

# 30.37M

Total Impressions

Total CPM CY  
\$668.15K

Total CPM LY  
\$8.00M

## Digital Marketing Advertisement Performance Tracker

# 110.34K

Total Conversion

\$10.05M

\$9.60M

Total Ads Cost CY

Total ADs Budget CY

# \$9.81M

Total Profit CY

# 111.17%

Total Profit % CY

Year, Mo... ▾

▾ ○ 2017

▾ ○ 2018

▾ ● 2019

▾ ○ 2020

# 1.12M

Total Clicks

Total CPC CY  
\$9.38M

Total CPC LY  
\$8.00M

# \$28.69M

Total Sales CY

Total Sales LY  
\$27.06M

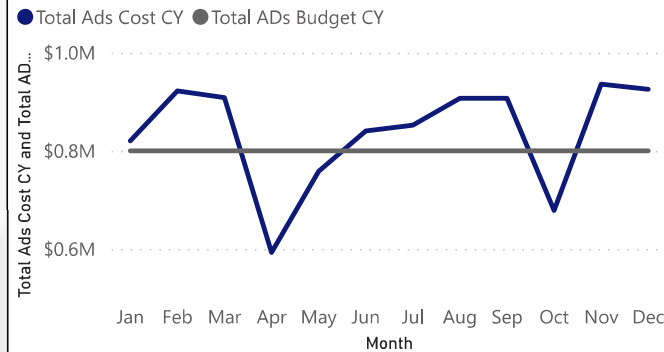
YOY Total Sales  
6.02%

Bounce Rate

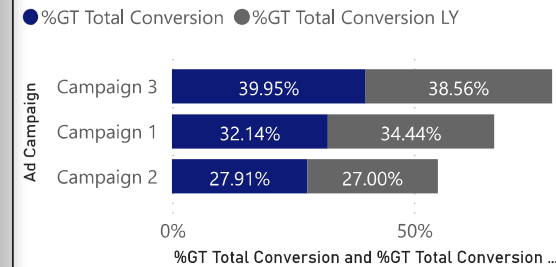
CPC vs CPM  
96.30%

Conv vs CPC  
96.30%

Total Ads Cost vs Total ADs Budget



Conversion % by Campaign



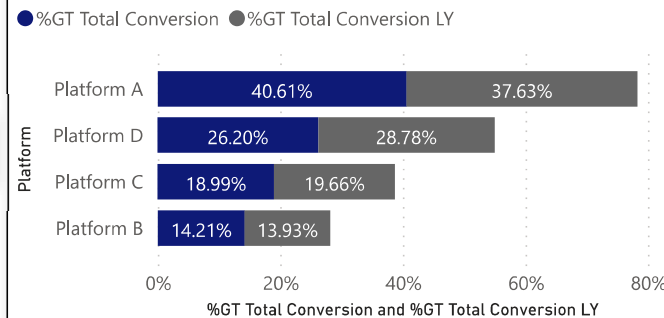
AVG. Pages Visited

# 3.52

AVG. Time on website

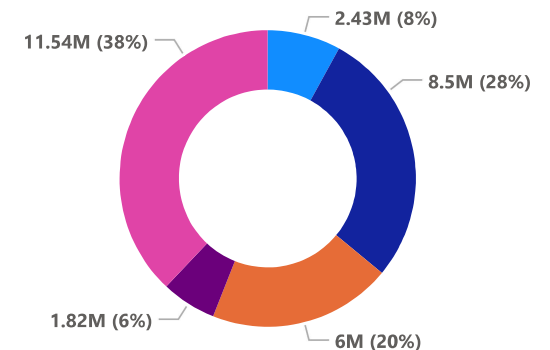
# 4.00

Conversion % by Platforms



Types of Ads

- Sum of Non-skippabl...
- Sum of Overlay ads
- Sum of Skippable ads
- Sum of Bumper ads
- Sum of Display ads



