



Insight Analytics by Channel

*CTR : Click-Through Rate
*CPC : Cost per Click
*CPM : Cost per 1000 impressions

4M
TOTAL CLICKS



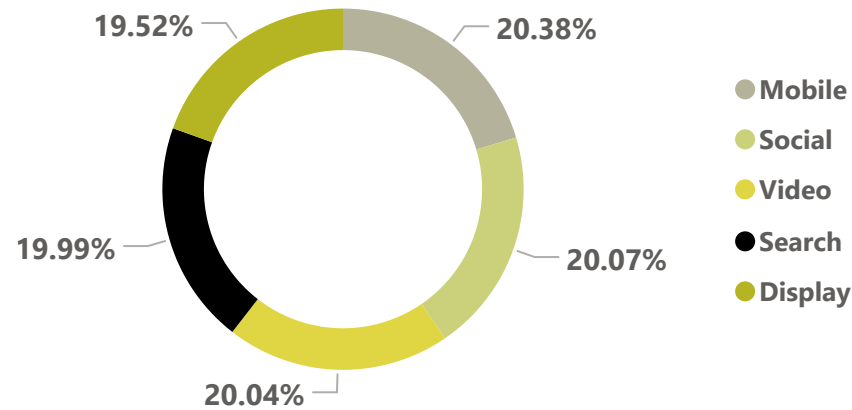
858.27K
TOTAL COST



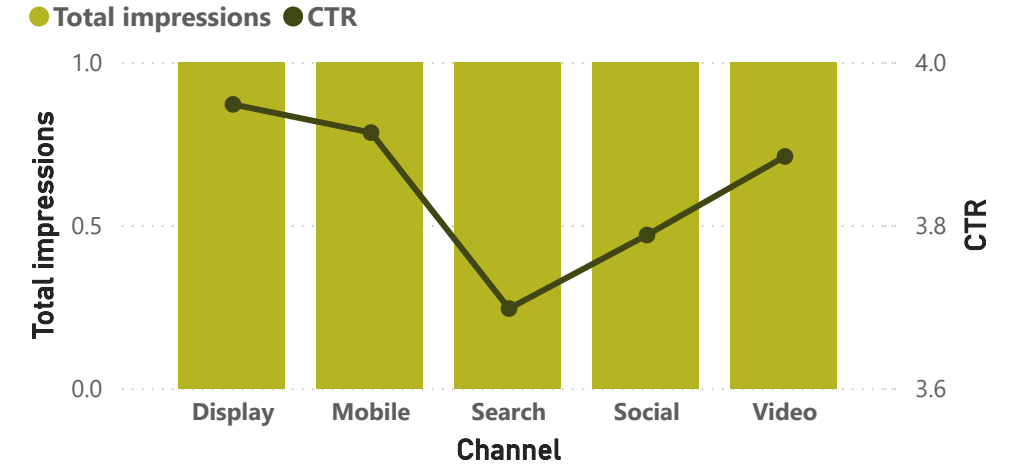
99M
TOTAL IMPRESSIONS



Media cost by channel

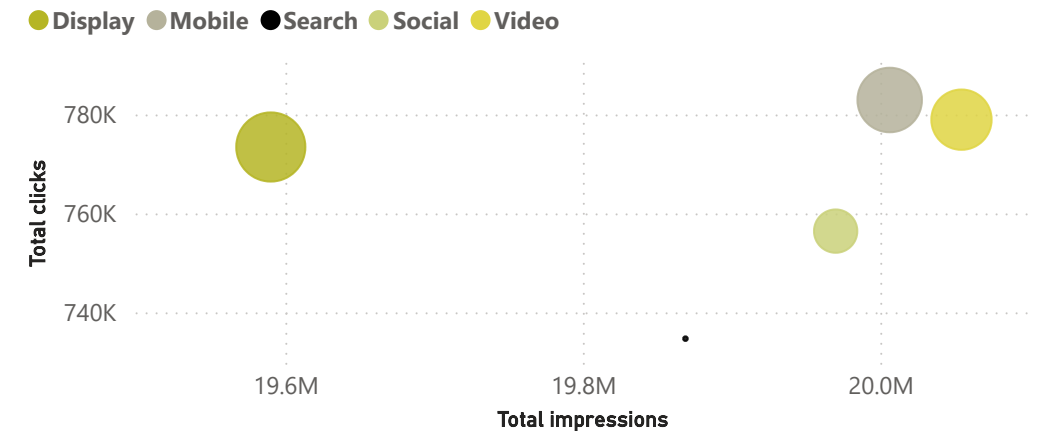


Total impressions vs CTR by channel



Channel	Total impressions	Total cost	Total clicks	CPM	CPC	CTR
Display	19590K	167,542.12	773423	8.55	0.22	3.95
Mobile	20006K	174,951.22	782925	8.74	0.22	3.91
Video	20055K	172,023.24	778948	8.58	0.22	3.88
Social	19970K	172,223.04	756418	8.62	0.23	3.79
Search	19869K	171,534.14	734676	8.63	0.23	3.70

