

Spend

42,3 M

↓ -9.3%

CPM

85,8 mil

↓ -8.1%

CTR

3,4 mil

↓ -3.2%

CPC

3,2 mil

↓ -6.7%

Video Views

310,9 M

↓ -0.7%

Impressions

612,1 M

↓ -3.8%

Conversions

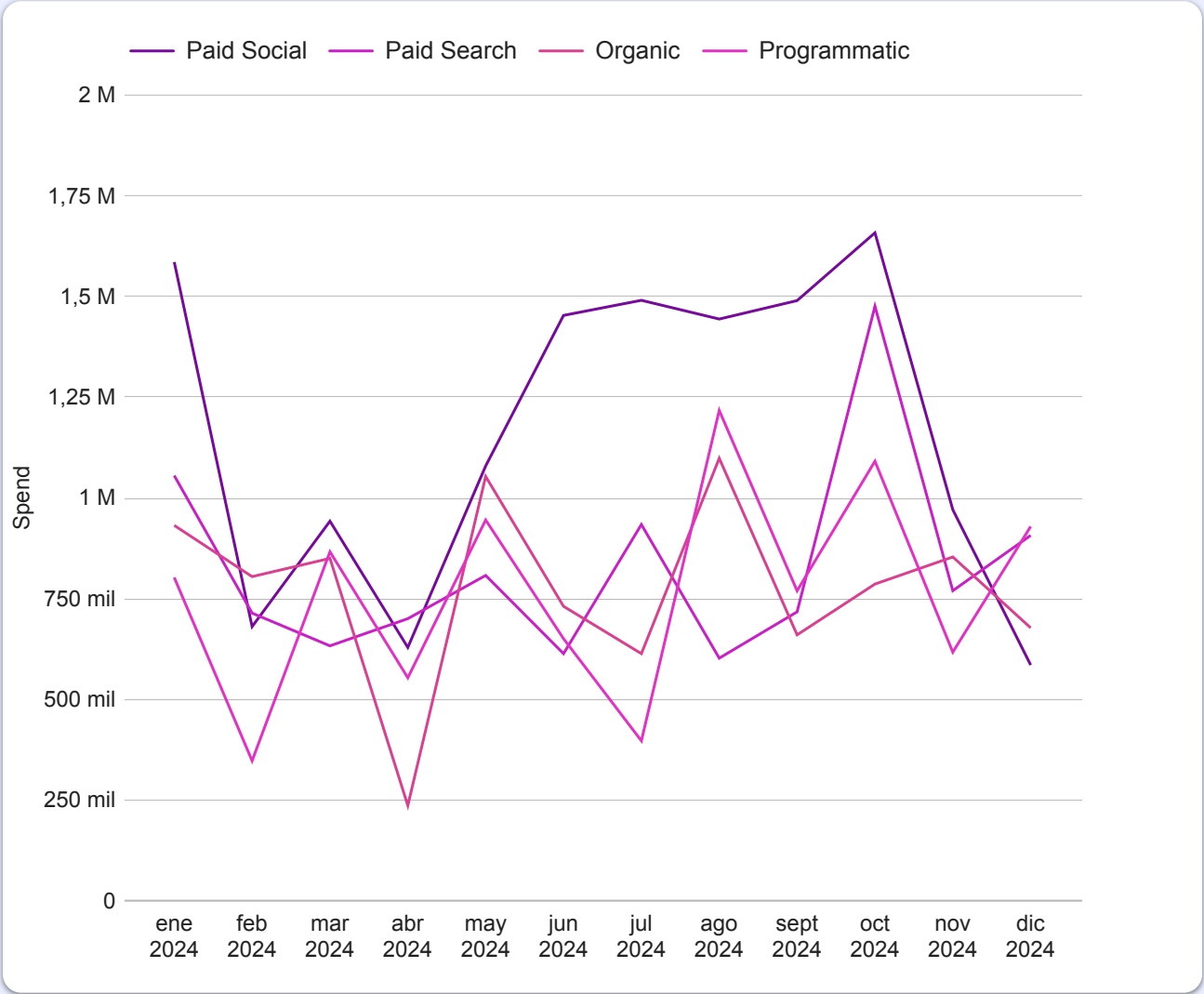
8,3 M

↓ -4.4%

Conversion Rate

60,8 mil

↓ -4.7%



Channel Performance

Channel	Impressions ▾	% Δ	CTR	% Δ
Paid Social	176,5 M	16.5% ↑	939,4	13.5% ↑
Paid Search	156,4 M	-2.5% ↓	879,5	-0.4% ↓
Organic	143,1 M	-15.6% ↓	750,1	-13.4% ↓
Programmatic	136,1 M	-12.0% ↓	788	-11.6% ↓

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Data Source Performance

Data Source	Impressions ▾	% Δ	CTR	% Δ
Amazon Ad	96,9 M	-2.0% ↓	542,3	1.0% ↑
Stack	95,7 M	7.8% ↑	540,9	15.1% ↑
LinkedIn	93,8 M	-14.8% ↓	499,6	-16.9% ↓
Facebook	84,7 M	10.0% ↑	466	4.9% ↑
Google Search Ads	84,5 M	-1.8% ↓	457,7	-5.6% ↓
Bing	78,5 M	-18.2% ↓	460,1	-6.7% ↓
Google	78 M	-1.9% ↓	390,4	-10.8% ↓

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Campaign Performance

Campaign	Impressions ▾	% Δ	CTR	% Δ
Diverse	107,6 M	8.1% ↑	616,8	10.1% ↑
Entreprise	106,3 M	-3.8% ↓	578,1	-0.1% ↓
Fundamental	103 M	-10.3% ↓	538,3	-13.1% ↓
Optional	101 M	0.4% ↑	536,6	-8.7% ↓
Seamless	98,8 M	-8.4% ↓	530,3	-6.8% ↓
Mandatory	95,4 M	-7.3% ↓	556,8	0.6% ↑

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