

Campaign Performance Overview

Campaign



Age Group



Interest Group



Total Spent

\$58.71K

CPC

\$1.54

CTR

0.02%

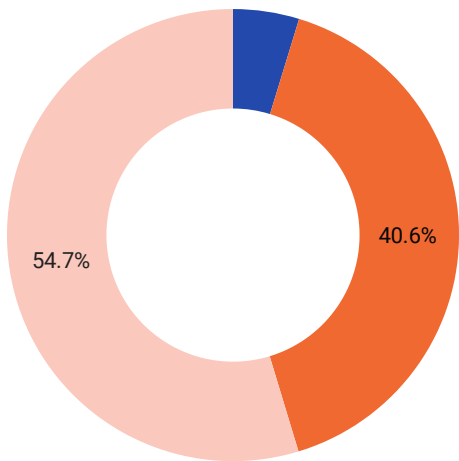
Conversion Rate

8.55%

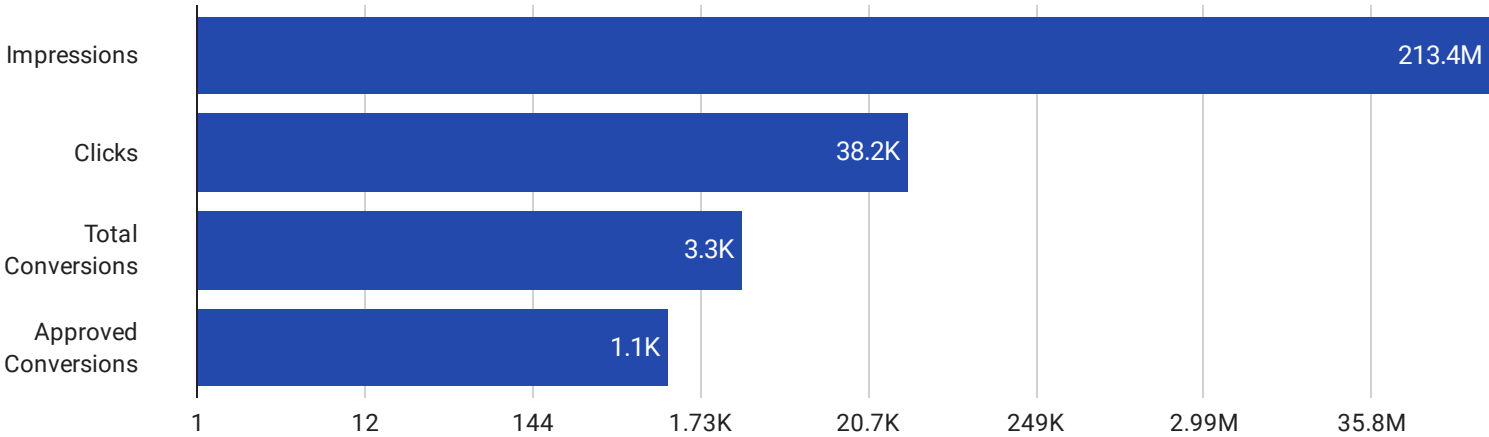
