Annual Campaign Vendor Report

Office of Marketing and Brand Management

2020-01-13

```
##  [1] "Vendor"                      "Product"
##  [3] "Medium"                      "Ven_Med_Prod"
##  [5] "Impressions_FY_2018"         "Clicks_FY_2018"
##  [7] "Cost_FY_2018"                "UPV_FY_2018"
##  [9] "Bounces_FY_2018"             "Sessions_FY_2018"
## [11] "MasterClicks0To0Site_FY_2018" "MasterSends_FY_2018"
## [13] "MasterOpens_FY_2018"         "MasterSwipes_FY_2018"
## [15] "MasterEngagements_FY_2018"   "MasterResults_FY_2018"
## [17] "MasterCompletions_FY_2018"   "MasterViews_FY_2018"
## [19] "Impressions_FY_2019"         "Clicks_FY_2019"
## [21] "Cost_FY_2019"                "UPV_FY_2019"
## [23] "Bounces_FY_2019"             "Sessions_FY_2019"
## [25] "MasterClicksTo0Site_FY_2019" "MasterSends_FY_2019"
## [27] "MasterOpens_FY_2019"         "MasterSwipes_FY_2019"
## [29] "MasterEngagements_FY_2019"   "MasterResults_FY_2019"
## [31] "MasterCompletions_FY_2019"   "MasterViews_FY_2019"


##  [1] "Ven_Med_Prod" "Vendor"      "Medium"       "Product"
##  [5] "Imp_18"       "Imp_19"      "CTR_2018"     "CTR_2019"
##  [9] "UPV_18"       "UPV_19"      "BR_2018"      "BR_2019"
## [13] "Cost_18"      "Cost_19"     "OR_2018"      "OR_2019"
## [17] "ER_2018"      "ER_2019"     "RR_2018"      "RR_2019"
## [21] "VR_2018"      "VR_2019"     "SR_2018"      "SR_2019"
## [25] "VTR_2018"     "VTR_2019"
```

```
## [1]  "Ven_Med_Prod" "Vendor"       "Medium"       "Product"
## [5]  "Imp_18"       "Imp_19"       "CTR_2018"     "CTR_2019"
## [9]  "UPV_18"       "UPV_19"       "BR_2018"      "BR_2019"
## [13] "Cost_18"      "Cost_19"      "OR_2018"      "OR_2019"
## [17] "ER_2018"      "ER_2019"      "RR_2018"      "RR_2019"
## [21] "VR_2018"      "VR_2019"      "SR_2018"      "SR_2019"
## [25] "VTR_2018"     "VTR_2019"
```

Adding missing grouping variables: `Ven_Med_Prod`, `Vendor`

Table 1: Table continues below

Ven_Med_Prod	Vendor	Product	Medium	Imp_18	Imp_19	CTR_2018
FB_DC_DISP	FB	DC	DISP	549,175	1,234,508	0.52%
FB_DC_VID	FB	DC	VID	119,468	273,919	1.24%
FB_GR_DISP	FB	GR	DISP	2,408,545	2,967,712	0.38%
FB_GR_VID	FB	GR	VID	83,203	377,074	0.87%
FB_IC_DISP	FB	IC	DISP	381,956	437,789	0.82%
FB_TR_DISP	FB	TR	DISP	2,834,322	186,451	0.35%
FB_TR_VID	FB	TR	VID	199,421	99,207	0.62%
FB_UG_CAR	FB	UG	CAR	~	357,927	NaN%
FB_UG_DISP	FB	UG	DISP	4,094,866	1,772,828	0.43%
FB_UG_VID	FB	UG	VID	218,260	991,010	0.67%
FB_UNI_VID	FB	UNI	VID	~	~	NaN%
FB_WA_DISP	FB	WA	DISP	1,487,777	~	0.48%

