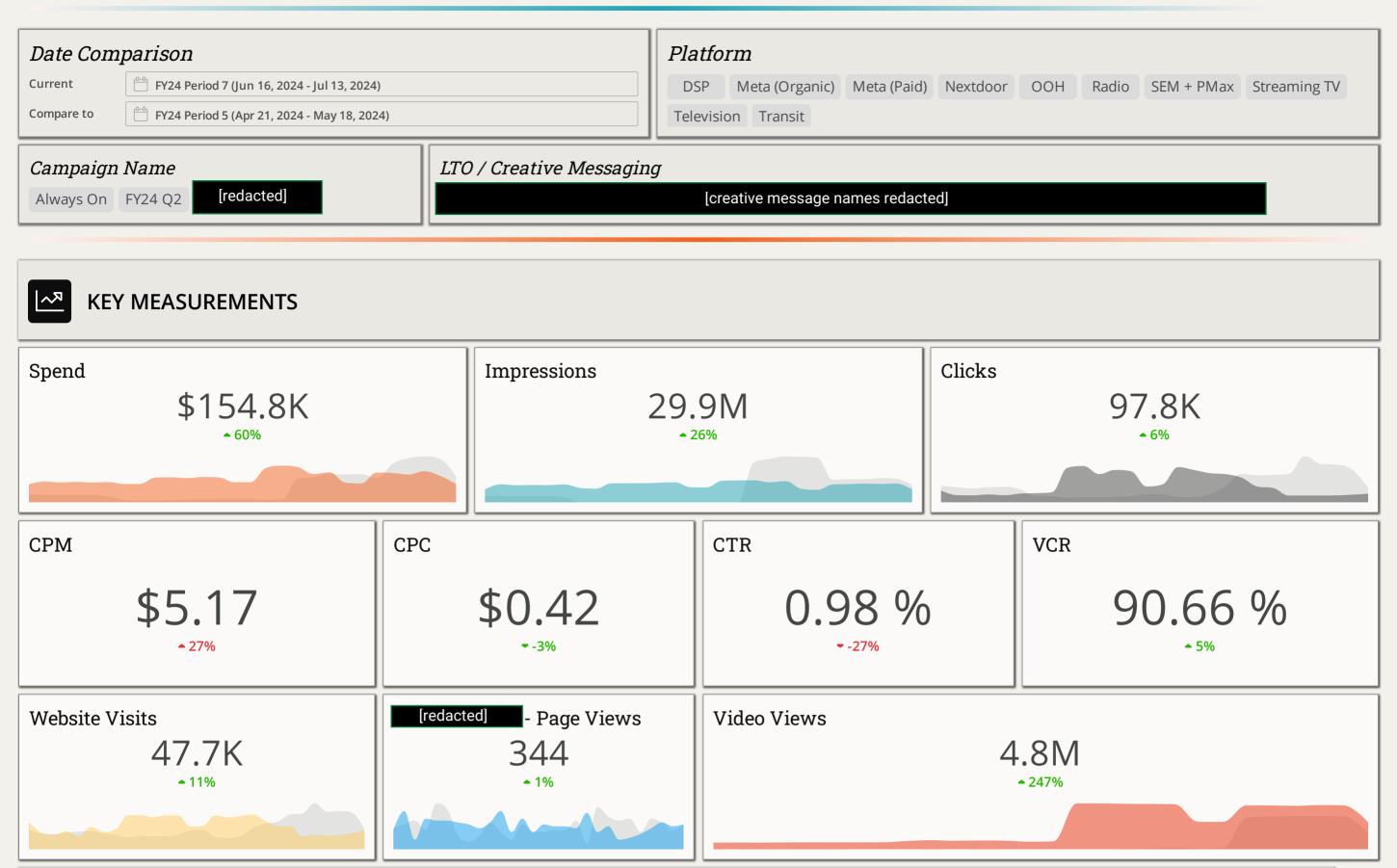
Campaign Performance 2024-06-16 - 2024-07-13

[brand logo redacted]

