

Select date range

SITE

AD-NAME

AD-SET

Visibility

impressions
11.2M

Avg.PVS
5.65

Acquisition

clicks
2.3M

Avg.CTR
20.1%

Profit

revenue
\$51.47K

profit
\$19.21K

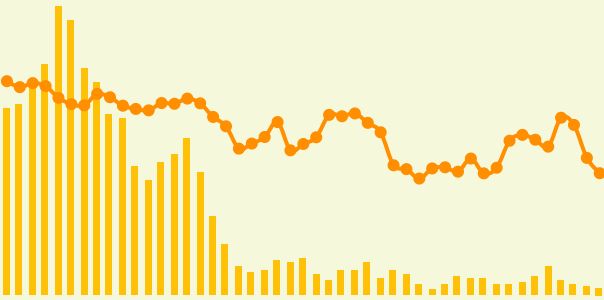
Avg.RPS
\$0.027

Cost

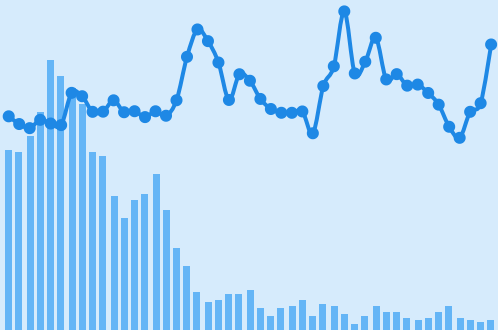
spend
\$32.26K

Avg.CPC
\$0.014

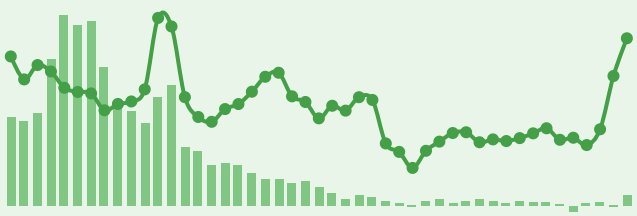
Avg.CPM
\$2.874



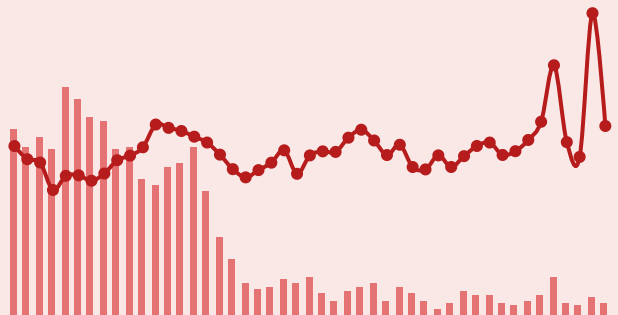
impressions PVS



clicks CTR



profit RPS



spend CPC

LINK TO DASH : <https://datastudio.google.com/s/hYulH-MQf2E>

Campaign

| | adset_na me_short | ad_name | date | Imp. ▾ | Avg.PVS | clicks | Avg.C TR | revenue | profit | Avg.R PS | spend | Avg.C PC | Avg.C PM |
|-------------|----------------------|------------------|--------------|--------|---------|--------|-------------|----------|-----------|-------------|----------|-------------|-------------|
| 1. | 1020 /kola... | /babies-switc... | Apr 5, 20... | 152.1K | 5.53 | 18K | 11.82% | \$522.25 | \$258.... | \$0.033 | \$264.08 | \$0.015 | \$1.736 |
| 2. | 1020 /kola... | /twins-with-d... | Apr 6, 20... | 149.9K | 5.43 | 17.2K | 11.49% | \$411 | \$159.... | \$0.028 | \$251.1 | \$0.015 | \$1.675 |
| 3. | 1005 /kola... | /kola-superde... | Apr 5, 20... | 118.3K | 5.85 | 26.8K | 22.63% | \$640.77 | \$371.... | \$0.028 | \$269.31 | \$0.010 | \$2.277 |
| 4. | 1020 /kola... | /pregnant-do... | Apr 4, 20... | 111.4K | 5.55 | 13.6K | 12.18% | \$401.65 | \$240.... | \$0.033 | \$161.41 | \$0.012 | \$1.449 |
| 5. | 1015 /untr... | /twins-with-d... | Apr 5, 20... | 105.5K | 8.15 | 21.5K | 20.4% | \$579.52 | \$311.... | \$0.028 | \$267.8 | \$0.012 | \$2.538 |
| 6. | 1005 /kola... | /safe-german... | Apr 6, 20... | 102.8K | 5.7 | 23.6K | 22.93% | \$566.5 | \$316.... | \$0.028 | \$250.29 | \$0.011 | \$2.434 |
| 7. | 1015 /untr... | /kola-superde... | Apr 6, 20... | 92.3K | 8.29 | 17.9K | 19.36% | \$560.73 | \$309.4 | \$0.032 | \$251.33 | \$0.014 | \$2.722 |
| 8. | 1020 /kola... | /kola-superde... | Apr 3, 20... | 87.7K | 5.73 | 12.6K | 14.35% | \$415.55 | \$246.5 | \$0.036 | \$169.05 | \$0.013 | \$1.927 |
| Grand total | | | | 11.2M | 5.65 | 2.3M | 20.1% | \$51.47K | \$19.2... | \$0.027 | \$32.26K | \$0.014 | \$2.874 |