Table 2: Table continues below

CTR_2019	UPV_18	UPV_19	BR_2018	BR_2019	Cost_18	Cost_19
0.34%	2,086	2,132	91.77%	91.11%	$1,414	$3,135.16
1.17%	788	683	89.16%	90.72%	$1,037.73	$2,186.44
0.27%	12,992	4,113	91.98%	90.16%	$4,706.79	$7,515.6
0.75%	421	1,218	85.93%	88.37%	$531.5	$2,615.4
0.57%	1,858	1,486	89.66%	81.61%	$2,175.28	$1,520.72
0.61%	6,704	259	74.78%	86.1%	$7,026.17	$946.02
0.85%	370	383	78.39%	97.36%	$1,155.11	$756.26
0.4%	~	650	NaN%	91.78%	$0	$1,657.97

CTR_2019	UPV_18	UPV_19	BR_2018	BR_2019	Cost_18	Cost_19
0.41%	21,379	2,341	91.03%	91.62%	$12,901.11	$7,002.5
0.55%	580	1,708	84.92%	95.24%	$1,156.58	$5,708.09
NaN%	187	~	44.32%	NaN%	$0	$0
NaN%	4,784	~	93.08%	NaN%	$3,527.03	$0

Table 3: Table continues below

OR_2018	OR_2019	ER_2018	ER_2019	RR_2018	RR_2019	VR_2018	VR_2019
NaN%	NaN%	0.53%	0.29%	~	~	0.53%	0.29%
NaN%	NaN%	56.55%	38.04%	~	~	56.55%	38.04%
NaN%	NaN%	0.17%	0.24%	~	~	0.17%	0.24%
NaN%	NaN%	25.68%	32.01%	~	~	25.68%	32.01%
NaN%	NaN%	0.56%	0.43%	~	~	0.56%	0.43%
NaN%	NaN%	0.21%	0.38%	~	~	0.21%	0.38%
NaN%	NaN%	28.45%	8.73%	~	~	28.45%	8.73%
NaN%	NaN%	NaN%	0.31%	NaN%	~	NaN%	0.31%
NaN%	NaN%	0.25%	0.32%	~	~	0.25%	0.32%
NaN%	NaN%	27.55%	8.88%	~	~	27.55%	8.88%
NaN%	NaN%	NaN%	NaN%	NaN%	NaN%	NaN%	NaN%
NaN%	NaN%	~	NaN%	~	NaN%	~	NaN%

SR_2018	SR_2019	VTR_2018	VTR_2019
0.53%%	0.29%%	0.53%%	0.29%%
56.55%%	38.04%%	56.55%%	38.04%%
0.17%%	0.24%%	0.17%%	0.24%%
25.68%%	32.01%%	25.68%%	32.01%%
0.56%%	0.43%%	0.56%%	0.43%%
0.21%%	0.38%%	0.21%%	0.38%%
28.45%%	8.73%%	28.45%%	8.73%%
NaN%%	0.31%%	NaN%%	0.31%%
0.25%%	0.32%%	0.25%%	0.32%%
27.55%%	8.88%%	27.55%%	8.88%%
NaN%%	NaN%%	NaN%%	NaN%%
0%%	NaN%%	0%%	NaN%%