MARKETING PERFORMANCE OVERVIEW

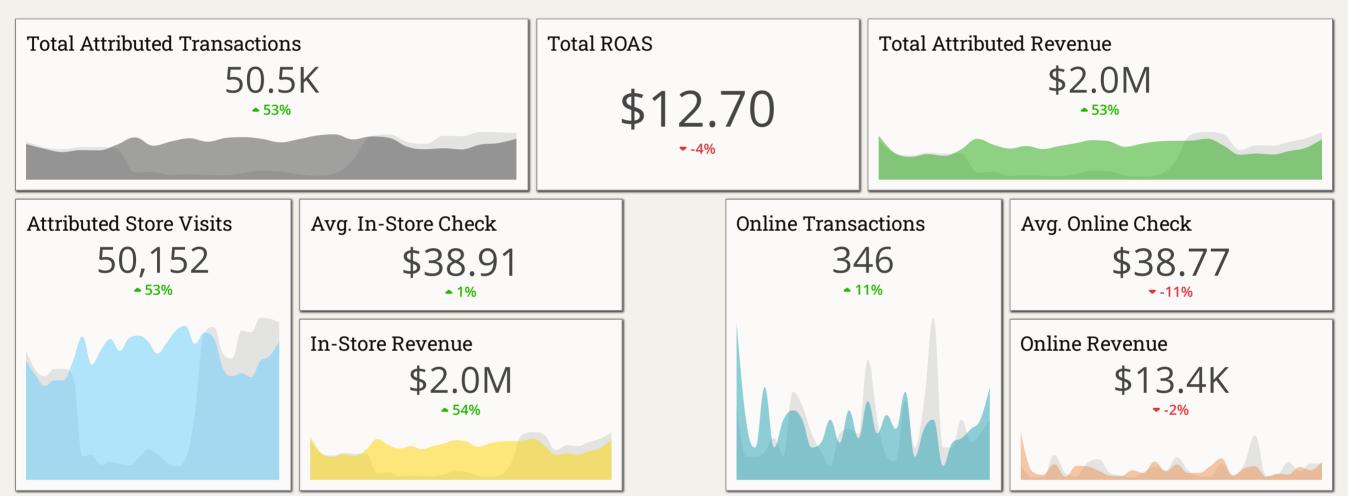
Paid Media Overview Creative Performance Benchmarks

