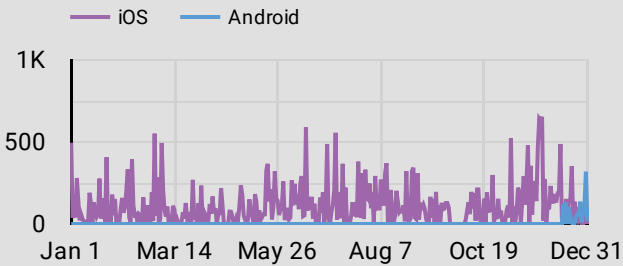




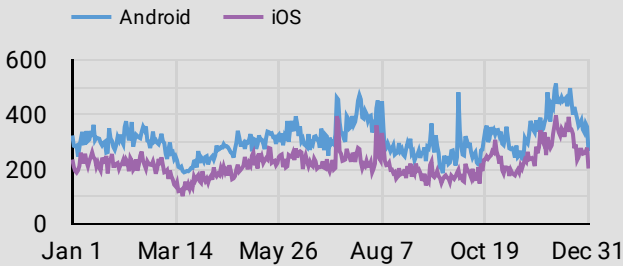
Overview

Demographics

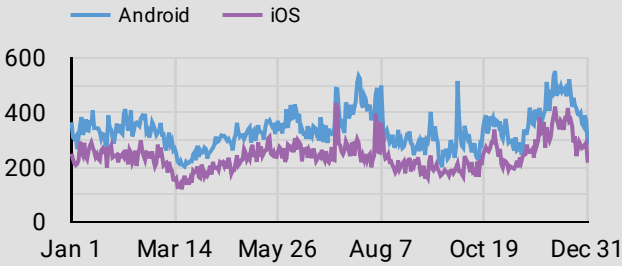
Revenue



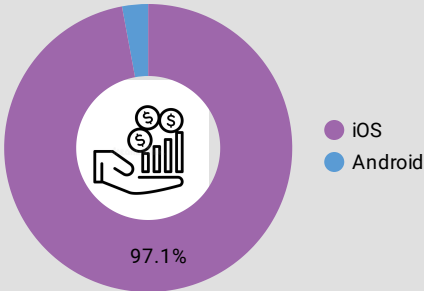
Users



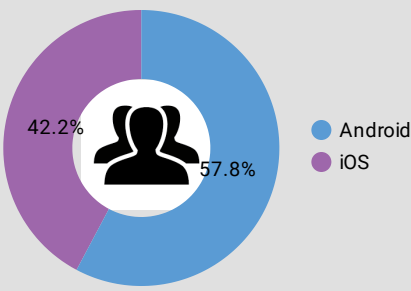
sessions



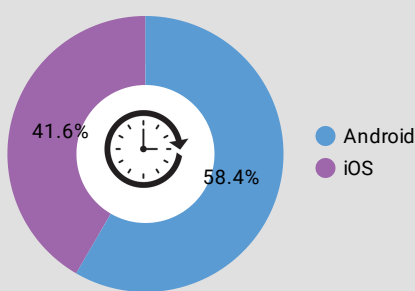
Revenue



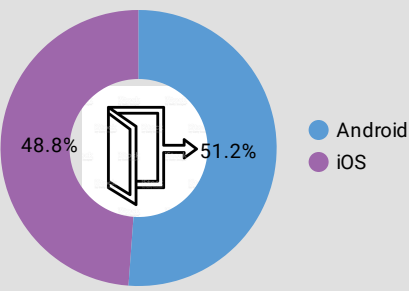
Users



Session



Bounce Rate



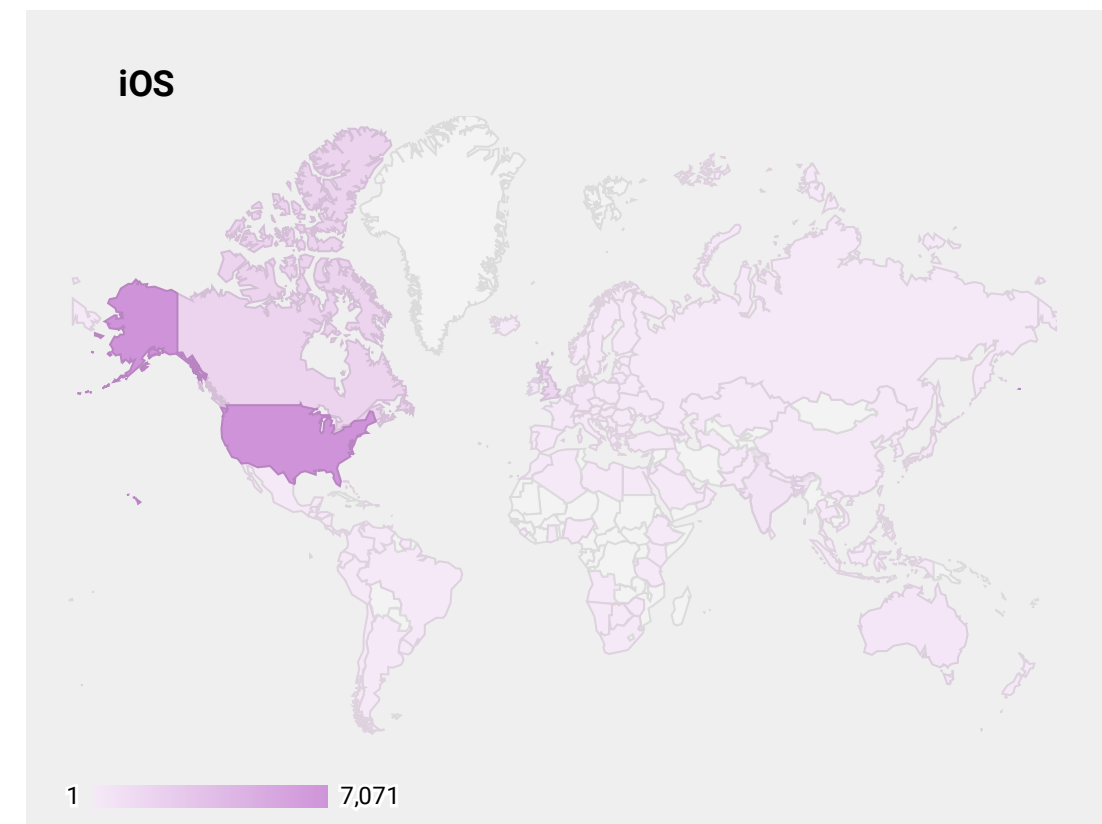
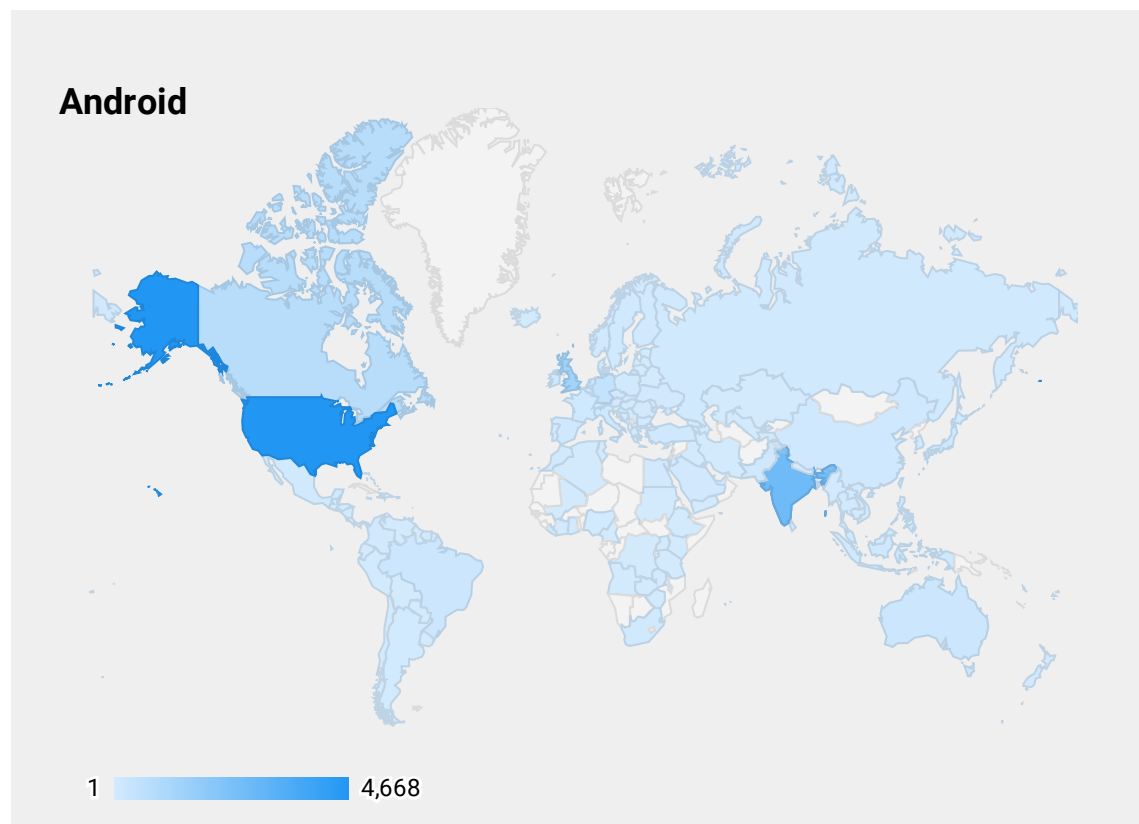
| | Campaign | Revenue ▾ | Users | Sessions | Bounce Rate | Cost per Convers... |
|----|--------------------------------|-----------|---------|----------|-------------|---------------------|
| 1. | (not set) | \$123.47K | 522,630 | 733,953 | 45.55% | \$0 |
| 2. | MIX Txt ~ AW-Brand (US/Cali) | \$4.03K | 4,758 | 7,315 | 26.08% | \$1 |
| 3. | MIX Txt ~ AW - Apparel | \$840.44 | 761 | 1,011 | 32.74% | \$13.25 |
| 4. | Data Share Promo | \$260.72 | 16,919 | 20,913 | 62.21% | \$0 |
| 5. | BMM Txt ~ AW - Hoodies | \$98.47 | 2,708 | 2,870 | 86.2% | \$370.72 |
| 6. | MIX Txt ~ AW - Drinkware | \$56 | 134 | 153 | 49.02% | \$31.71 |
| 7. | PHR Txt ~ AW - YouTube | \$54 | 1,012 | 1,091 | 68.47% | \$72.21 |
| 8. | AW - Google Brand (US) | \$10 | 76 | 113 | 23.89% | \$0.41 |
| 9. | MIX Txt ~ AW - Accessories | \$0 | 82 | 101 | 66.34% | \$54.45 |