Table 5: Table continues below

Vendor	Medium	Ven_Med_Prod	BR_2018	BR_2019	Cost_18	Cost_19
DBM	DISP	DBM_DC_DISP	NaN%	63.44%	$0	$10,190.52
DBM	DISP	DBM_GR_DISP	NaN%	79.44%	$0	$18,821.71
DBM	DISP	DBM_TR_DISP	NaN%	59.02%	$0	$7,021
DBM	DISP	DBM_UG_DISP	92.83%	70.95%	$10,000	$37,404.41
DBM	AUD	DBM_UNI_AUD	83.33%	NaN%	$24,655.17	$0.04
DBM	DISP	DBM_UNI_DISP	87.64%	89.47%	$13,995	$20,005.36
DBM	VID	DBM_UNI_VID	90.16%	70.32%	$4,110.79	$5,889.23
FB	DISP	FB_DC_DISP	91.77%	91.11%	$1,414	$3,135.16
FB	VID	FB_DC_VID	89.16%	90.72%	$1,037.73	$2,186.44
FB	DISP	FB_GR_DISP	91.98%	90.16%	$4,706.79	$7,515.6
FB	VID	FB_GR_VID	85.93%	88.37%	$531.5	$2,615.4
FB	DISP	FB_IC_DISP	89.66%	81.61%	$2,175.28	$1,520.72
FB	DISP	FB_TR_DISP	74.78%	86.1%	$7,026.17	$946.02
FB	VID	FB_TR_VID	78.39%	97.36%	$1,155.11	$756.26
FB	CAR	FB_UG_CAR	NaN%	91.78%	$0	$1,657.97
FB	DISP	FB_UG_DISP	91.03%	91.62%	$12,901.11	$7,002.5
FB	VID	FB_UG_VID	84.92%	95.24%	$1,156.58	$5,708.09
FB	VID	FB_UNI_VID	44.32%	NaN%	$0	$0
FB	DISP	FB_WA_DISP	93.08%	NaN%	$3,527.03	$0
FB0RT	DISP	FB0RT_UG_DISP	92.25%	NaN%	$2,656.39	$0
GM	TEXT	GM_DC_TEXT	67.65%	64.38%	$5,847.3	$1,429.03
GM	TEXT	GM_TR_TEXT	61.29%	87.5%	$942.81	$0
HU	VID	HU_UNI_VID	81.74%	66.67%	$52,375.32	$0
IG	DISP	IG_DC_DISP	87.1%	97.07%	$303.27	$584.93
IG	VID	IG_DC_VID	91.46%	96.67%	$907.99	$558.75
IG	DISP	IG_GR_DISP	76.92%	97.8%	$535.67	$3,302.36
IG	VID	IG_GR_VID	94.44%	94.05%	$714.33	$1,505.35
IG	DISP	IG_IC_DISP	97.44%	97.74%	$632.36	$2,031.13
IG	DISP	IG_TR_DISP	68.75%	98.62%	$2,176.78	$705.08
IG	ST	IG_TR_ST	NaN%	100%	$0	$31.95
IG	VID	IG_TR_VID	92.78%	97.56%	$2,261.01	$321
IG	CAR	IG_UG_CAR	NaN%	92.98%	$0	$2,493.96
IG	DISP	IG_UG_DISP	88.17%	94.37%	$1,902.97	$5,894.89
IG	ST	IG_UG_ST	NaN%	90.48%	$0	$0
IG	VID	IG_UG_VID	90%	97.51%	$2,675.07	$5,355.46
IG	VID	IG_UNI_VID	52.94%	NaN%	$0	$0

Vendor	Medium	Ven__Med__Prod	BR__2018	BR__2019	Cost__18	Cost__19	OR__2018	OR__2019
IG	DISP	IG_WA_DISP	NaN%	NaN%	$522.98	$0	NaN%	NaN%
LI	TEXT	LI_DC_TEXT	71.11%	65.49%	$1,433.28	$2,221.7	NaN%	NaN%
LI	TEXT	LI_GR_TEXT	74.51%	75.68%	$701	$1,904	NaN%	NaN%
PIN	DISP	PIN_DC_DISP	92.74%	94.04%	$1,345	$1,844.32	NaN%	NaN%
PIN	DISP	PIN_UG_DISP	87.62%	93.58%	$2,131	$3,531.52	NaN%	NaN%
SC	VID	SC_TR_VID	NaN%	91.57%	$1,000	$500	NaN%	NaN%
SC	VID	SC_UG_VID	97.49%	95.96%	$1,423.92	$1,259.88	NaN%	NaN%
SPO	AUD	SPO_UNI_AUD	84.31%	100%	$0	$0	NaN%	NaN%
TW	DISP	TW_TR_DISP	NaN%	80.07%	$0	$2,211.54	NaN%	NaN%
TW	DISP	TW_UG_DISP	NaN%	88.57%	$0	$912.05	NaN%	NaN%
YT	VID	YT_TR_VID	NaN%	81.25%	$0	$688.94	NaN%	NaN%
YT	VID	YT_UG_VID	NaN%	85.71%	$0	$2,032.63	NaN%	NaN%
YT	VID	YT_UNI_VID	77.08%	91.85%	$18,567.49	$4,378.51	NaN%	NaN%

