

Market Data Analytics

Time range



Platform

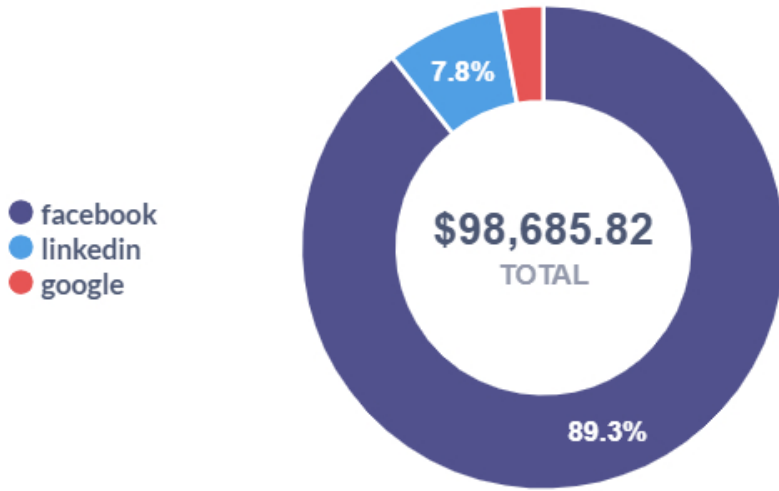


Campaign name



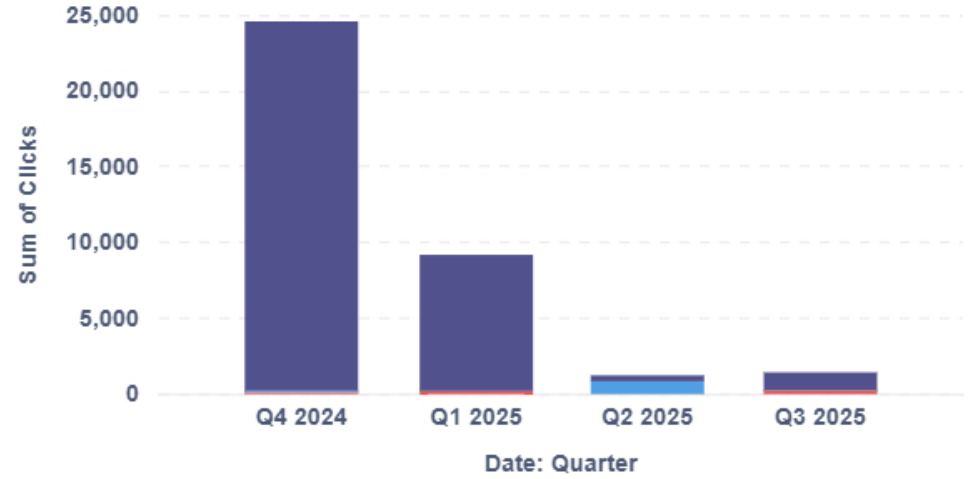
Overview

Total Cost



Clicks

facebook linkedin google



Cost per Click

\$0.69
December 9, 2024
↑ **25.12%** * vs. January 2, 2025

Avg Cost per Click

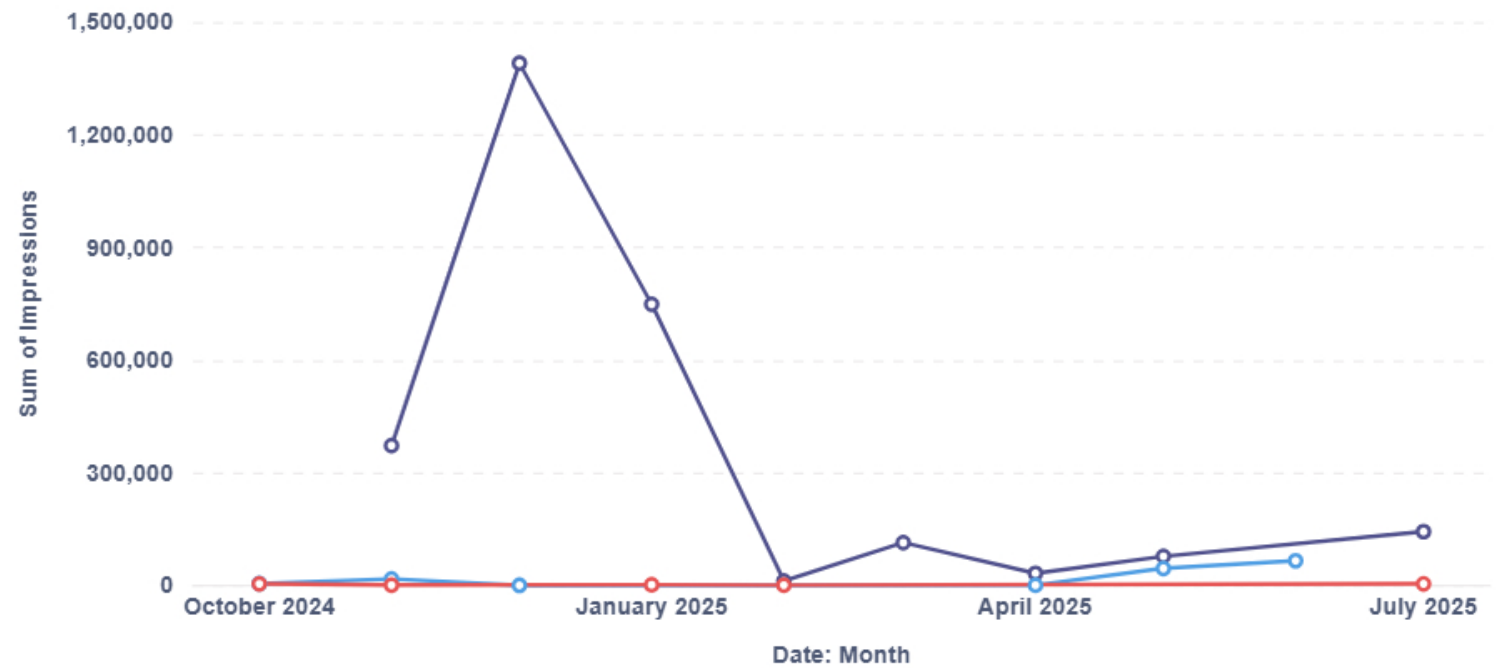


Avg Click Through Rate



Impressions

facebook linkedin google



ads insights

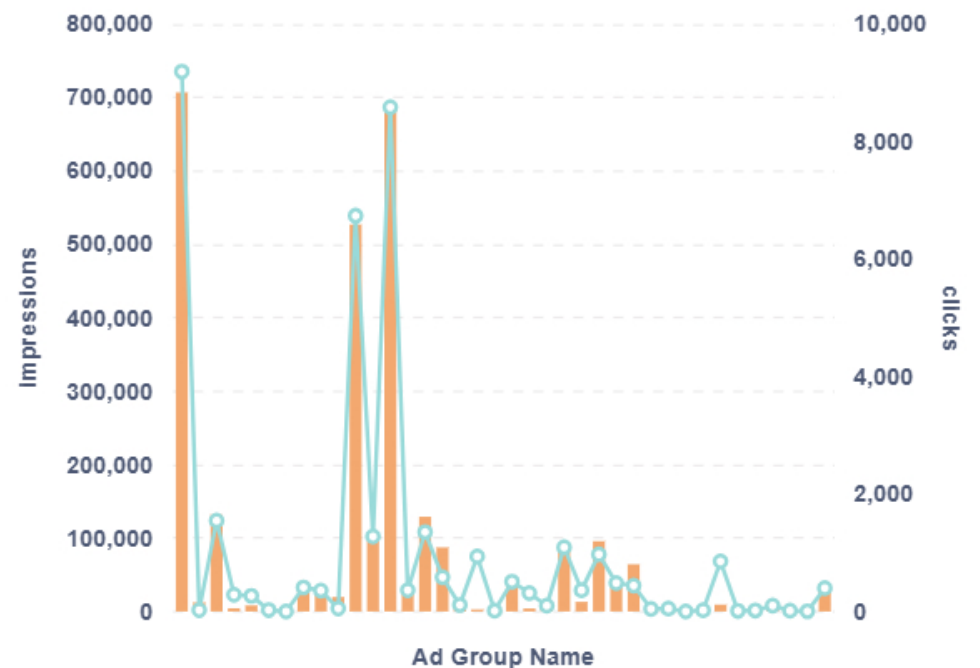
Top campaigns by clicks

campaign_name	platform	cost
[Leads] Demo Page Conversions	facebook	29,171.3
[Leads] Demo Page Conversions - AA+	facebook	16,049.8
[Leads] CBO + Top Performing Ad Set	facebook	11,841.2
[TOF] Priming Campaign V.2	facebook	2,318.2
[Leads - CBO] Demo Page Conversions V.5	facebook	9,163.1
[Leads] CBO + Top Performing Ad Set Test [Brand Test]	facebook	3,402.6
[TOF] Priming Campaign V.3 (mssg 1-4)	facebook	538.9
[TOF] Priming Campaign V.1	facebook	566.6

10 rows

Ad groups (impressions vs clicks)

impressions clicks



Top Ads (cost vs clicks)

cost clicks

