

Date

5/2/2020

5/23/2021

REGION

CA

DE

ES

FR

IT

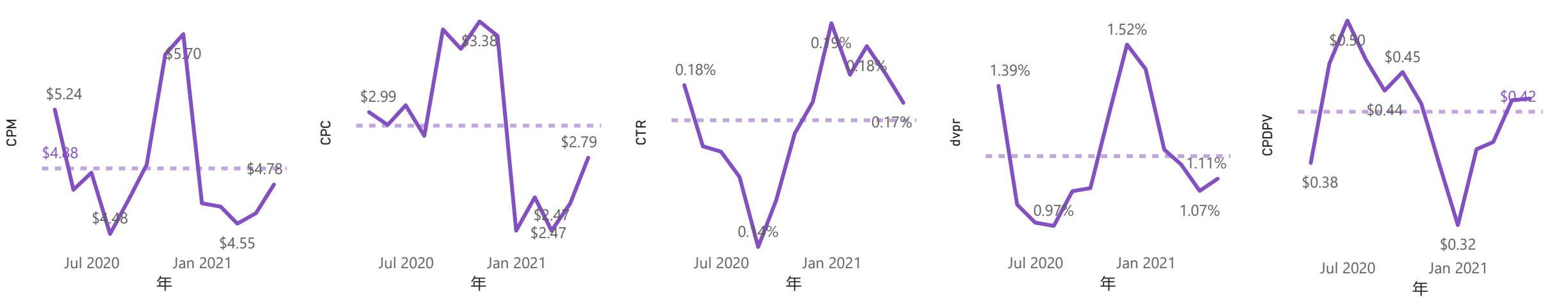
JP

UAE

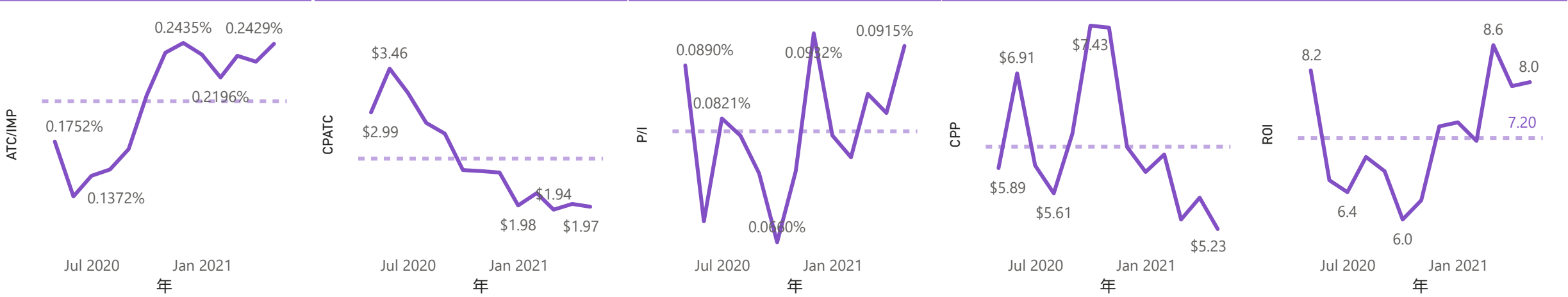
UK

US

CPM	CPC	CTR	DPVR	CPDPV
\$4.87	\$2.89	0.17%	1.18%	\$0.41
CPM	CPC	CTR	DPVR	CPDPV



ATC / IMP	CPATC	Purchase / IMP	CPP	ROI
0.2163%	\$2.25	0.0804%	\$6.06	7.21
ATC / IMP	CPATC	Purchase / IMP	CPP	ROI