OR_2018	OR_2019
NaN%	NaN%
NaN%	NaN%
NaN%	NaN%
NaN%	NaN%
NaN%	NaN%
NaN%	NaN%
NaN%	NaN%
NaN%	NaN%
NaN%	NaN%
NaN%	NaN%
NaN%	NaN%
NaN%	NaN%
NaN%	NaN%
NaN%	NaN%
NaN%	NaN%
NaN%	NaN%
51.88%	50.31%
52.74%	57.91%
NaN%	NaN%
NaN%	NaN%
NaN%	NaN%
NaN%	NaN%
NaN%	NaN%
NaN%	NaN%
NaN%	NaN%
NaN%	NaN%
NaN%	NaN%
NaN%	NaN%

Table 7: Table continues below

Vendor	Medium	Ven_Med_Prod	ER_2018	ER_2019	RR_2018	RR_2019
DBM	DISP	DBM_DC_DISP	NaN%	~	NaN%	~
DBM	DISP	DBM_GR_DISP	NaN%	~	NaN%	~
DBM	DISP	DBM_TR_DISP	NaN%	~	NaN%	~
DBM	DISP	DBM_UG_DISP	~	~	~	~
DBM	AUD	DBM_UNI_AUD	~	~	~	~
DBM	DISP	DBM_UNI_DISP	~	~	~	~
DBM	VID	DBM_UNI_VID	~	~	~	~
FB	DISP	FB_DC_DISP	0.53%	0.29%	~	~
FB	VID	FB_DC_VID	56.55%	38.04%	~	~
FB	DISP	FB_GR_DISP	0.17%	0.24%	~	~
FB	VID	FB_GR_VID	25.68%	32.01%	~	~
FB	DISP	FB_IC_DISP	0.56%	0.43%	~	~
FB	DISP	FB_TR_DISP	0.21%	0.38%	~	~
FB	VID	FB_TR_VID	28.45%	8.73%	~	~
FB	CAR	FB_UG_CAR	NaN%	0.31%	NaN%	~
FB	DISP	FB_UG_DISP	0.25%	0.32%	~	~
FB	VID	FB_UG_VID	27.55%	8.88%	~	~
FB	VID	FB_UNI_VID	NaN%	NaN%	NaN%	NaN%
FB	DISP	FB_WA_DISP	~	NaN%	~	NaN%
FB0RT	DISP	FB0RT_UG_DISP	~	NaN%	~	NaN%
GM	TEXT	GM_DC_TEXT	~	~	~	~
GM	TEXT	GM_TR_TEXT	~	NaN%	~	NaN%
HU	VID	HU_UNI_VID	~	NaN%	~	NaN%
IG	DISP	IG_DC_DISP	0.47%	0.59%	~	~
IG	VID	IG_DC_VID	8.63%	10.12%	~	~
IG	DISP	IG_GR_DISP	0.26%	0.4%	~	~
IG	VID	IG_GR_VID	7.51%	7.55%	~	~
IG	DISP	IG_IC_DISP	0.64%	0.57%	~	~
IG	DISP	IG_TR_DISP	0.11%	0.37%	~	~
IG	ST	IG_TR_ST	NaN%	5.57%	NaN%	~
IG	VID	IG_TR_VID	4.71%	7.86%	~	~
IG	CAR	IG_UG_CAR	NaN%	0.2%	NaN%	~
IG	DISP	IG_UG_DISP	0.2%	0.2%	~	~
IG	ST	IG_UG_ST	NaN%	NaN%	NaN%	NaN%
IG	VID	IG_UG_VID	3.5%	3.66%	~	~
IG	VID	IG_UNI_VID	NaN%	NaN%	NaN%	NaN%

