

Spend
42,3 M
⬇️ -9.3%

CPM
85,8 mil
⬇️ -8.1%

CTR
3,4 mil
⬇️ -3.2%

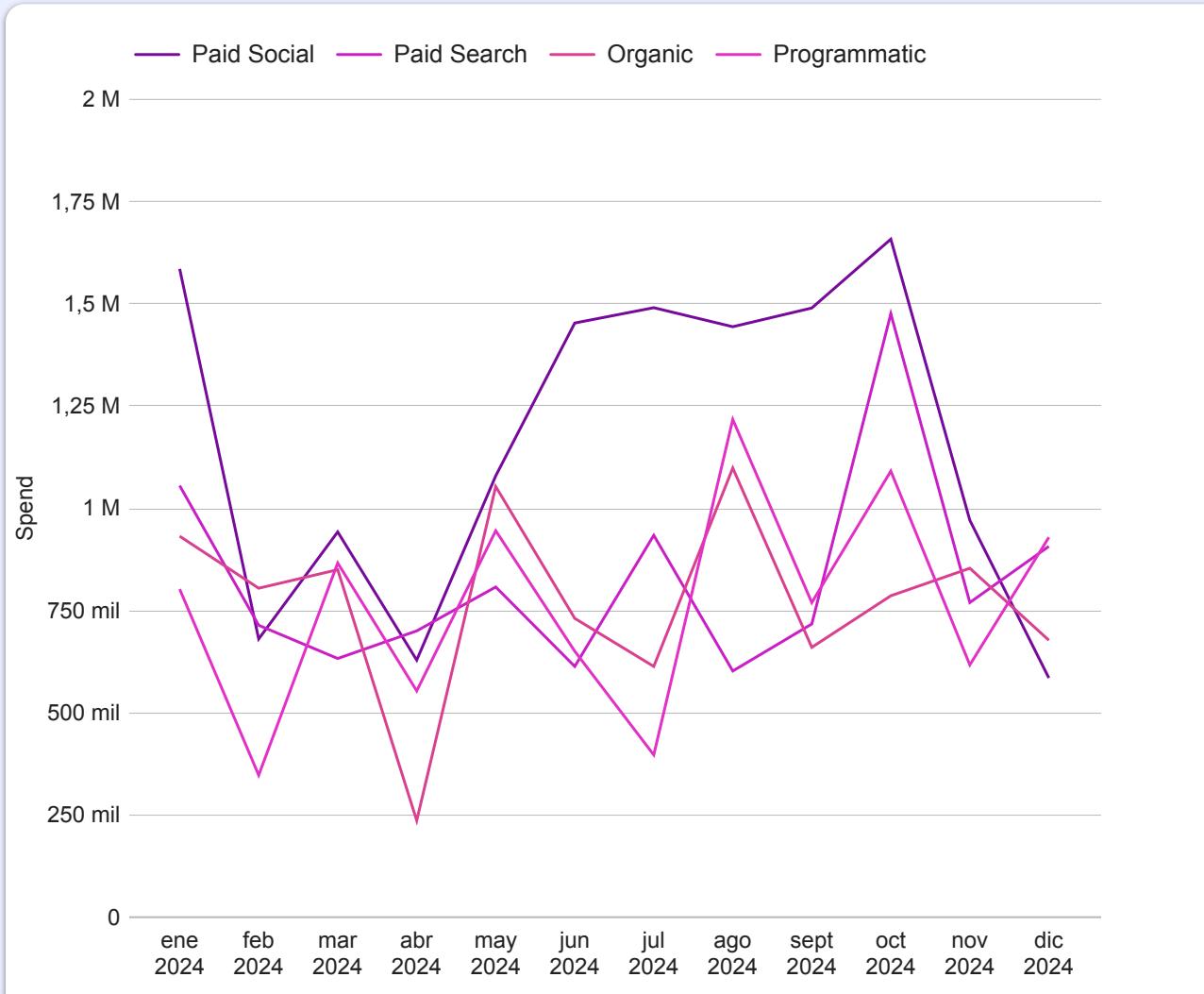
CPC
3,2 mil
⬇️ -6.7%

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% ⬇️

1 - 4 / 4 < >

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% ⬇️

1 - 7 / 7 < >

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% ⬆️

1 - 6 / 6 < >