

RunTime	Metric	MPH	POL	RunTime	Metric	MPH	POL
LI_SP_19	Impressions	19,418	22,397	LI_FA_19	Impressions	9,018	10,900
LI_SP_19	CTR	0.47%	0.57%	LI_FA_19	CTR	0.92%	0.73%
LI_SP_19	BounceRate	95.16%	87.21%	LI_FA_19	BounceRate	83.87%	63.87%
LI_SP_19	UPV	64	87	LI_FA_19	UPV	33	44
LI_SP_19	Cost	\$544.31	\$702.83	LI_FA_19	Cost	\$458.75	\$440.00
LI_SP_19	Av_TOP	0:06:45	0:05:00	LI_FA_19	Av_TOP	0:00:21	0:00:00