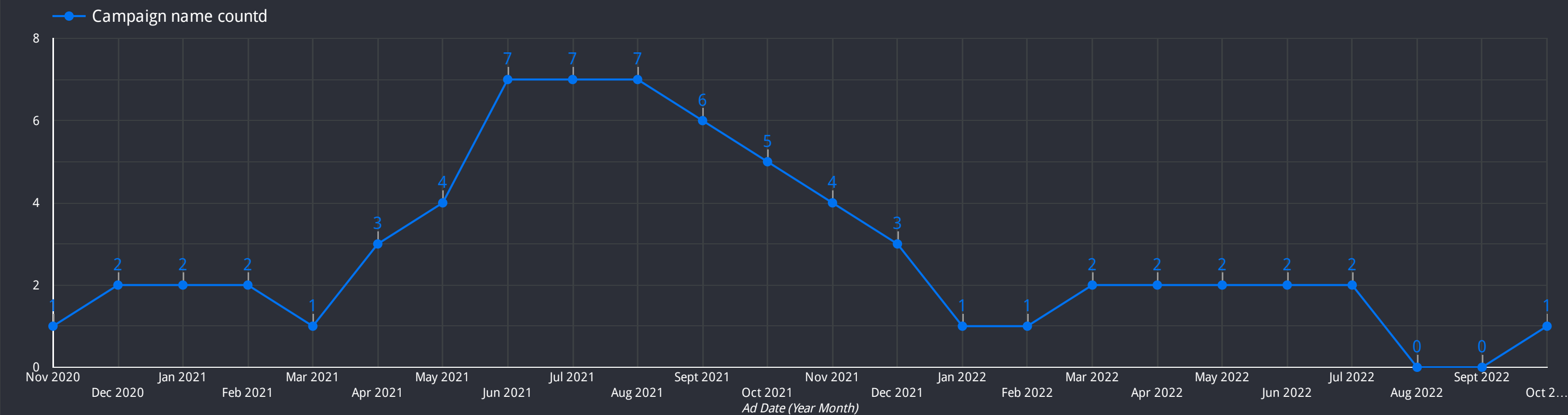
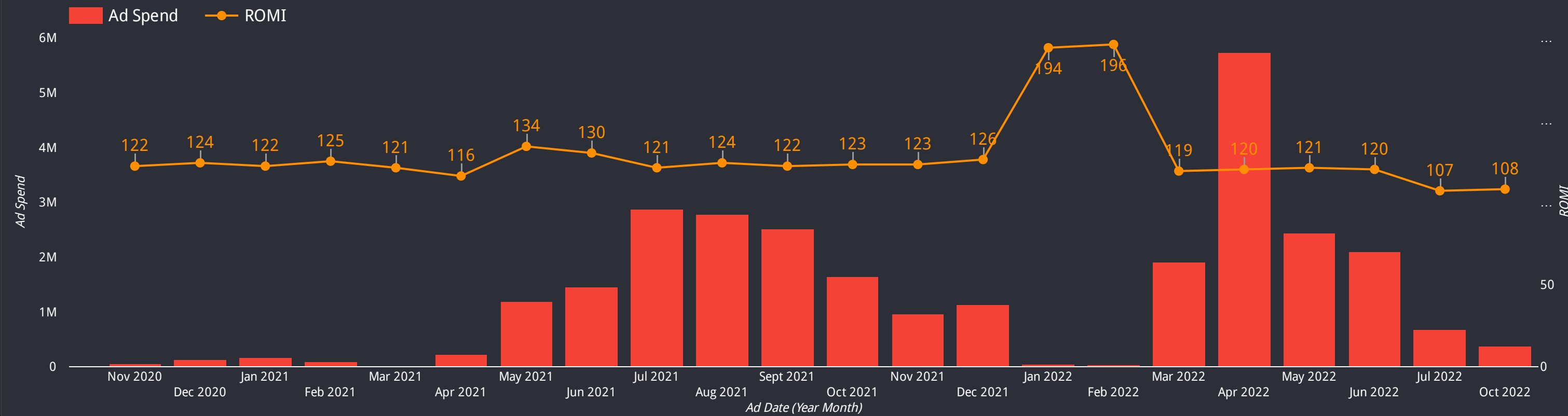


Looker Studio DASHBOARD

Ad Date (Year Month)



Campaign Name



| Campaign Name ▾ | | Ad Spend | CPM | CTR | CPC | ROMI |
|-----------------|-----------------|------------|----------|---------|--------|------|
| 1. | Wholesale | 2,361,001 | 491.63 | 65.5% | 75.05 | 120 |
| 2. | Trendy | 199,231 | 143.11 | 69.85% | 20.49 | 191 |
| 3. | Promos | 1,002,610 | 264.34 | 76.04% | 34.77 | 144 |
| 4. | New items | 514,459 | 292.42 | 155.14% | 18.85 | 122 |
| 5. | Lookalike | 6,363,109 | 302.73 | 105.14% | 28.79 | 126 |
| 6. | Hobbies | 1,907,362 | 136.65 | 60.92% | 22.43 | 119 |
| 7. | Expansion | 11,360,470 | 1,732.53 | 98.38% | 176.11 | 119 |
| 8. | Electronics | 4,021,553 | 328.4 | 70.19% | 46.79 | 118 |
| 9. | Discounts | 438,664 | 228.26 | 257.11% | 8.88 | 123 |
| 10. | Crazy discounts | 390,946 | 161.01 | 136.24% | 11.82 | 118 |
| 11. | Brand | 53,209 | 60.95 | 6.45% | 94.51 | 122 |

total_clicks
636.9K

total_impressions
70.7M

total_spend
28.6M

total_revenue
34.9M

conversion_rate
2,967