Vendor	Medium	Ven_Med_Prod	ER_2018	ER_2019	RR_2018	RR_2019
IG	DISP	IG_WA_DISP	~	NaN%	~	NaN%
LI	TEXT	LI_DC_TEXT	NaN%	45.21%	NaN%	~
LI	TEXT	LI_GR_TEXT	NaN%	58.82%	NaN%	~
PIN	DISP	PIN_DC_DISP	4.45%	5.45%	~	~
PIN	DISP	PIN_UG_DISP	5.46%	4.44%	~	~
SC	VID	SC_TR_VID	~	~	~	~
SC	VID	SC_UG_VID	~	~	~	~
SPO	AUD	SPO_UNI_AUD	~	~	~	~
TW	DISP	TW_TR_DISP	NaN%	~	NaN%	2.21%
TW	DISP	TW_UG_DISP	NaN%	0.13%	NaN%	1.13%
YT	VID	YT_TR_VID	NaN%	~	NaN%	~
YT	VID	YT_UG_VID	NaN%	~	NaN%	~
YT	VID	YT_UNI_VID	~	~	~	~

VR_2018	VR_2019
NaN%	~
NaN%	~
NaN%	~
~	~
~	~
~	~
~	~
0.53%	0.29%
56.55%	38.04%
0.17%	0.24%
25.68%	32.01%
0.56%	0.43%
0.21%	0.38%
28.45%	8.73%
NaN%	0.31%
0.25%	0.32%
27.55%	8.88%
NaN%	NaN%
~	NaN%
~	NaN%
~	~

VR_2018	VR_2019
~	NaN%
~	NaN%
0.47%	0.59%
8.63%	10.12%
0.26%	0.4%
7.51%	7.55%
0.64%	0.57%
0.11%	0.37%
NaN%	5.57%
4.71%	7.86%
NaN%	0.2%
0.2%	0.2%
NaN%	NaN%
3.5%	3.66%
NaN%	NaN%
~	NaN%
NaN%	45.21%
NaN%	58.82%
4.45%	5.45%
5.46%	4.44%
~	~
~	~
~	~
NaN%	~
NaN%	0.13%
NaN%	~
NaN%	~
~	~

Vendor	Medium	Ven_Med_Prod	SR_2018	SR_2019
DBM	DISP	DBM_DC_DISP	NaN%%	0%%
DBM	DISP	DBM_GR_DISP	NaN%%	0%%
DBM	DISP	DBM_TR_DISP	NaN%%	0%%
DBM	DISP	DBM_UG_DISP	0%%	0%%
DBM	AUD	DBM_UNI_AUD	0%%	0%%
DBM	DISP	DBM_UNI_DISP	0%%	0%%
DBM	VID	DBM_UNI_VID	0%%	0%%
FB	DISP	FB_DC_DISP	0.53%%	0.29%%
FB	VID	FB_DC_VID	56.55%%	38.04%%
FB	DISP	FB_GR_DISP	0.17%%	0.24%%
FB	VID	FB_GR_VID	25.68%%	32.01%%
FB	DISP	FB_IC_DISP	0.56%%	0.43%%
FB	DISP	FB_TR_DISP	0.21%%	0.38%%
FB	VID	FB_TR_VID	28.45%%	8.73%%
FB	CAR	FB_UG_CAR	NaN%%	0.31%%
FB	DISP	FB_UG_DISP	0.25%%	0.32%%
FB	VID	FB_UG_VID	27.55%%	8.88%%
FB	VID	FB_UNI_VID	NaN%%	NaN%%
FB	DISP	FB_WA_DISP	0%%	NaN%%
FB0RT	DISP	FB0RT_UG_DISP	0%%	NaN%%
GM	TEXT	GM_DC_TEXT	0%%	0%%
GM	TEXT	GM_TR_TEXT	0%%	NaN%%
HU	VID	HU_UNI_VID	0%%	NaN%%
IG	DISP	IG_DC_DISP	0.47%%	0.59%%
IG	VID	IG_DC_VID	8.63%%	10.12%%
IG	DISP	IG_GR_DISP	0.26%%	0.4%%
IG	VID	IG_GR_VID	7.51%%	7.55%%
IG	DISP	IG_IC_DISP	0.64%%	0.57%%
IG	DISP	IG_TR_DISP	0.11%%	0.37%%
IG	ST	IG_TR_ST	NaN%%	5.57%%
IG	VID	IG_TR_VID	4.71%%	7.86%%
IG	CAR	IG_UG_CAR	NaN%%	0.2%%
IG	DISP	IG_UG_DISP	0.2%%	0.2%%
IG	ST	IG_UG_ST	NaN%%	NaN%%
IG	VID	IG_UG_VID	3.5%%	3.66%%
IG	VID	IG_UNI_VID	NaN%%	NaN%%
IG	DISP	IG_WA_DISP	0%%	NaN%%