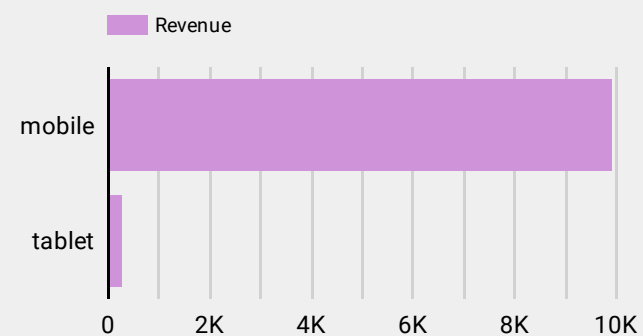
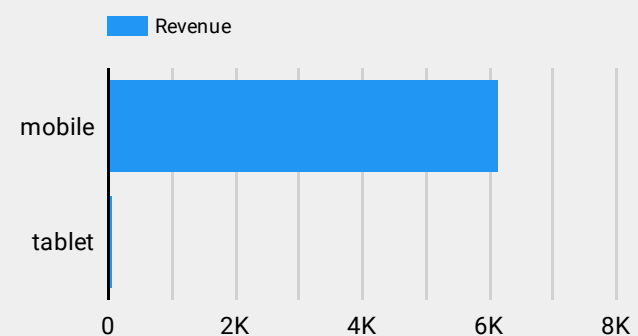
Overview

Demographics

Where do Users come from?



Revenue by Device



Revenue Split by Age

