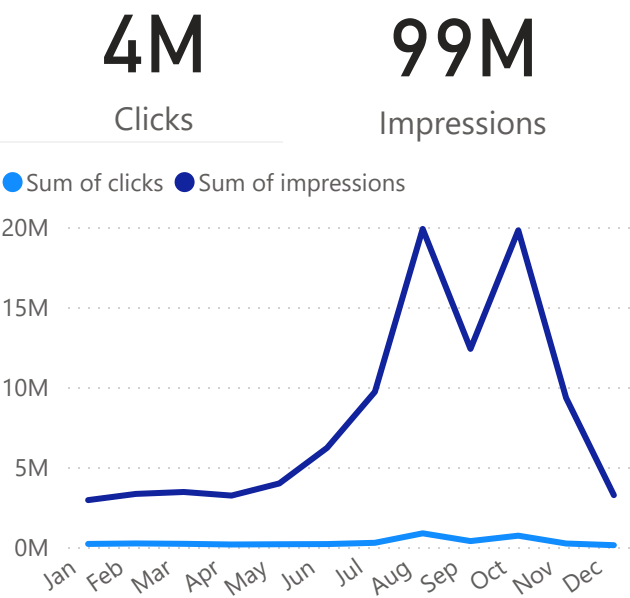


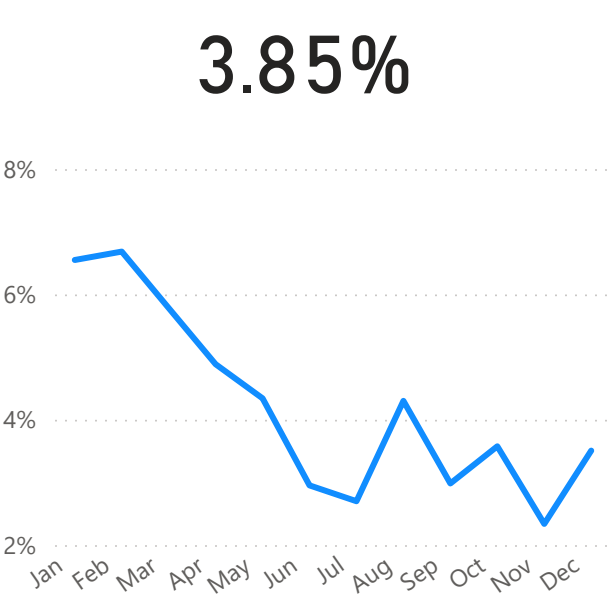
Campaign Performance Dashboard

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----

Clicks & Impressions



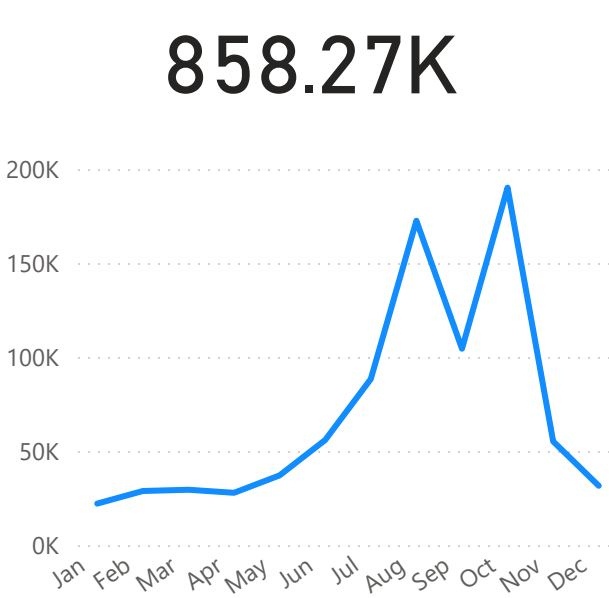
Click Through Rate



Cost Per Click



Total Spend



By Channel

Channel	Clicks	Impressions
Display	773,423	19,590,227
Search	734,676	19,869,015
Social	756,418	19,970,010
Mobile	782,925	20,006,340
Video	778,948	20,054,600

