

KPIs

Segment	Total_spent	Total_conversion	Total_Impressions	Total_clicks	Cost_per_Conversion	Cost_per_Impression	Cost_per_Click	Click_through_Rate	Conversion_Rate
Overall	19620.239997	1645.0	78513588.0	11674	11.927198	0.000250	1.680678	0.000149	0.140911
Male Demo	17170.029999	1323.0	72026301.0	9989	12.978103	0.000238	1.718894	0.000139	0.132446
Female Demo	2450.209999	322.0	6487287.0	1685	7.609348	0.000378	1.454131	0.000260	0.191098
Campaign 916	149.710001	58.0	482925.0	113	2.581207	0.000310	1.324867	0.000234	0.513274
Campaign 936	2893.369999	537.0	8128187.0	1984	5.388026	0.000356	1.458352	0.000244	0.270665
Campaign 1178	16577.159998	1050.0	69902476.0	9577	15.787771	0.000237	1.730935	0.000137	0.109638
Age 30-34	7693.219994	890.0	35678593.0	4433	8.644067	0.000216	1.735443	0.000124	0.200767
Age 35-39	5145.520004	357.0	20165377.0	3005	14.413221	0.000255	1.712319	0.000149	0.118802
Age 40-44	4337.629999	235.0	15881589.0	2660	18.458000	0.000273	1.630688	0.000167	0.088346
Age 45-45	2443.870000	163.0	6788029.0	1576	14.993067	0.000360	1.550679	0.000232	0.103426