					Campaign	Performance Da	shboard		
Segmentation (Filters): Plan Se						(Filters): State	ers): Category Type		
					lance: CPC (\$) Quick Glance: \$		Quick Glance: Signup I		Quick Glance: CPS (\$)
Marketing Metrics: Impressions, CTR, CPC									
Value Reporting by Campaign Category Performance Comparison by Campaign Category									
	paign Category Impressions CTR CPC					T			
Cumpuign Curegory	p.: occiono		5. 5	ł	Impressions	Rar Chart			
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				+					
	l				Signup Mot	rice: Signune Signun I	Pata CBS		
Value Reporting by Ca	mnaign Catego	nrv			Signup Metrics: Signups, Signup Rate, CPS Overall Trends by Campaign Category			Distribution by Campaign Category	
Campaign Category Signups Signup Rate CPS					Overall frends by Gampaign Gategory			Distribution by Cumpuign Category	
Campaign Category	Signups	Signup Nate	GF 3	ł					1
						Line Obert			Ave a Chart
						Line Chart:	b O . t		Area Chart:
				-	Signups	Color-coded Lines for	each Calegory	Signups	Color-coded Sections for each Category
				-	Count			Percent of Total	
							,		,
				-		Y	'ears		Years
				-					
Claim Metrics: Claim Amount, Claim Count, Average Claim Amount									and the Outer trans
Value Reporting by Campaign Category Campaign Category Claim Amt Claim Count Avg Claim Amt					Overall Trends by Campaign Category			Distribution by Campaign Category	
Campaign Category	Claim Amt	Claim Count	Avg Claim Amt	ļ					T
						Line Chart:			Area Chart:
					Claim	Color-coded Lines for	reach Category	Claim Amount	Color-coded Sections for each Category
					Amount			Percent of Total	
					(\$)				
						Years			Years