Vendor	Medium	Ven_Med_Prod	SR_2018	SR_2019
LI	TEXT	LI_DC_TEXT	NaN%%	45.21%%
LI	TEXT	LI_GR_TEXT	NaN%%	58.82%%
PIN	DISP	PIN_DC_DISP	4.45%%	5.45%%
PIN	DISP	PIN_UG_DISP	5.46%%	4.44%%
SC	VID	SC_TR_VID	0%%	0%%
SC	VID	SC_UG_VID	0%%	0%%
SPO	AUD	SPO_UNI_AUD	0%%	0%%
TW	DISP	TW_TR_DISP	NaN%%	0%%
TW	DISP	TW_UG_DISP	NaN%%	0.13%%
YT	VID	YT_TR_VID	NaN%%	0%%
YT	VID	YT_UG_VID	NaN%%	0%%
YT	VID	YT_UNI_VID	0%%	0%%

```
##  [1] "Vendor"
##  [2] "Ven_Med_Prod"
##  [3] "FY_2018_Master.Impressions"
##  [4] "FY_2018_Master.Clicks"
##  [5] "FY_2018_Master.Cost"
##  [6] "FY_2018_Master.Unique.Pageviews"
##  [7] "FY_2018_Master.Bounces"
##  [8] "FY_2018_Master.Sessions"
##  [9] "FY_2018_Master.Clicks.Sponsored.InMail"
## [10] "FY_2018_Master.Sends"
## [11] "FY_2018_Master.Opens"
## [12] "FY_2018_Master.Swipes"
## [13] "FY_2018_Master.Engagements"
## [14] "FY_2018_Master.Results"
## [15] "FY_2018_Master.Views"
## [16] "FY_2018_Master.Completions"
## [17] "FY_2019_Master.Impressions"
## [18] "FY_2019_Master.Clicks"
## [19] "FY_2019_Master.Cost"
## [20] "FY_2019_Master.Unique.Pageviews"
## [21] "FY_2019_Master.Bounces"
## [22] "FY_2019_Master.Sessions"
## [23] "FY_2019_Master.Clicks.Sponsored.InMail"
## [24] "FY_2019_Master.Sends"
## [25] "FY_2019_Master.Opens"
## [26] "FY_2019_Master.Swipes"
## [27] "FY_2019_Master.Engagements"
## [28] "FY_2019_Master.Results"
## [29] "FY_2019_Master.Views"
## [30] "FY_2019_Master.Completions"


##   Vendor Ven_Med_Prod FY_2018_Master.Impressions FY_2018_Master.Clicks
## 1    DBM  DBM_GR_DISP                          0                     0
## 2    DBM DBM_MPH_DISP                          0                     0
## 3    DBM DBM_POL_DISP                          0                     0
## 4    DBM DBM_UNI_DISP                    2309879                  1346
## 5    DBM  DBM_TR_DISP                          0                     0
## 6    DBM  DBM_UG_DISP                          0                     0
##   FY_2018_Master.Cost FY_2018_Master.Unique.Pageviews
## 1                0.00                               0
## 2                0.00                               0
## 3                0.00                               0
## 4            10906.89                            1464
## 5                0.00                               0
## 6                0.00                               0
##   FY_2018_Master.Bounces FY_2018_Master.Sessions
## 1                      0                       0
## 2                      0                       0
## 3                      0                       0
## 4                   1209                    1433
## 5                      0                       0
## 6                      0                       0
##   FY_2018_Master.Clicks.Sponsored.InMail FY_2018_Master.Sends
## 1                                      0                    0
```

```
## 2                                       0                    0
## 3                                       0                    0
## 4                                       0                    0
## 5                                       0                    0
## 6                                       0                    0
##   FY_2018_Master.Opens FY_2018_Master.Swipes FY_2018_Master.Engagements
## 1                    0                     0                          0
## 2                    0                     0                          0
## 3                    0                     0                          0
## 4                    0                     0                          0
## 5                    0                     0                          0
## 6                    0                     0                          0
##   FY_2018_Master.Results FY_2018_Master.Views FY_2018_Master.Completions
## 1                      0                    0                          0
## 2                      0                    0                          0
## 3                      0                    0                          0
## 