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Cost & Impressions

Spends

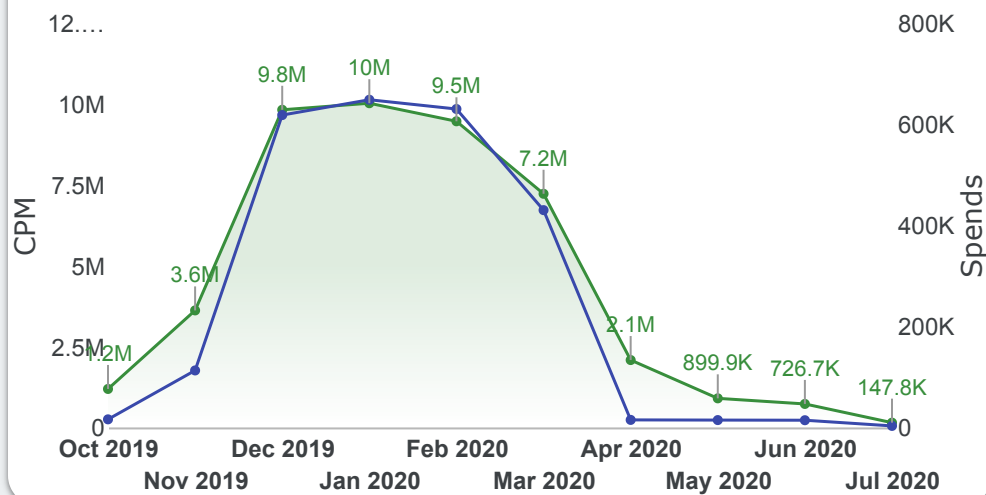
\$2.50M

CPM

\$2.7K

Impressions

4.8M



Clicks

Clicks

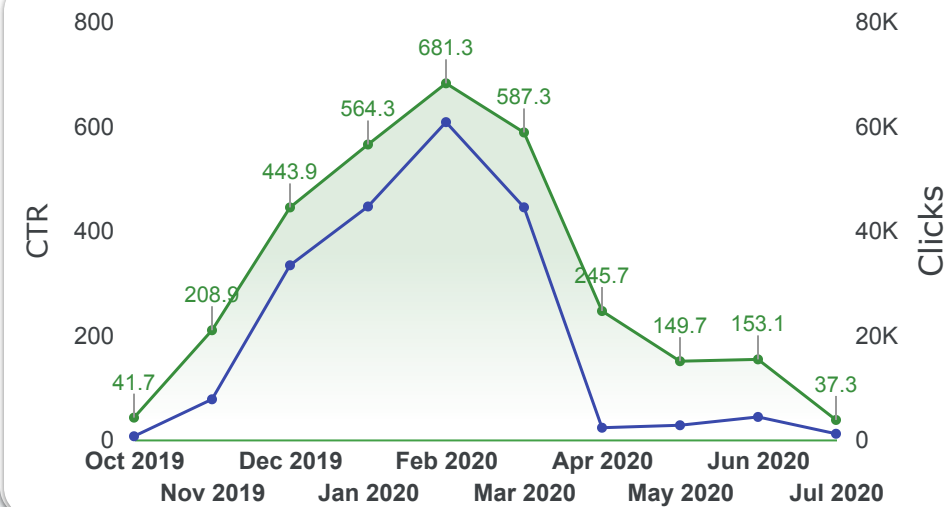
201.6K

CTR

18.5%

CPC

\$15.5



Product	Spends	Clicks	Impressions	Link Clicks	CPM	CPC	CTR
Product 1	754,937	42.6K	473.2K	3,906	3,713.12	22.71	17.72%
Product 2	743,823	50.6K	791.6K	7,557	2,898.77	17.98	16.25%
Product 3	561,588	57.5K	1.9M	13,799	2,202.57	12.87	16.86%
Product 4	442,771	51K	1.7M	10,089	2,074.12	9.86	21.92%