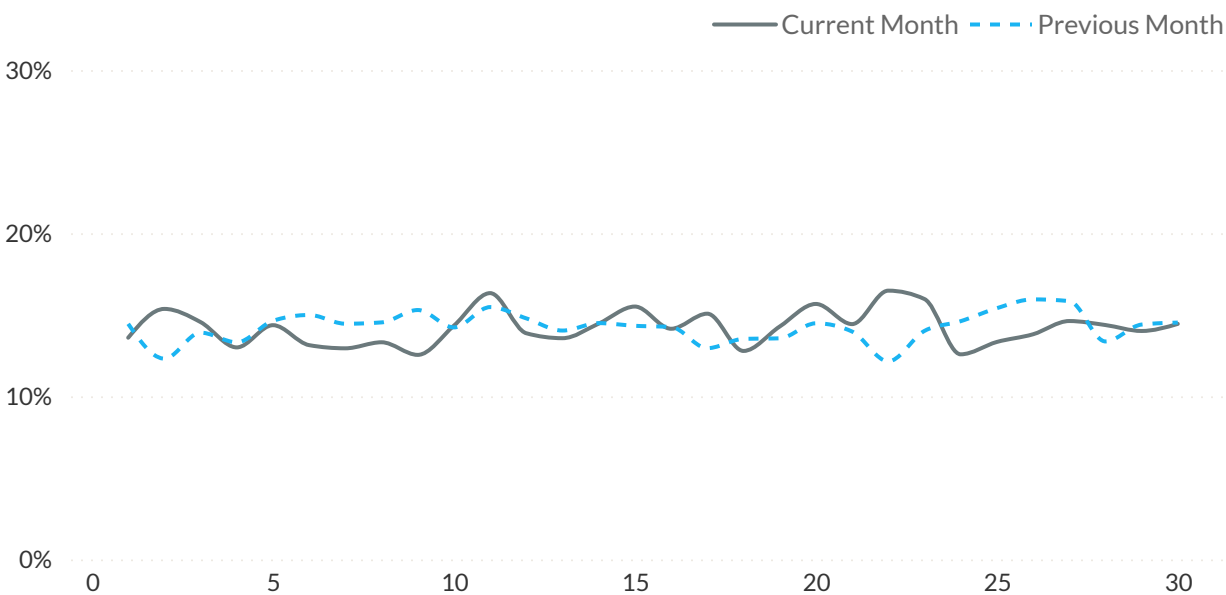
ROAS

5.31

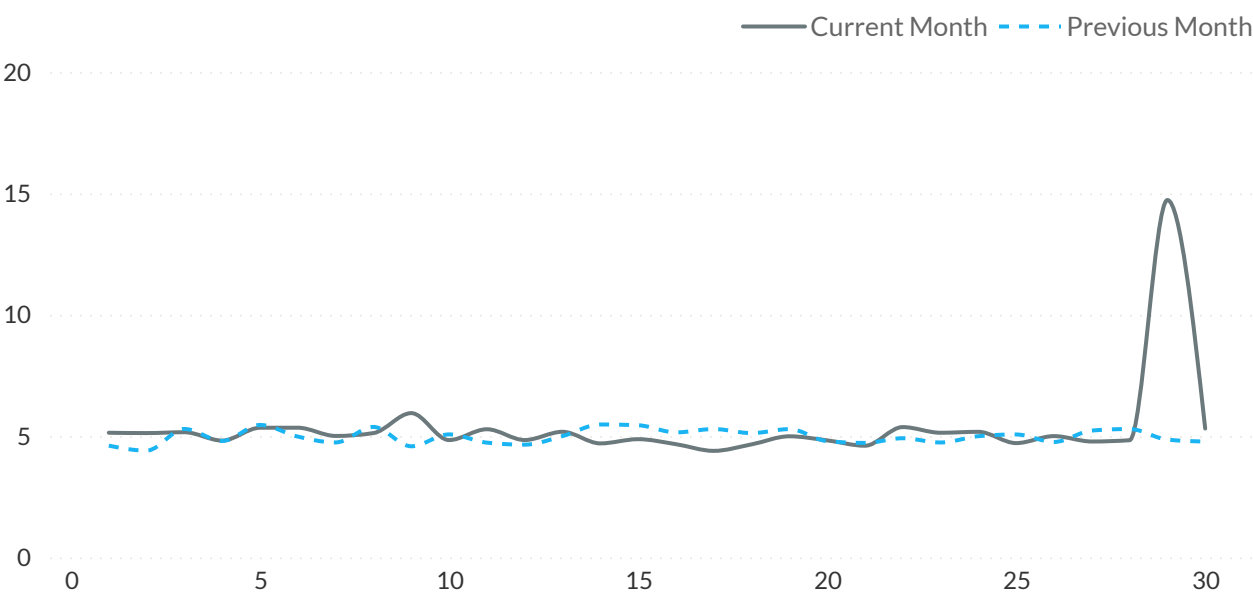
ΔPM +6.92% ↑



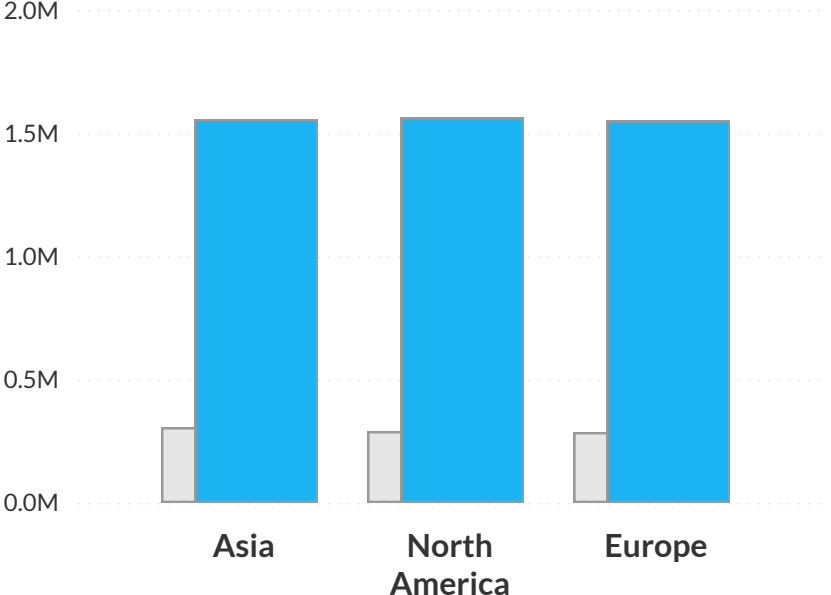
Conversion Rate



ROAS



Ad spend Revenue



Category	Units Sold	Revenue	Ad spend	Conversion rate	ROAS	Average Discount rate
Clothing	215,142.00	987,771.80	173,358.72	14.21%	5.70	15.10%
Books	185,412.00	935,984.51	166,212.51	14.03%	5.63	15.17%
Toys	229,080.00	921,429.60	174,806.63	14.50%	5.27	15.01%
Home Appliances	197,617.00	869,121.98	171,046.73	15.00%	5.08	14.81%
Electronics	248,478.00	956,519.46	193,413.18	13.41%	4.95	14.90%