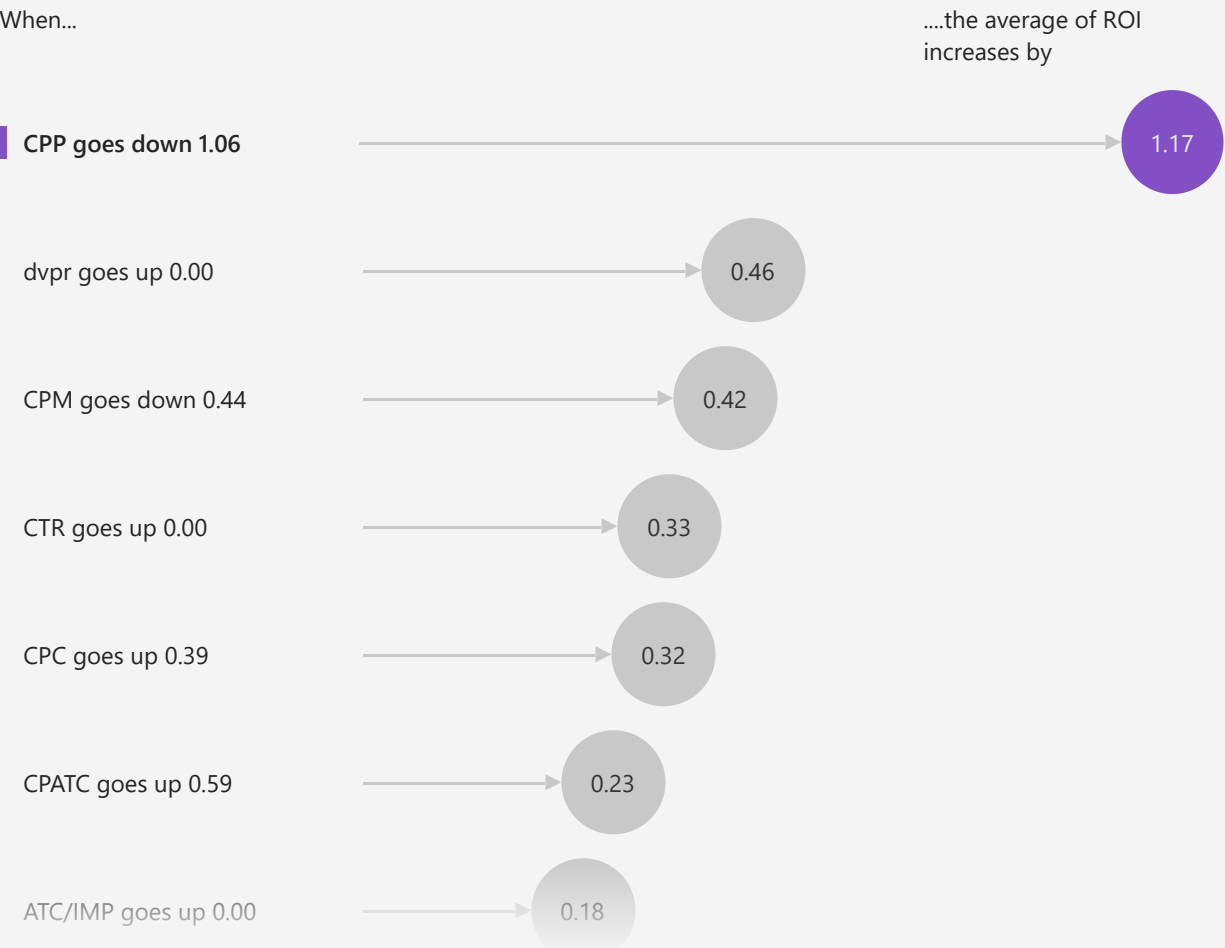
Date	CPM	CPC	CTR	DPVR	CPDPV
<div>5/2/20205/23/2021</div>	\$4.87	\$2.89	0.17%	1.18%	\$0.41
Stage	ATC / IMP	CPATC	Purchase / IMP	CPP	ROI
<div><div><div></div>AWARENESS</div><div><div></div>CONSIDERATION</div><div><div></div>CONVERSION</div></div>	0.2163%	\$2.25	0.0804%	\$6.06	7.21

Key influencersTop segments

What influences ROI to

Increase

 ?



← On average when CPP decreases, ROI increases.