4                      0                    0                          0
## 5                      0                    0                          0
## 6                      0                    0                          0
##   FY_2019_Master.Impressions FY_2019_Master.Clicks FY_2019_Master.Cost
## 1                    1277349                   884            18821.71
## 2                      62942                    59              686.61
## 3                      59742                    48              623.49
## 4                    3449890                  2231            20005.36
## 5                     685694                   498             7021.16
## 6                    1023021                   812            16504.09
##   FY_2019_Master.Unique.Pageviews FY_2019_Master.Bounces
## 1                            1628                   1238
## 2                             451                    343
## 3                             456                    325
## 4                            2479                   2091
## 5                            1325                    756
## 6                            2084                   1063
##   FY_2019_Master.Sessions FY_2019_Master.Clicks.Sponsored.InMail
## 1                    1557                                      0
## 2                     447                                      0
## 3                     436                                      0
## 4                    2337                                      0
## 5                    1295                                      0
## 6                    1950                                      0
##   FY_2019_Master.Sends FY_2019_Master.Opens FY_2019_Master.Swipes
## 1                    0                    0                     0
## 2                    0                    0                     0
## 3                    0                    0                     0
## 4                    0                    0                     0
## 5                    0                    0                     0
## 6                    0                    0                     0
##   FY_2019_Master.Engagements FY_2019_Master.Results FY_2019_Master.Views
## 1                          0                      0                    0
## 2                          0                      0                    0
## 3                          0                      0                    0
## 4                          0                      0                    0
## 5                          0                      0                    0
## 6                          0                      0                    0
```

```
##    FY_2019_Master.Completions
## 1                            0
## 2                            0
## 3                            0
## 4                            0
## 5                            0
## 6                            0


## # A tibble: 60 x 21
##    Ven_Med_Prod Imp_18 Imp_19 CTR_2018 CTR_2019 UPV_18 UPV_19 BR_2018
##    <chr>        <chr>  <chr>  <chr>    <chr>    <chr>  <chr>  <chr>
##  1 DBM_DC_DISP  ~      762,0~ ~        0.07%    ~      1,495  ~
##  2 DBM_GR_DISP  ~      1,277~ ~        0.07%    ~      1,628  ~
##  3 DBM_MPH_DISP ~      62,942 ~        0.09%    ~      451    ~
##  4 DBM_POL_DISP ~      59,742 ~        0.08%    ~      456    ~
##  5 DBM_TR_DISP  ~      685,6~ ~        0.07%    ~      1,325  ~
##  6 DBM_UG_DISP  9,442~ 2,768~ 0.06%    0.12%    2,184  5,859  92.19%
##  7 DBM_UNI_AUD  681,0~ 2      ~        ~        13     ~      83.33%
##  8 DBM_UNI_DISP 11,31~ 3,449~ 0.03%    0.06%    5,899  2,479  86.92%
##  9 DBM_UNI_VID  1,754~ 258,6~ 0.14%    0.64%    1,440  871    90.23%
## 10 FB_CGCY_DISP ~      430,1~ ~        0.25%    ~      650    ~
## # ... with 50 more rows, and 13 more variables: BR_2019 <chr>,
## #   Cost_18 <chr>, Cost_19 <chr>, OR_2018 <chr>, OR_2019 <chr>,
## #   ER_2018 <chr>, ER_2019 <chr>, RR_2018 <chr>, RR_2019 <chr>,
## #   VR_2018 <chr>, VR_2019 <chr>, SR_2018 <chr>, SR_2019 <chr>
```