Impressions Vs Clicks Vs CTR across channel





Insight Analytics by Campaign

CHANNEL

- ☒ Sélectionne...
- ☐ Display
- ☐ Mobile
- ☐ Search
- ☐ Social
- ☐ Video

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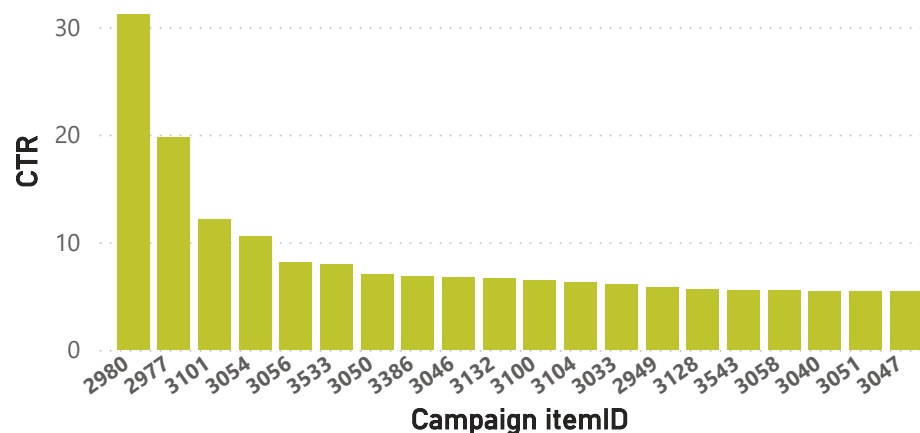
858.27K
TOTAL COST