**\$28.69M**

Total Sales CY

**\$8.83M**

Total Cost CY

**\$10.05M**

Total Ads Cost CY

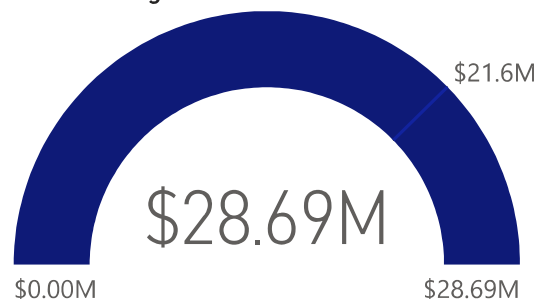
**\$9.81M**

Total Profit CY

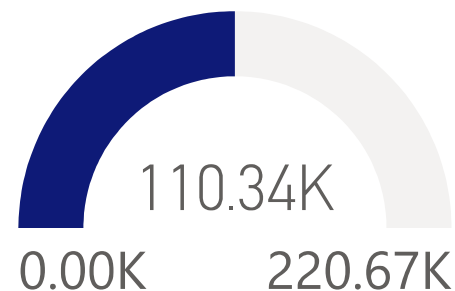
**111.17%**

Total Profit % CY

Total Sales vs Target Sales



Total Quantities Sold CY

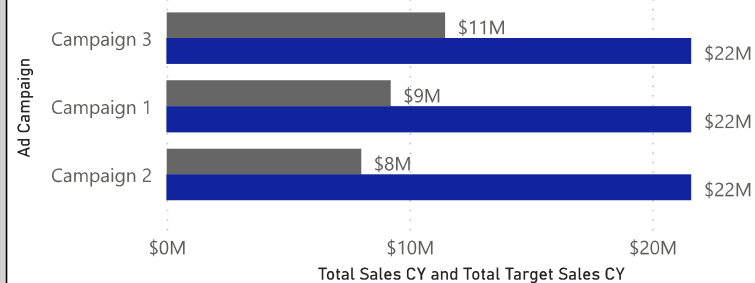


Year, Month

- ✓ ○ 2017
- ✓ ○ 2018
- ✓ ● 2019
- ✓ ○ 2020

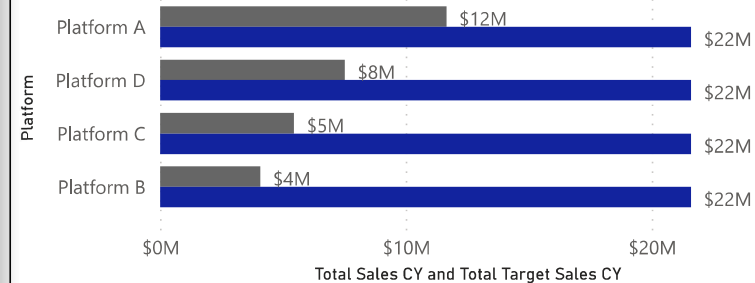
Based on Platform

● Total Sales CY ● Total Target Sales CY

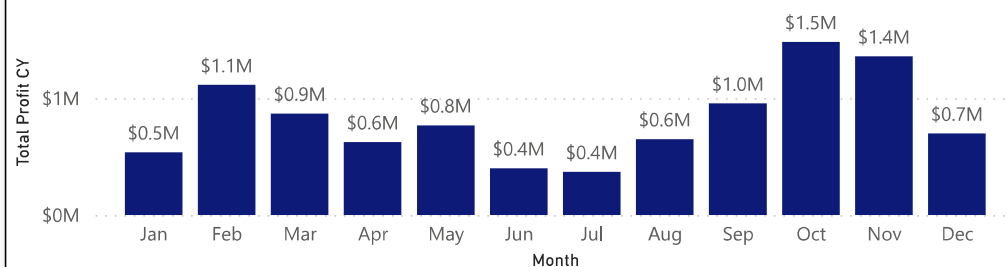


Based on Platform

● Total Sales CY ● Total Target Sales CY



Total Profit CY



Total Sales vs Target Sales

● Total Sales CY ● Total Target Sales CY

