



Overview - Marketing Campaigns Results

Click Through Rate & Impressions

by Clicks, CTR, and Impressions

Clicks
41.3K
No data

CTR
2.1%
No data

Impressions
2.0M
No data

Conversion Rate & Cost

by Conversions Rate and Cost / Conv.

Conversions
2.1K
No data

Conv. rate
5.1%
No data

Cost / Conv.
\$4.50
No data

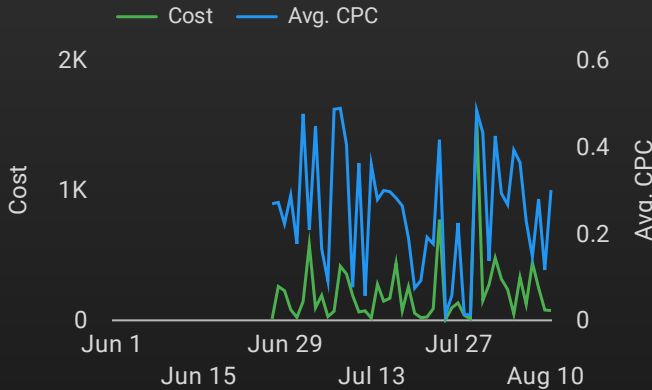
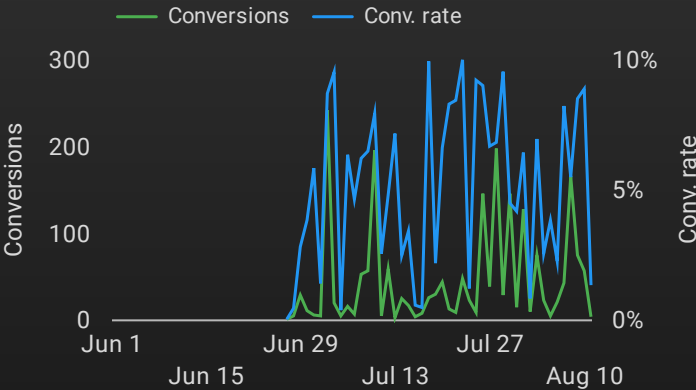
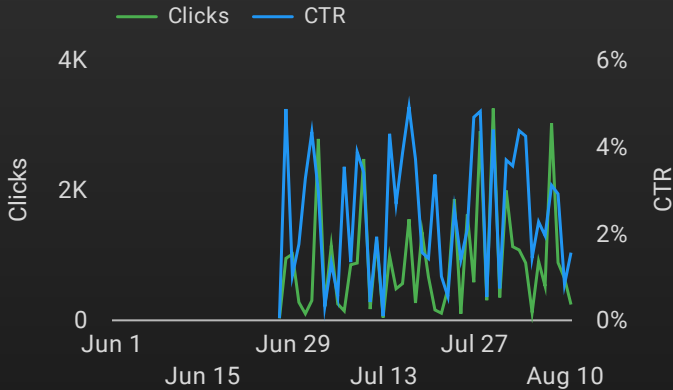
Cost Per Click

by Cost, CPC, and CPM

Cost
\$9.49K
No data

Avg. CPC
\$0.23
No data

Avg. CPM
\$4.86
No data



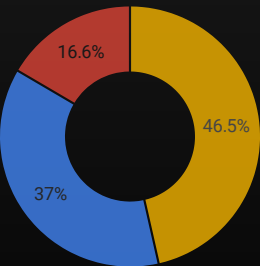
Top Campaigns

by CTR, Avg. CPC, and Cost / Conv.

