

# CliqueBait Campaign Metrics

## Ad Conversion Rate

84% purchase rate



This shows what percentage of purchases from those who **clicked an impression ad**, since the purchase rate without ads is around 39%.

## Campaign Clicks

50% higher purchase rate



This documents the **uplift in purchase rate** when compared with users that did not receive an impression ad.

## Campaigns generated visits

Campaign	Total visits
None	512
Half Off	2388
BOGOF	260
25% Off	404

## Bounce Rate

25.5% bounce rate



This refers to the percentage of people that immediately **leave the first page** they view.

## Total Visits

3564 views



This documents the complete number of visits **CliqueBait** receives.

## Unique Visits

500 unique visitors



This documents the **number of individuals** who visited CliqueBait.