

Performance Metrics Comparison					
Group A Data			Group B Data		
Metric	MPH	POL	RunTime	Metric	MPH
Impressions	19,418	22,397	LI_FA_19	Impressions	9,000
CTR	0.47%	0.57%	LI_FA_19	CTR	0.92%
BounceRate	95.16%	87.21%	LI_FA_19	BounceRate	83.8%
UPV	64	87	LI_FA_19	UPV	30
Cost	\$544.31	\$702.83	LI_FA_19	Cost	\$458
Av_TOP	0:06:45	0:05:00	LI_FA_19	Av_TOP	0:00:00