

Campaign Performance Dashboard

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
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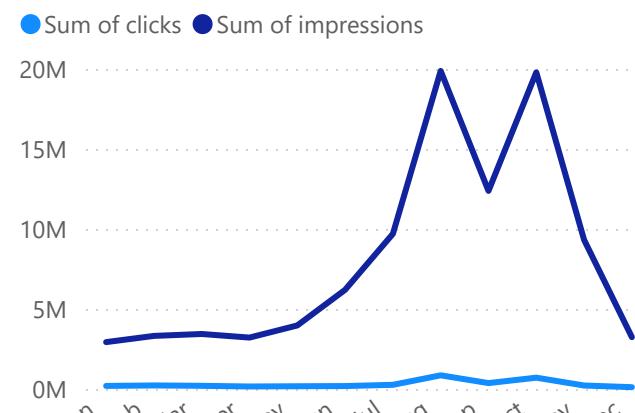
Clicks & Impressions

4M

Clicks

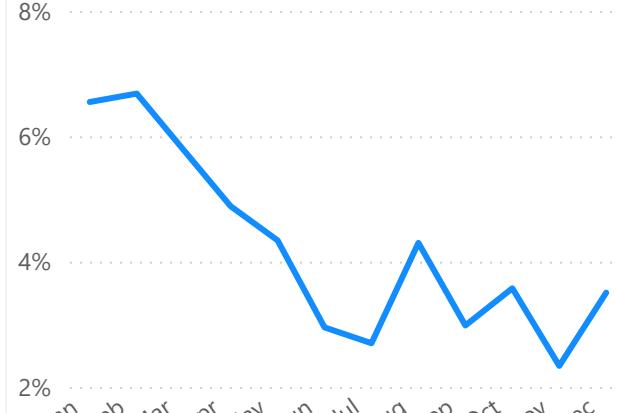
99M

Impressions



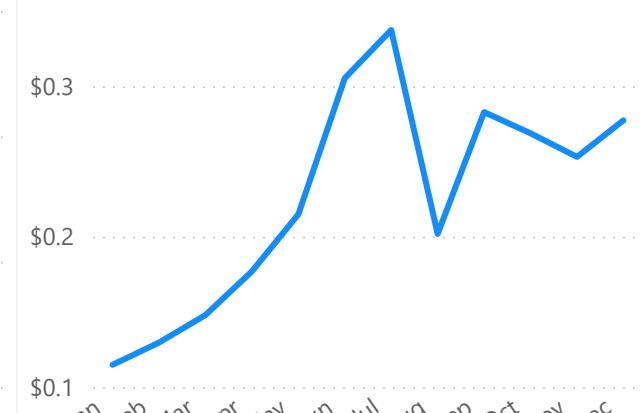
Click Through Rate

3.85%



