



Ad Performance

Last

6

Weeks

164.6K

Ad Impressions

101.3K

Ad Reach

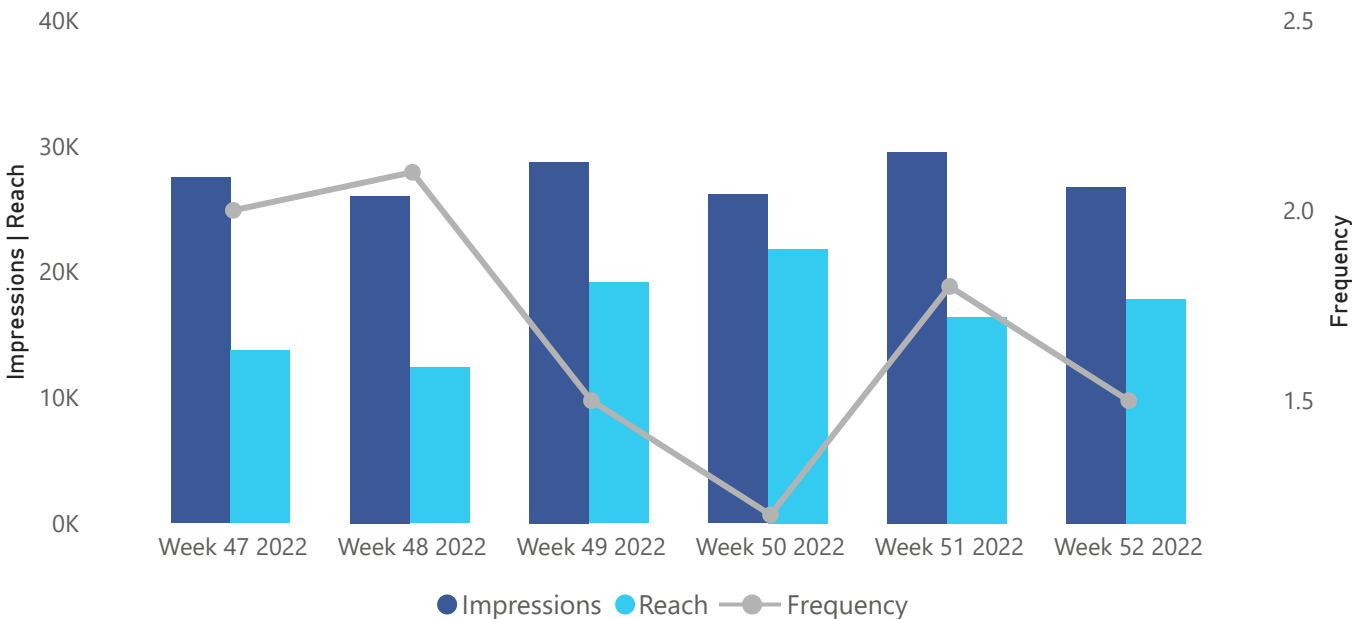
1.7

Ad Frequency

0.60%

Average CTR

Ad Impressions, Reach & Frequency over Time



Top 5 Ads by Impressions

Ad	Impressions
Amazon	51,022
Instagram	41,146
Online courses	27,979
Food Centers	16,457
Online Games	13,165

Top 5 Ads by Frequency

Ad	Frequency
Online Games	1.87
Moblies	1.85
Amazon	1.82
Food Centers	1.70
Instagram	1.65

Ad Placement	CTR	Cost per Conversion	Cost per Click
Desktop News Feed	0.93%	\$31.7	\$1.43
Desktop Right Column	0.13%	\$31.5	\$1.38
Instagram	0.21%	\$31.2	\$0.64
Mobile News Feed	0.51%	\$31.1	\$0.61
Mobile Right Column	0.01%	\$30.6	\$0.59

CPM & CTR

