

# Ad Auction - Data

SEG Team 38

Total Clicks: 23923

Cost Per Click: 0.020359294

Cost Per Thousand Impressions: 1.0019572

Total Impressions: 486104

Total Conversions: 2026

Bounce Rate: 17.80713

Total Bounces: 4260

Click Through Rate: 4.921375

Number of Uniques: 442458