Cost per Approved Conversion

\$40.55

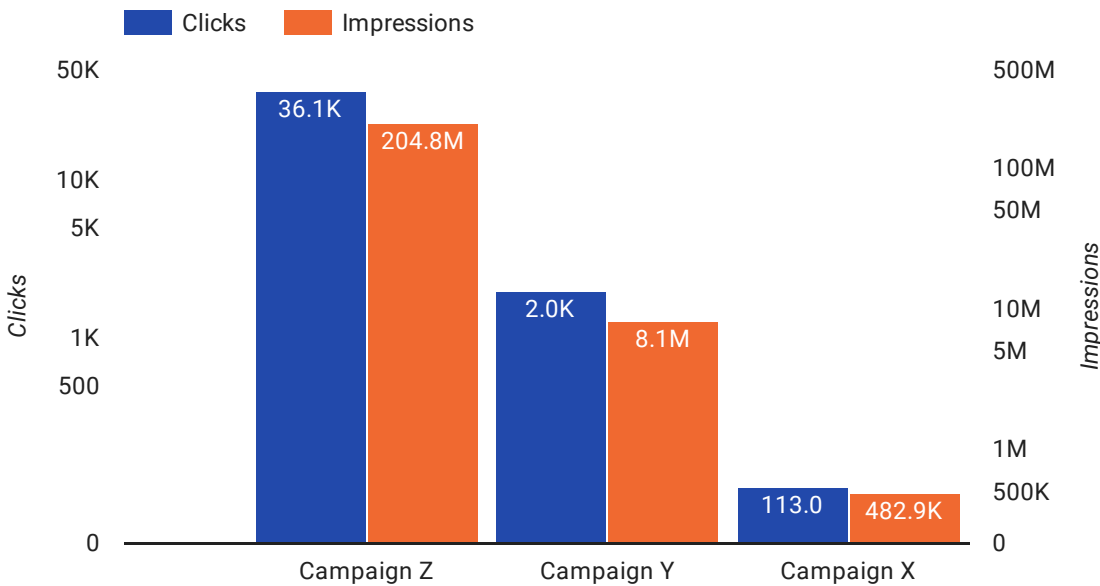
Campaign Type Distribution



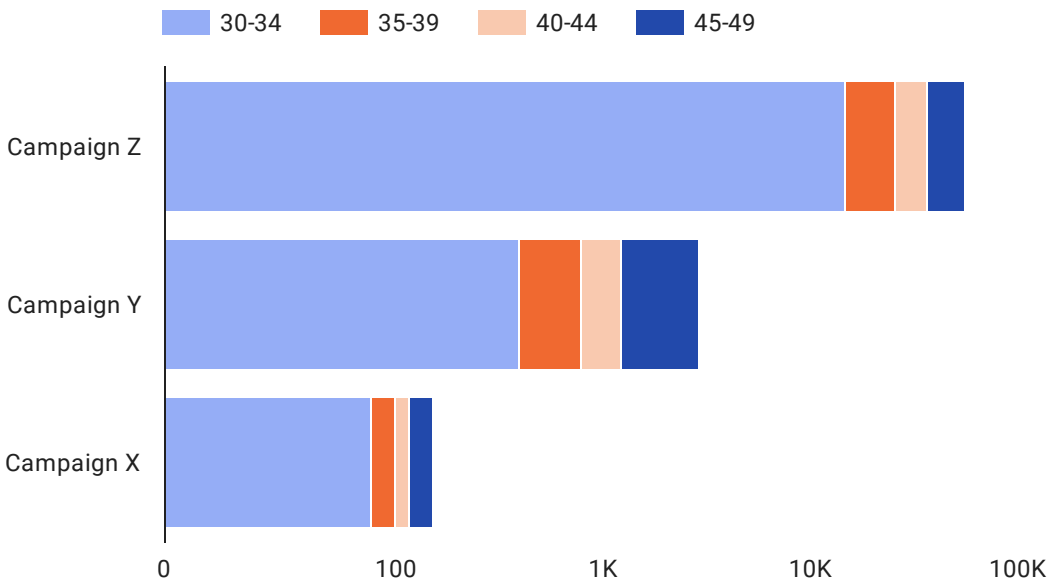
Total Campaign Conversion Funnel



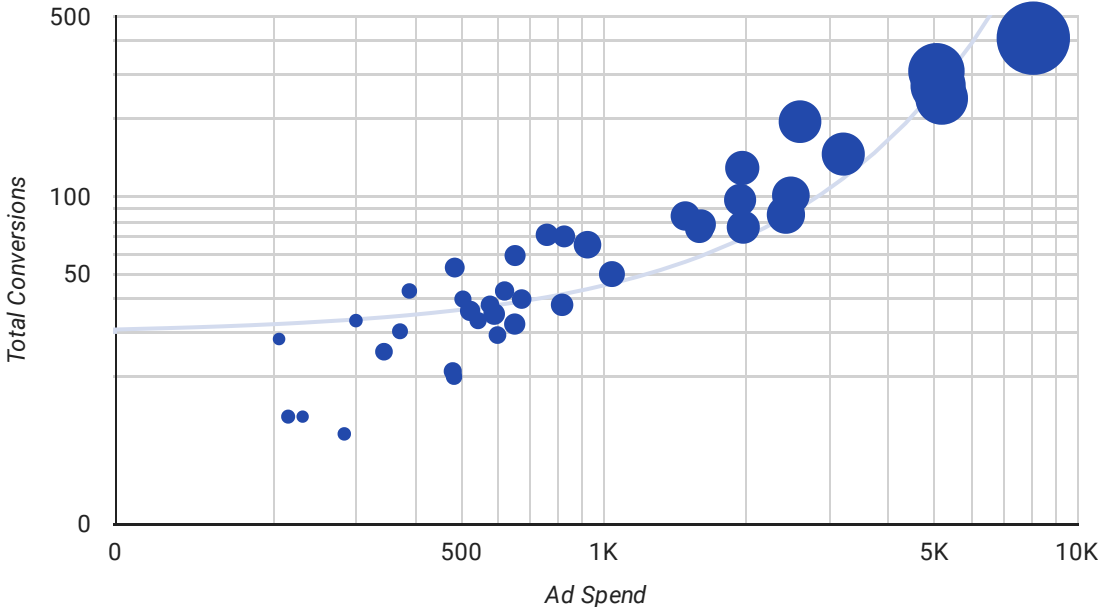
Clicks & Impressions by Campaign