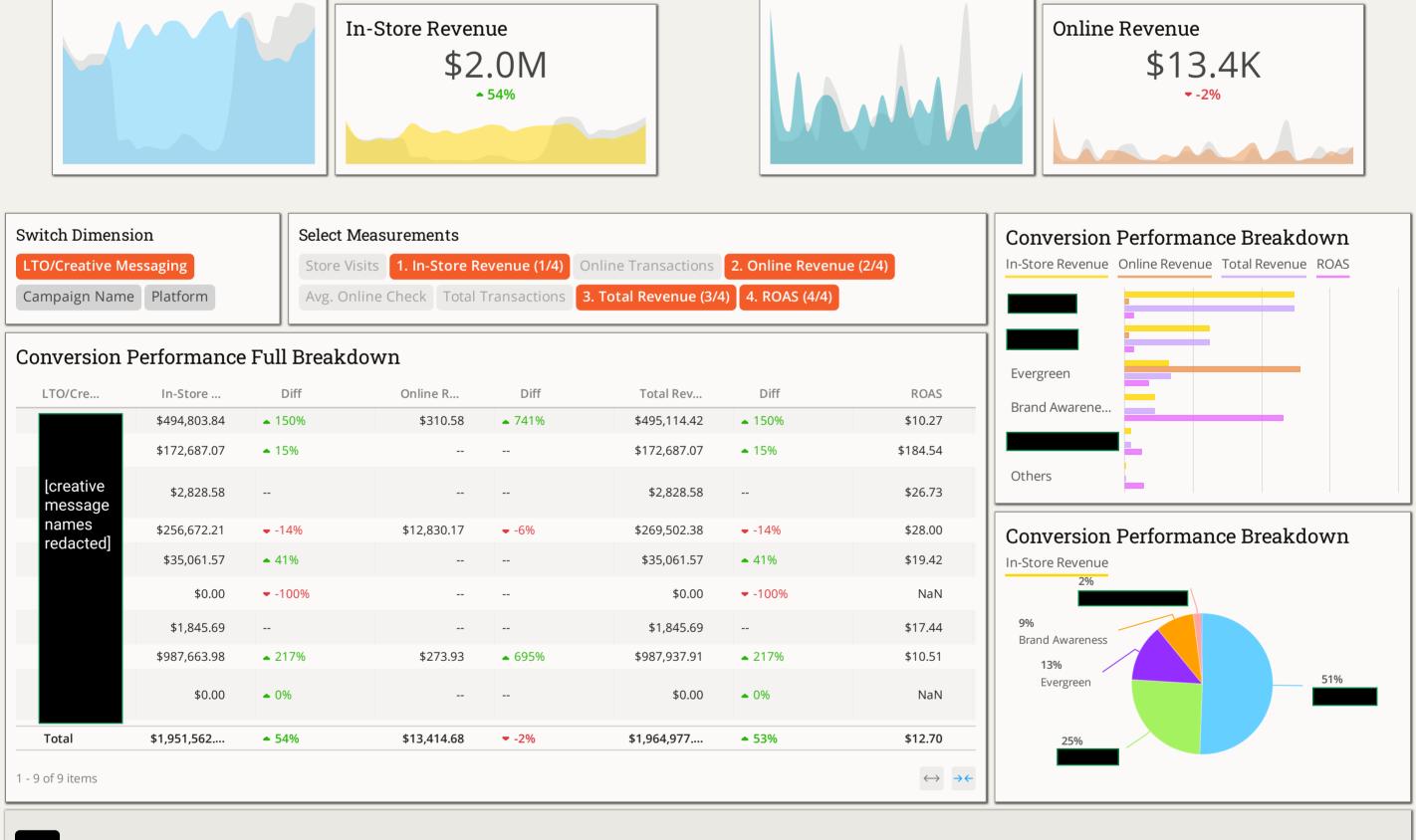




MEDIA CONVERSION AND REVENUE ATTRIBUTION

Conversion Metrics are subject to 30-day attribution window, and are filterable only by date range.







All filters applicable to campaign performance.



Day ↑	Media Cost	Impressions	Clicks	Video Views	Video Fully Played	СРМ	СРС	CTR	VC
16 Jun 2024	\$4,079.56	788,028	2,361	49,290	48,001	\$5.18	\$1.73	0.85 %	6.09
17 Jun 2024	\$4,673.34	1,098,332	1,422	50,081	48,518	\$4.25	\$3.29	0.33 %	4.42
18 Jun 2024	\$4,471.97	1,034,493	1,390	49,506	48,043	\$4.32	\$3.22	0.38 %	4.64
19 Jun 2024	\$4,599.46	1,051,175	1,571	51,126	48,754	\$4.38	\$2.93	0.42 %	4.64
20 Jun 2024	\$4,447.66	1,046,961	1,411	51,787	49,047	\$4.25	\$3.15	0.38 %	4.68
21 Jun 2024	\$4,558.45	1,087,136	1,735	51,540	48,882	\$4.19	\$2.63	0.42 %	4.50
22 Jun 2024	\$4,149.87	876,948	1,825	51,921	49,292	\$4.73	\$2.27	0.50 %	5.62
23 Jun 2024	\$4,147.71	829,264	1,992	52,089	49,375	\$5.00	\$2.08	0.62 %	5.95
24 Jun 2024	\$5,587.02	1,153,695	6,934	61,761	54,076	\$4.84	\$0.81	1.44 %	4.69
25 Jun 2024	\$5,633.23	1,162,332	7,276	67,617	55,799	\$4.85	\$0.77	1.49 %	4.80
26 Jun 2024	\$5,472.00	1,162,040	5,664	63,115	53,074	\$4.71	\$0.97	1.16 %	4.57
Total	\$154,763.60	29,944,508	97,772	4,800,773	1,408,561	\$5.17	\$1.58	0.85 %	4.70