$$Renta = -\frac{\sum Marge}{\sum cout} * 1.2$$

$$Contrib = \frac{Marge}{\sum marge} * 100 (en\ \%)$$

$$val1clic = \frac{\sum Marge}{\sum nclic} * 100\ en\ (cent\ euro)$$

$$CRV = \frac{\sum ntransfo}{\sum nclic} * 100\ (en\ \%)$$

$$BID = -\frac{\sum cout}{\sum ntransfo}$$

$$CPM = -\frac{\sum cout}{\sum nclic} * 1000$$