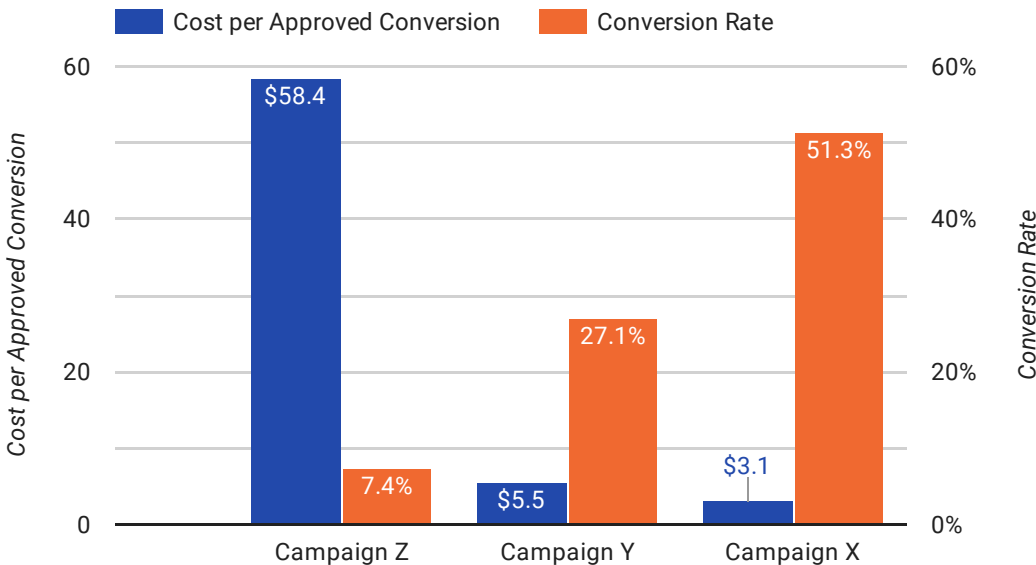
Ad Spend by Campaign and Age Group



Spend vs. Total Conversions



Cost per Approved Conversion & Conversion Rate



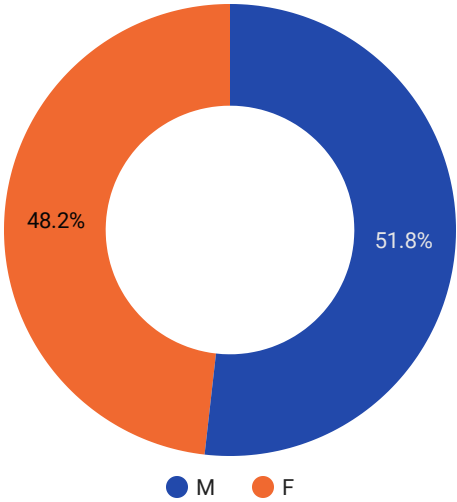
Audience Performance by Demographics