By Channel

Channel	CTR
Display	3.95%
Mobile	3.91%
Video	3.88%
Social	3.79%
Search	3.70%

By Channel

Channel	CPC
Search	\$0.23
Social	\$0.23
Mobile	\$0.22
Video	\$0.22
Display	\$0.22

By Channel

Channel	Total Spend
Mobile	\$174,951.22
Social	\$172,223.04
Video	\$172,023.24
Search	\$171,534.14
Display	\$167,542.12



Campaign Performance Dashboard

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----

Display	Mobile	Search	Social	Video
---------	--------	--------	--------	-------

DV360

1.35M
Clicks

34M
Impressions

3.99%
Click Through Rate

\$0.22
Cost Per Click

\$8.60
CPM

\$289.78K
Total Spend

Google Ads

1M
Clicks

32M
Impressions

3.65%
Click Through Rate

\$0.23
Cost Per Click

\$8.55
CPM

276.48K
Total Spend

Facebook Ads

1M
Clicks

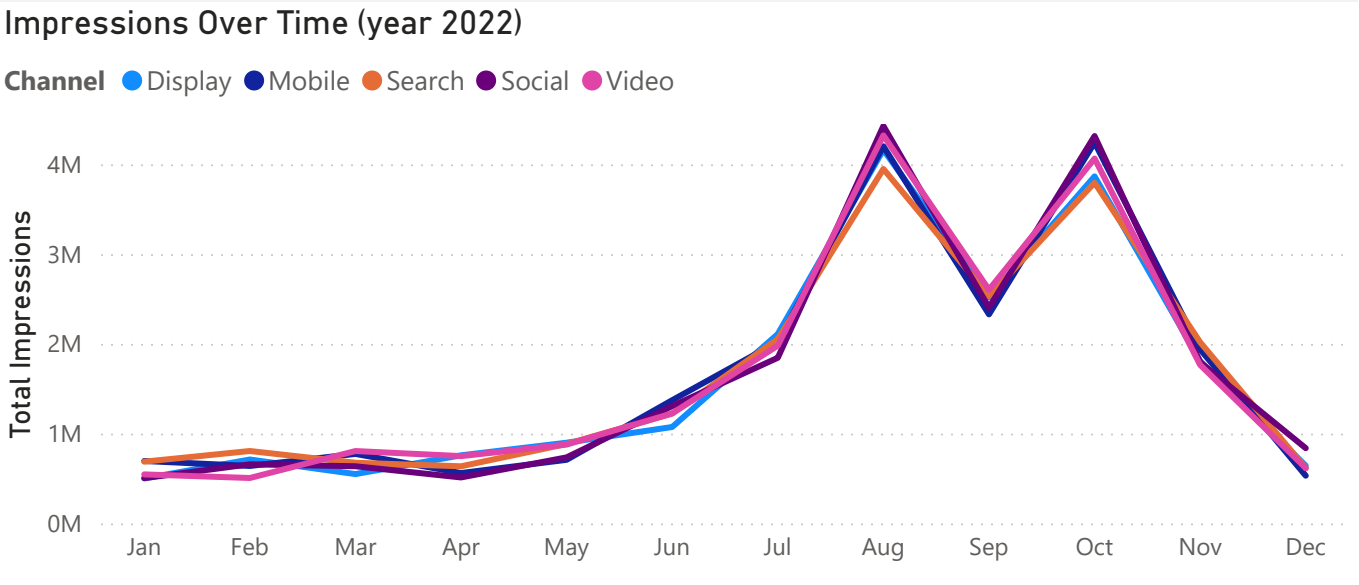
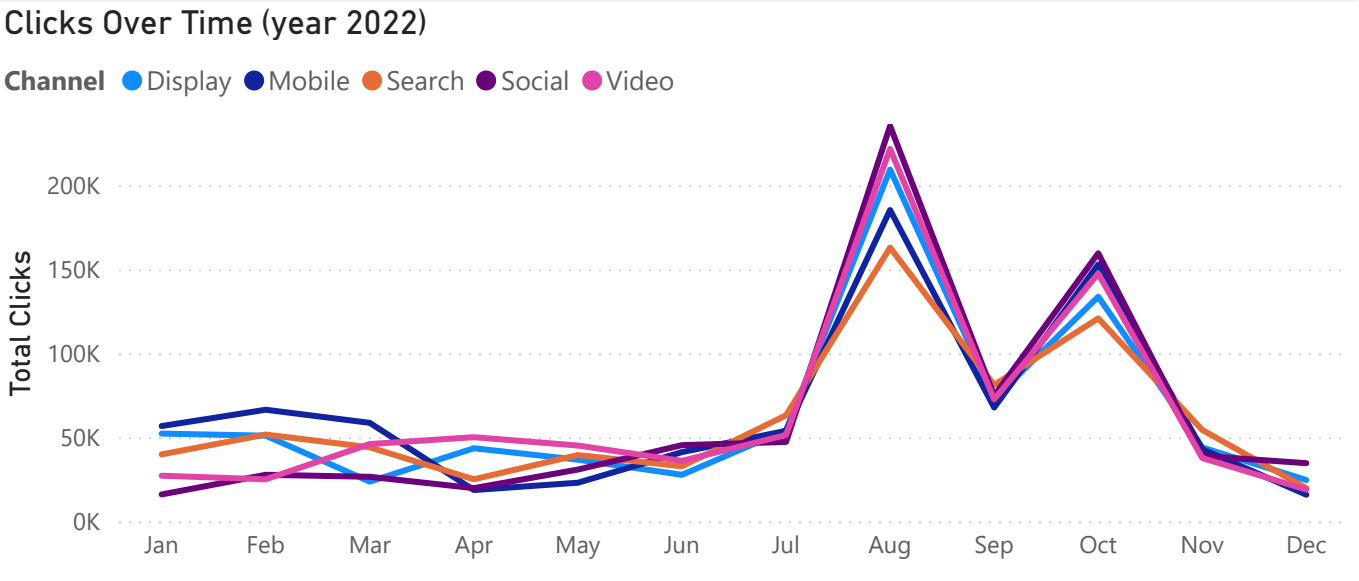
33M
Impressions

