					Campaig	n Performance Da	shboard			
Segmentation (Filters	s): Plan				Segmentation (Filters): State			Segmentation (Filters): Category Type		
Quick Glance: CTR (%)				Quick Glan	ce: CPC (\$)		Quick Glance: Signup Rate (%)		Quick Glance: CPS (\$)	
Marketing Metrics: CTR, Impressions, CPC, CPI										
Value Reporting by Campaign Category Performance Comparison by Campaign Category										
Campaign Category	CTR	Impressions	СРС	$\neg$						
1 0 0 7	-			1	CTR	Bar Chart				
					(%)		Campaign Categories			
				1						
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					Signup Mo	trice: Cianune Cianun D	lata CBC			
Value Reporting by Campaign Category O						Signup Metrics: Signups, Signup Rate, CPS Overall Trends by Campaign Category			Distribution by Campaign Category	
Campaign Category Signups Signup Rate CPS				1	overall fremas by dampaign dategory			Distribution by Campaign Outegory		
Campaign Category	Signups	Signup hate	CF3	4					I	
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				_		Line Chart:			Area Chart:	
					Signups	Color-coded Lines for e	Signups	Signups	Color-coded Sections for each Category	
					Count			Percent of Total		
						Ye	ars		Years	
Claim Metrics: Claim Amounts, Claim Counts										
Value Reporting by Campaign Category					Overall Trends by Campaign Category			Distribution by Campaign Category		
Campaign Category	Claim Amounts	Claim Counts								
			Ī							
			1							
			Ī			Line Chart:			Area Chart:	
			1		Claim	Color-coded Lines for	each Category		Color-coded Sections for each Category	
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