

Campaign Performance and Cost Evaluation

Total Spend
\$28.62M

Income
34.9M

CPC
\$44.94

CPM
\$404.22

CTR
0.9%

ROMI
22.0%

Summary of Campaign Metrics

	Campaign Name	Total Spend ▾	CPC	CPM	CTR	ROMI
1.	Expansion	11,361,632	\$176.13	\$1,732.61	0.98%	19.03%
2.	Lookalike	6,363,109	\$28.79	\$302.73	1.05%	26.09%
3.	Electronics	4,021,553	\$46.79	\$328.4	0.7%	17.73%
4.	Wholesale	2,361,830	\$75.08	\$491.69	0.65%	19.81%
5.	Hobbies	1,907,362	\$22.43	\$136.65	0.61%	19.37%
6.	Promos	1,002,610	\$34.77	\$264.34	0.76%	44.01%
7.	New items	514,459	\$18.85	\$292.42	1.55%	22.49%
8.	Discounts	438,679	\$8.88	\$228.25	2.57%	23.17%
9.	Crazy discounts	390,946	\$11.82	\$161.01	1.36%	18.24%
10.	Trendy	199,231	\$20.49	\$143.11	0.7%	90.68%
11.	Brand	60,656	\$107.74	\$65.27	0.06%	22.48%

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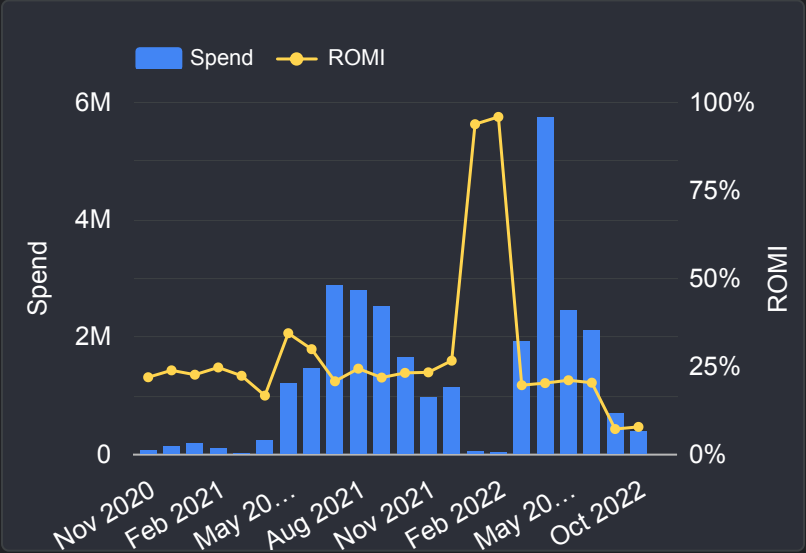
Filter Bar

Date (Month/Year) ▾

Campaign Name ▾

Note
To review the performance of an individual campaign, simply click on its name displayed on the heatmap.

Spend and ROMI by Date (Year/Month)



Number of Active Campaigning by Date (Year/Month)