3.89%
Click Through Rate

0.22
Cost Per Click

8.73
CPM

\$292.02K
Total Spend



Budget Efficiency

\$858.27K

Total Annual Spend

\$858.24K

Total Annual Budget

-\$34.37

+ / -

Jan

Feb

Mar

Apr

May

Jun

Jul

Aug

Sep

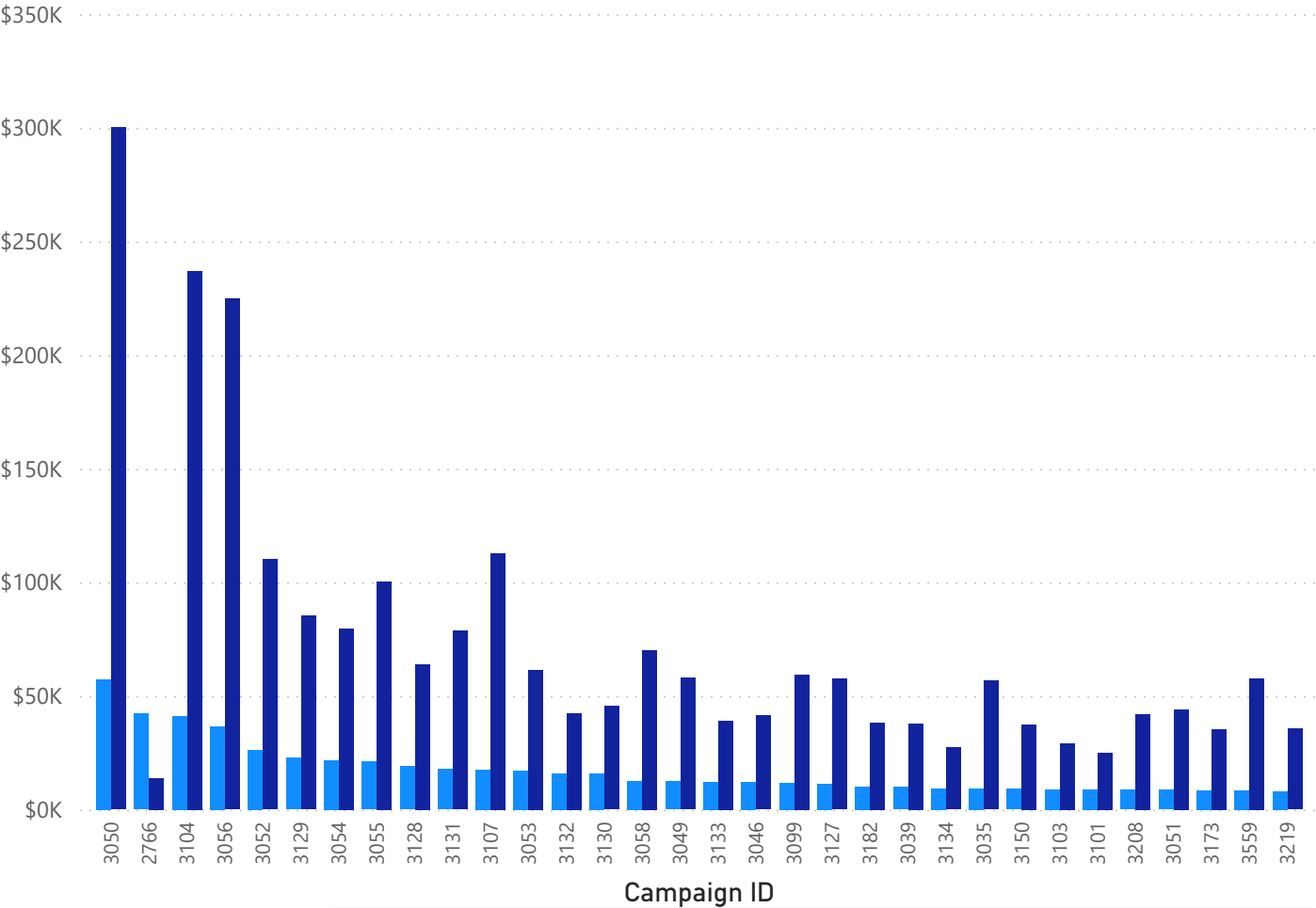
Oct

Nov

Dec

Budget Spent vs Campaign Budget

Spend Budget



Status

Over Budget

Within Budget

4M

Clicks

99M

Impressions

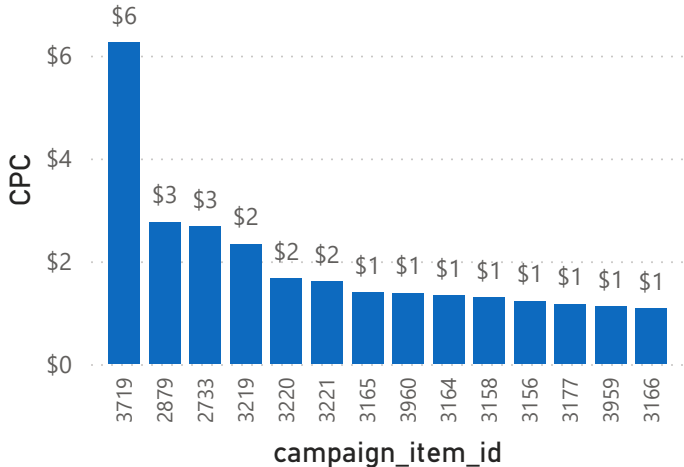
\$0.22

CPC

3.85%

CTR

CPC by campaign_item_id



CTR by campaign_item_id