Campaign

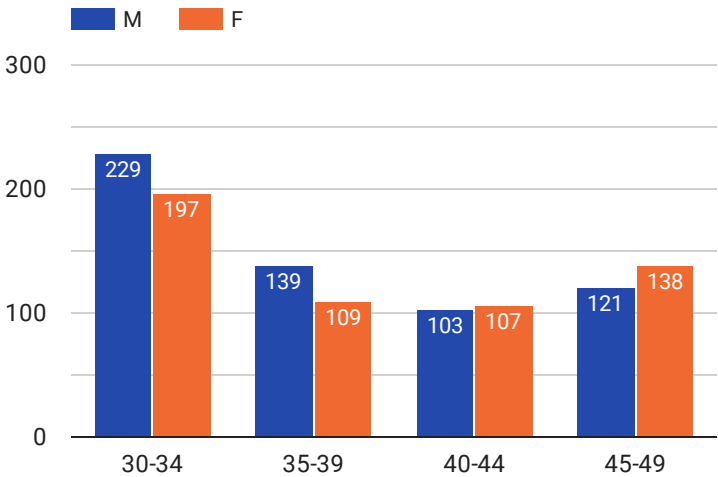
Age Group

Interest Group

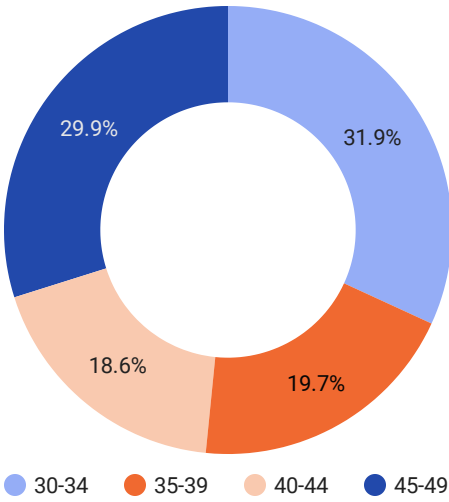
Gender Distribution in Ad Campaigns



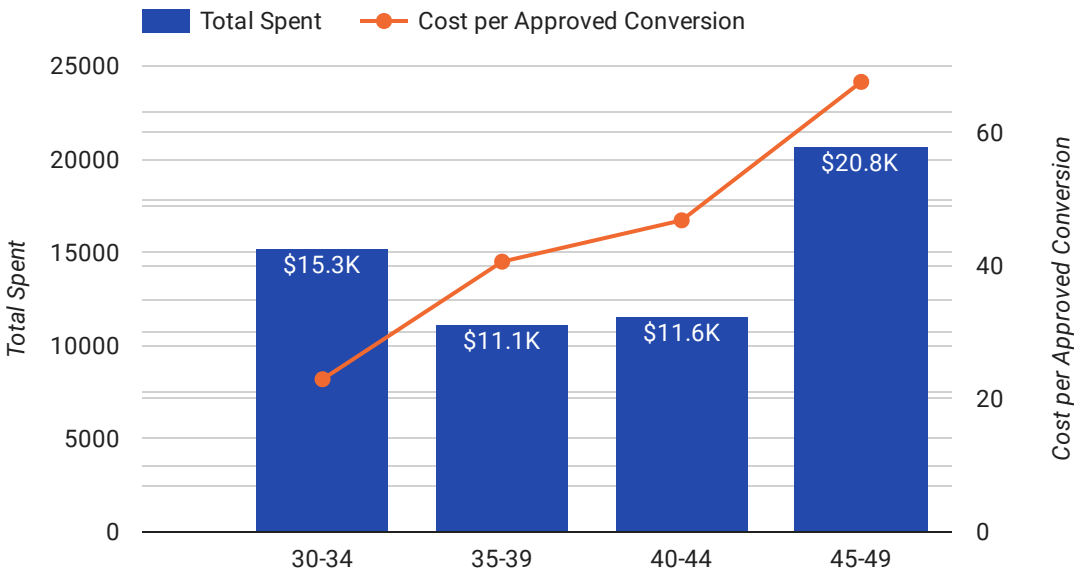
Age and Gender Distribution