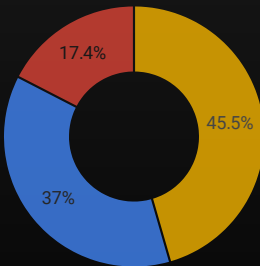
	Campaign	CTR ▾	Avg. CPC	Cost / Conv.
1.	Campaign - Biking	3.75%	\$0.12	\$1.97
2.	Campaign - Accessories	2.34%	\$0.2	\$3.89
3.	Campaign - Jackets	2.26%	\$0.15	\$2.73
4.	Campaign - Wearables	2.2%	\$0.26	\$4.06
5.	Campaign - T-Shirts	2.1%	\$0.34	\$13.22
6.	Campaign - Fun	1.98%	\$0.35	\$8.12
7.	Campaign - Dynamic Search Ads	1.74%	\$0.3	\$9.07
8.	Campaign - Holiday	1.37%	\$0.01	\$0.13
9.	Campaign - Active Wear	1.31%	\$0.13	\$1.89
10.	Campaign - Shoes	1.31%	\$0.16	\$46

Device Breakdown

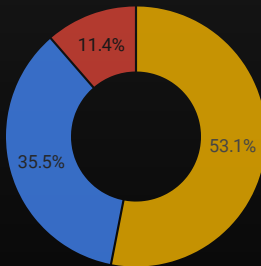
by Clicks, Cost, and Conversions



Clicks



Cost



Conversions

	Campaign ...	Campaign	Date-	Cost	Impressi...	Clicks	CTR	Conversions	Avg. CPC ▾	Avg. C...	Cost / Conv.	ROAS
1.	272290758	Campaign - Wea...	Jul 8, 2025	\$409	63,629	840	1.32%	52	\$0.49	\$6.43	\$7.87	\$1.27
2.	235343532	Campaign - Acti...	Jul 7, 2025	\$63	3,694	130	3.52%	6	\$0.48	\$17.05	\$10.5	\$0.15
3.	458390433	Campaign - Fun	Jul 30, 2025	\$1,563	74,105	3,243	4.38%	145	\$0.48	\$21.09	\$10.78	\$3.49
4.	272290518	Campaign - Dyn...	Jul 2, 2025	\$137	6,690	289	4.32%	4	\$0.47	\$20.48	\$34.25	\$0.09
5.	272290518	Campaign - Dyn...	Jul 4, 2025	\$89	66,729	200	0.3%	19	\$0.45	\$1.33	\$4.68	\$0.42
6.	458390433	Campaign - Fun	Jul 31, 2025	\$145	47,181	337	0.71%	14	\$0.43	\$3.07	\$10.36	\$0.3
7.	301191558	Campaign - Acc...	Aug 2, 2025	\$473	31,580	1,118	3.54%	9	\$0.42	\$14.98	\$52.56	\$0.19
8.	458390433	Campaign - T-Sh...	Jul 24, 2025	\$766	72,985	1,849	2.53%	22	\$0.41	\$10.5	\$34.82	\$0.46
9.	235343532	Campaign - Biking	Jul 9, 2025	\$349	22,429	866	3.86%	56	\$0.4	\$15.56	\$6.23	\$1.13
10.	458390433	Campaign - T-Sh...	Aug 5, 2025	\$41	7,391	105	1.42%	4	\$0.39	\$5.55	\$10.25	\$0.08
11.	458390433	Campaign - T-Sh...	Aug 6, 2025	\$323	39,685	893	2.25%	20	\$0.36	\$8.14	\$16.15	\$0.36
12.	272290518	Campaign - Dyn...	Jul 11, 2025	\$57	39,476	158	0.4%	4	\$0.36	\$1.44	\$14.25	\$0.07
13.	458390433	Campaign - Fun	Jul 13, 2025	\$10	37,021	28	0.08%	2	\$0.36	\$0.27	\$5	\$0.04
14.	301191558	Campaign - Acc...	Aug 11, 2025	\$68	14,816	228	1.54%	3	\$0.3	\$4.59	\$22.67	\$0.04
15.	272290518	Campaign - Dyn...	Jul 15, 2025	\$140	17,662	471	2.67%	16	\$0.3	\$7.93	\$8.75	\$0.24
16.	458390433	Campaign - Jac...	Jul 16, 2025	\$162	14,320	550	3.84%	3	\$0.29	\$11.31	\$54	\$0.04
17.	301191558	Campaign - Acc...	Aug 3, 2025	\$310	24,521	1,067	4.35%	74	\$0.29	\$12.64	\$4.19	\$1.07