					Campaign	Performance Da	shboard			
Segmentation (Filters): <b>Plan</b>					Segmentation (Filters): State			Segmentation (Filters): Category Type		
					Quick Glance: CPC (\$) Quick Glance		Quick Glance: <b>Signup I</b>		Quick Glance: CPS (\$)	
Marketing Metrics: CTR, Impressions, CPC, CPI										
						Performance Comparison by Campaign Category				
Campaign Category	CTR	Impressions	СРС	i		T				
Campaign Category	OIII	Impressions	0.0	CTR	Bar Chart					
					(%)	Sur Grant		Campaign Categories		
	+			┥ '	Impressions			Odinpaign Odtegone		
						Bar Chart		Campaign Categories		
					Count					
								Ouripaign outogories		
					CPC	Bar Chart				
					(\$)			Campaign Categories		
								Odinpaign Odtegone		
		1			Signun Met	rics: Signups, Signup I	Rate CDS			
Value Reporting by Ca	gorv			Overall Trends by Campaign Category			Distribution by Campaign Category			
Campaign Category	Signups	Signup Rate	CPS	l		,	.,			
	8		-							
						Line Chart:			Area Chart:	
							or each Category		Color-coded Sections for each Category	
					Signups Count	Color-coded Lines for each Category	or cach oategory	Signups Percent of Total	Cotor-coded occitoris for each outegory	
						,	Years		Years	
							10015		Todio	
Claim Metrics: Claim Amount, Claim Count, Average Claim Amount										
Value Reporting by Ca	gorv		• • • • • • • • • • • • • • • • • • • •	Overall Trends by Campaign Category			Distribution by Campaign Category			
Campaign Category	Claim Amt	Claim Count	Avg Claim Amt	İ						
, , ,			3 * *							
				1	1					
						Line Chart:			Area Chart:	
					Claim Amount (\$)		olor-coded Lines for each Category		Color-coded Sections for each Category	
						Cotto: Coucu Emico io			Section of the sectio	
		<u> </u>		1						
					1					
		+	<u> </u>			Years			Years	
									1	
					1					
L	l	I .	1	<u> </u>	1			I .		