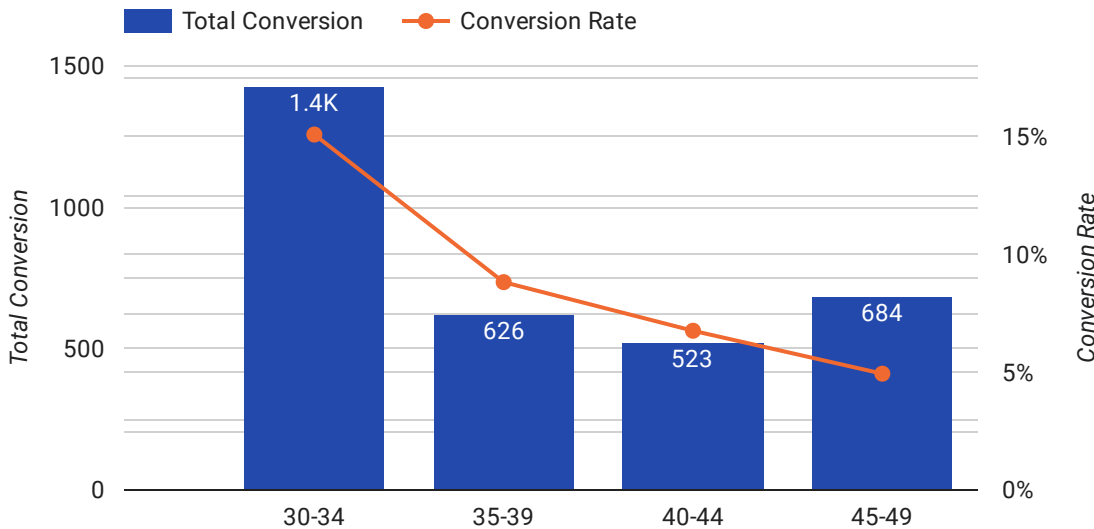
Impressions by Age Group



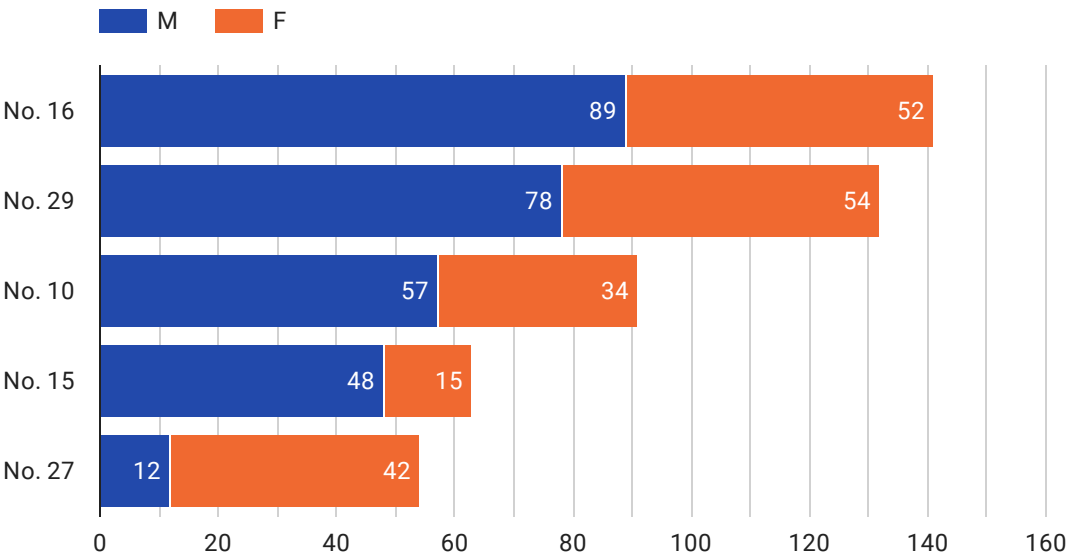
Ad Spend by Age Group



Conversion Rate by Age Group



Top Interest Group by Approved Conversions



Impressions vs. Conversions