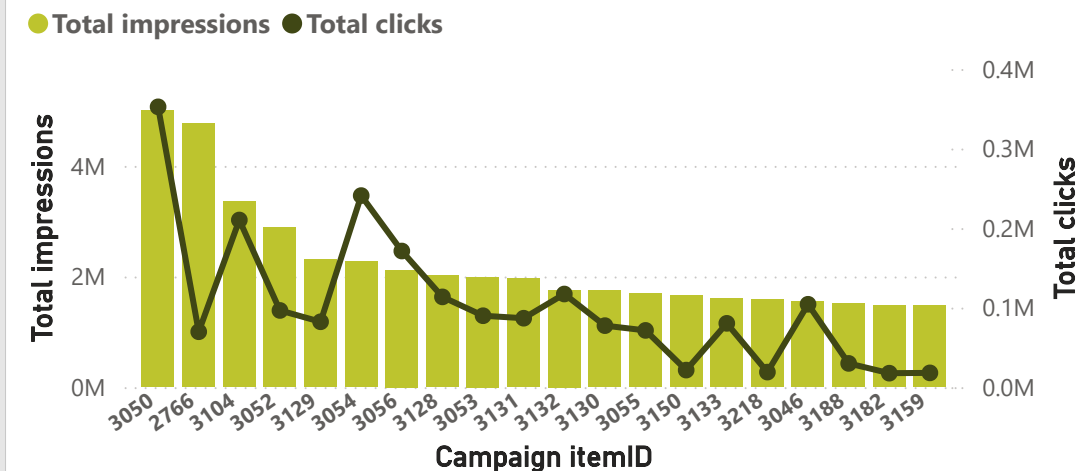
99M
TOTAL IMPRESSIONS



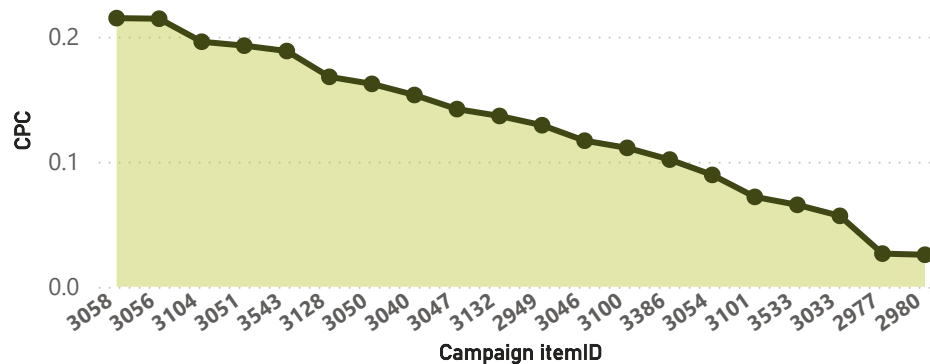
Top 20 CTR by campaign



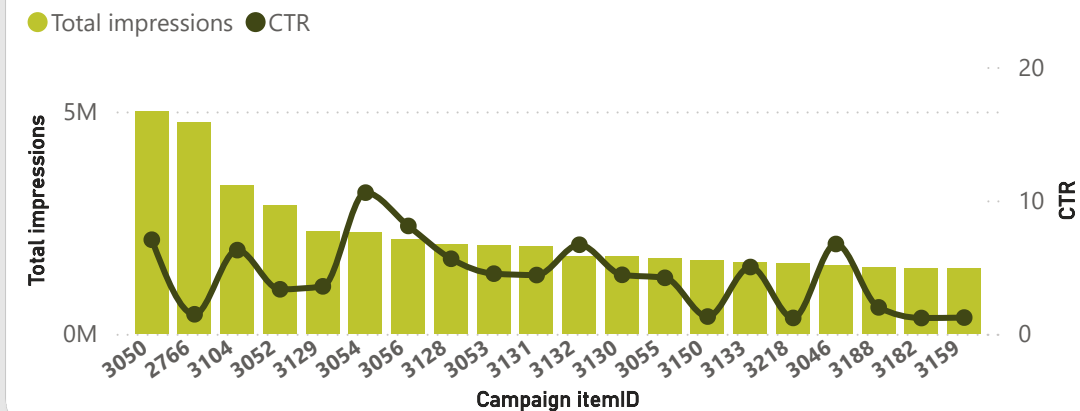
Top 20 Total impressions vs Total clicks by campaign



Bottom 20 CPC by campaign



Top 20 Total impressions vs CTR by campaign





Insight Analytics by keywords

*CTR : Click-Through Rate
*CPC : Cost per Click
*CPM : Cost per 1000 impressions

4M
TOTAL CLICKS



858.27K
TOTAL COST



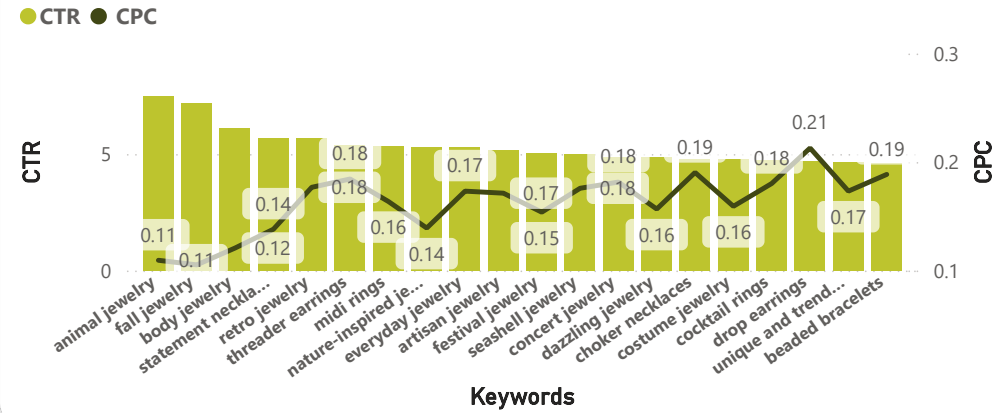
99M
TOTAL IMPRESSIONS



Total clicks by keywords



Top 20 CTR Vs CPC by Keywords



Keywords	Total impressions	Total clicks	CTR	CPC
drop earrings	1205417	56811	4.71	0.21
seashell jewelry	1037354	51751	4.99	0.18
choker necklaces	1018672	48713	4.78	0.19
mid rings	975111	52117	5.34	0.16
threader earrings	948520	51226	5.40	0.18
retro jewelry	915480	51975	5.68	0.18
body jewelry	850056	51913	6.11	0.12
fall jewelry	838676	60341	7.19	0.11

Top 20 Total impressions vs CTR by Keywords