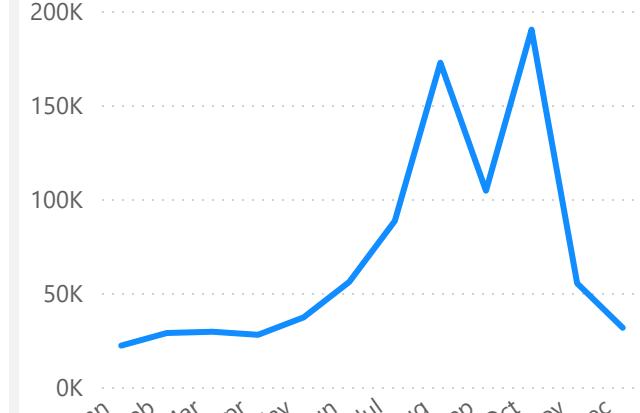
Cost Per Click

\$0.22



Total Spend

858.27K



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

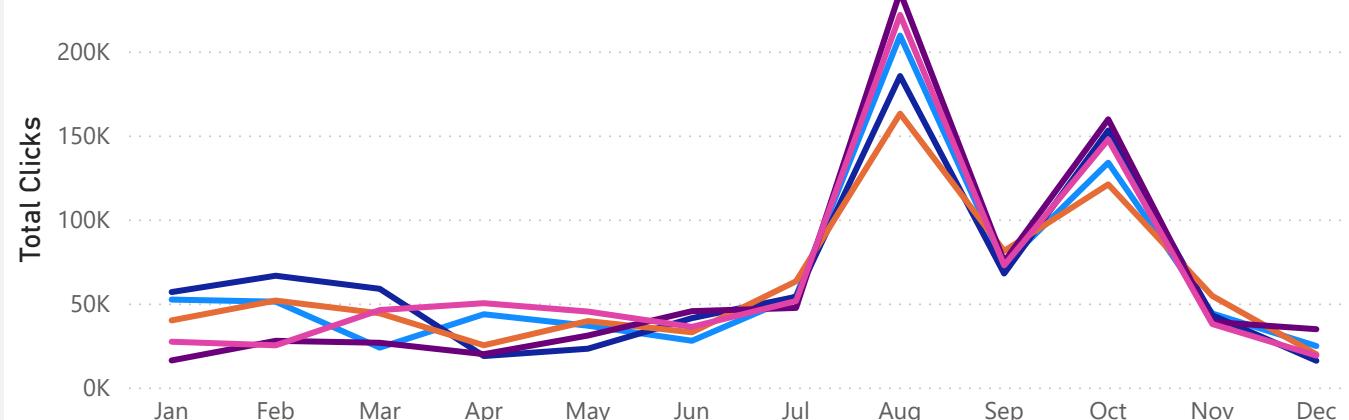
CPM

\$292.02K

Total Spend

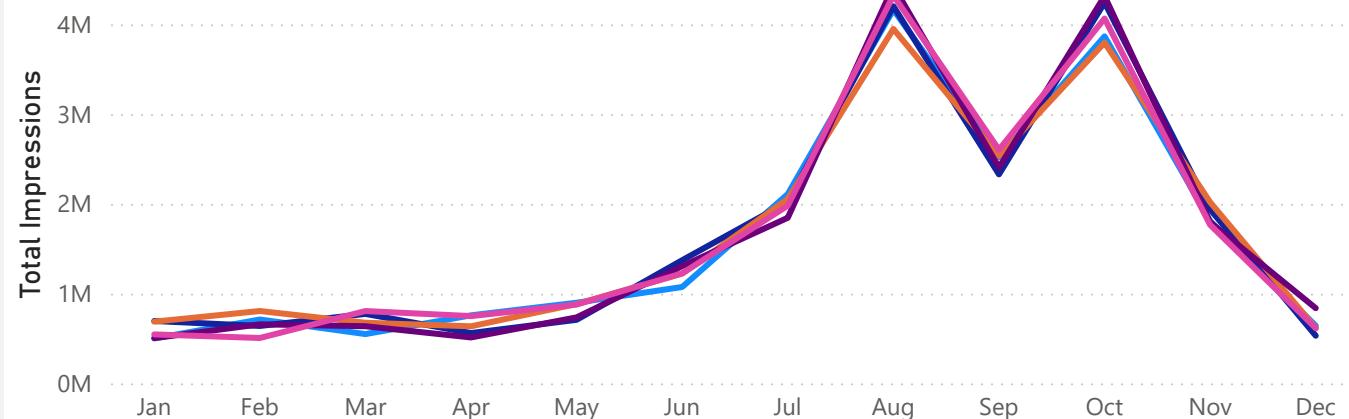
Clicks Over Time (year 2022)

Channel ● Display ● Mobile ● Search ● Social ● Video



Impressions Over Time (year 2022)

