

Impressions by channel

Channel	Impressions
Bing	32,531
Facebook	7,145,448
TikTok Ads	37,887,685
Twitter	9,642,974

SUMMARY ^ 4 rows – 2 columns

Conversion Cost

Channel	Conversoin Cost
Bing	18.4375
Facebook	13.6031
TikTok Ads	2,719.5833
Twitter	null

SUMMARY ^ 4 rows – 2 columns

Cost per Click

Channel	CPC
Bing	1.19
Facebook	1.00
TikTok Ads	0.96
Twitter	0.52

SUMMARY ^ 4 rows – 2 columns

Cost per Engage

Channel	Engagement Cost
Bing	null
Facebook	0.121780
TikTok Ads	null
Twitter	0.482537

SUMMARY ^ 4 rows – 2 columns

PAID_ADS_BASIC_PERFORMANCE

Date	Ad Id	Adset Id	Campaign Id	Creat...	Channel	Clicks	Impressi...	Reven...	Spend	Purch...	Total Conversi...	Comme...	Likes	Link Cli...	Shares	Views	Add to C...	Installs	Registrati...	Engageme...	Video Vie...
2023-02-06 00:00:00	9	9	9	9	Facebook	16	1412	0	11	0	0	0	0	16	0	0	0	0	0	16	null
2023-02-06 00:00:00	9	9	9	9	Facebook	144	8684	0	111	0	0	0	0	144	0	0	0	0	0	144	null
2023-02-06 00:00:00	9	9	9	9	Facebook	25	7024	0	40	0	0	0	0	25	0	0	0	0	0	25	null
2023-02-06 00:00:00	9	9	9	9	Facebook	0	1384	0	4	0	0	0	0	0	0	0	0	0	0	0	null
2023-02-07 00:00:00	9	9	9	9	Facebook	0	23	0	0	0	0	0	0	0	0	0	0	0	0	0	null
2023-02-06 00:00:00	9	9	9	9	Facebook	0	0	34	0	1	1	0	0	0	0	0	8	0	0	0	null
2023-02-06 00:00:00	9	9	9	9	Facebook	3	177	0	3	0	0	0	0	3	0	32	0	0	0	35	null
2023-02-06 00:00:00	9	9	9	9	Facebook	0	58	0	2	0	0	0	0	0	0	0	0	0	0	0	null
2023-02-07 00:00:00	9	9	9	9	Facebook	0	17	0	0	0	0	0	0	0	0	0	0	0	0	0	null
2023-02-06 00:00:00	9	9	9	9	Facebook	3	1112	0	19	0	0	0	0	3	0	0	0	0	0	3	null
2023-02-06 00:00:00	9	9	9	9	Facebook	0	17	0	0	0	0	0	0	0	0	1	0	0	0	1	null
2023-02-06 00:00:00	9	9	9	9	Facebook	14	2961	0	19	0	0	0	0	14	0	1270	0	0	0	1284	null
2023-02-07 00:00:00	9	9	9	9	Facebook	0	5	0	0	0	0	0	0	0	0	0	0	0	0	0	null
2023-02-07 00:00:00	9	9	9	9	Facebook	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	null
2023-02-06 00:00:00	9	9	9	9	Facebook	3	109	0	2	0	0	0	0	3	0	0	0	0	0	3	null
2023-02-06 00:00:00	9	9	9	9	Facebook	4	800	0	9	0	0	0	0	4	0	0	0	0	0	4	null
2023-02-07 00:00:00	9	9	9	9	Facebook	0	144	0	1	0	0	0	0	0	0	8	0	0	0	8	null

SUMMARY ^ 10,233 rows – 22 columns