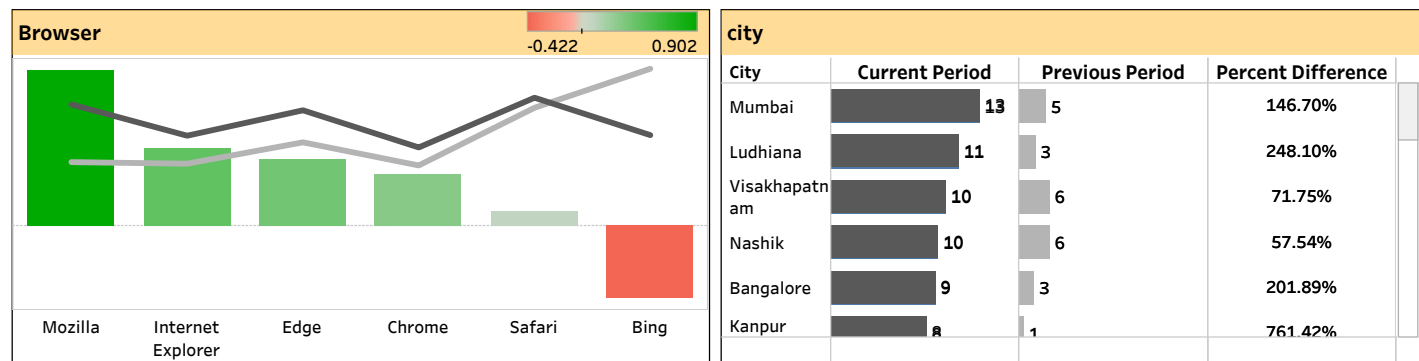
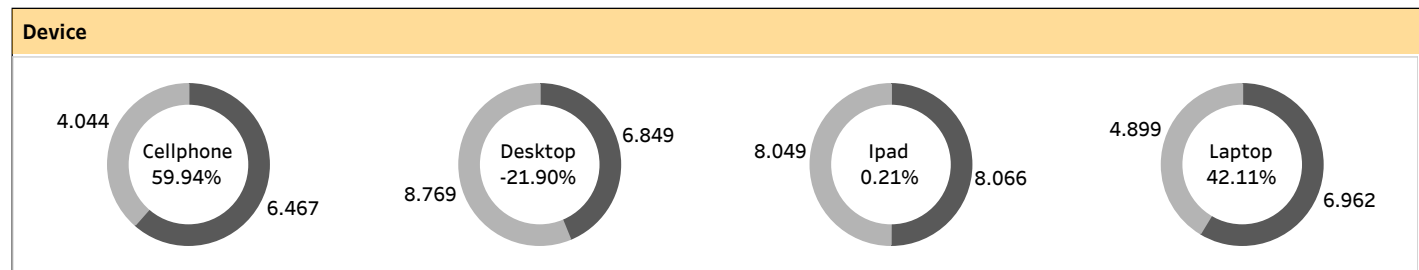


Clicks & Impressions			Traffic & Bounce			Cost & Impressions		
Clicks	CTR	Impression	Bounce	Bounce Rate	Traffic	Cost	CPC	CPM
145,079	72%	20M	68,315	34%	2,456K	\$9,999	\$7	\$0.50
651%	-0.1176	751%	541%	-24.59%	863.63%	827.55%	23.57%	9.03%

Select KPI
CPC

Current Period
Previous



Platform & Ad Category							Ad Names			
Platform	App promotion	Brand Awareness	Leads	Product & brand cons.	Sales	Website traffic	Ad Name	Current Period	Previous Period	Percent Difference
Adobe	7.111	8.215	8.238	7.874	7.958	4.308	Zee Entertainment	4.89	0.29	1595.76%
	-62%	2044%	4%	14%	213%	97%	Woodpecker	10.77	100.00	-89.23%
Adsense	7.233	6.291	9.648	8.645	6.621	5.507	Watson is your style	6.30	24.58	-74.38%
	35%	-47%	69%	43%	2197%	-32%	Trust Matters	8.73	5.48	59.11%
Facebook	5.627	11.729	8.390	8.155	5.462	6.838	Style	6.02	16.04	-62.00%
	-29%	6%	753%	49%	-38%	10%				
YouTube	4.746	5.712	6.902	9.759	2.668	7.958				
	-84%	7%	114%	-60%	-3%	65%				

Bounce Rate
CTR

Select Period
Quarterly