Channel ● Display ● Mobile ● Search ● Social ● Video



Budget Efficiency

\$858.27K

Total Annual Spend

\$858.24K

Total Annual Budget

-\$34.37

+ / -

Jan

Feb

Mar

Apr

May

Jun

Jul

Aug

Sep

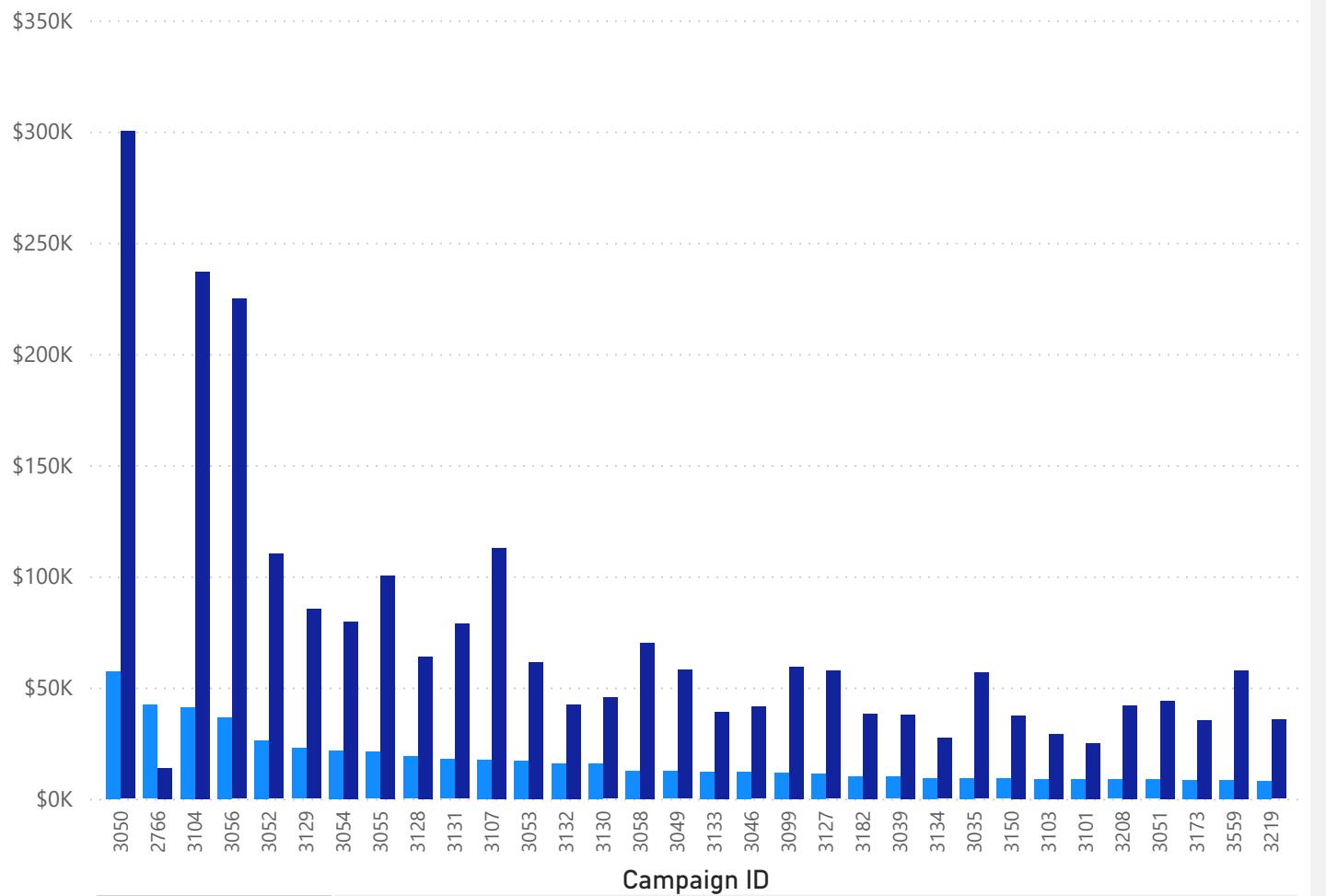
Oct

Nov

Dec

Budget Spent vs Campaign Budget

● Spend ● Budget



Status

Over Budget

Within Budget

4M

Clicks

99M

Impressions

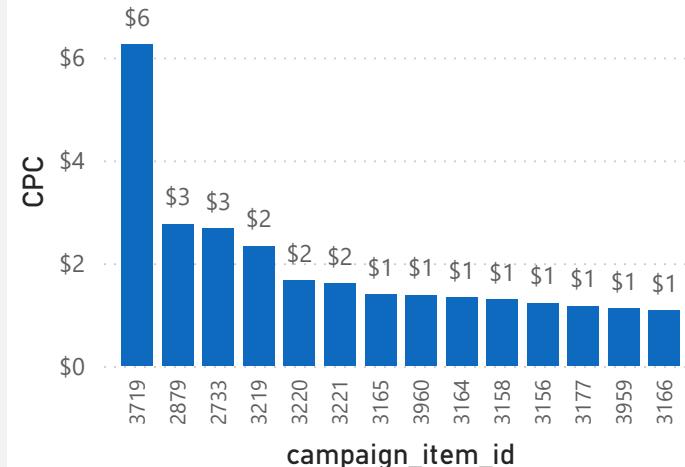
\$0.22

CPC

3.85%

CTR

CPC by campaign_item_id



CTR by campaign_item_id

