Features Collected:

Feature	Description
Impressions	Number of times an ad was displayed
Clicks	Number of times an ad was clicked
Conversions	Number of users who completed a desired action (purchase, signup)
Lead Generation	Captured leads from forms, sign-ups
Revenue	Total revenue generated from ads
Ad Spend	Money spent on running ads
Reach	Unique users who saw the ad
Time Spent	Average time a user spends on the website/app
Bounce Rate	Percentage of users leaving without interaction
Device Type	Mobile, Desktop, Tablet
Location	Country, City, Region
Demographics	Age, Gender, Income Group
Ad Type	Image, Video, Text, Carousel
Campaign ID	Unique identifier for each ad campaign
Date & Time	Timestamp of ad impression, click, or conversion