

campaign_name

Jan 1, 2020 - Jan 31, 2023

campaign_name	Ad spend miktari	CPC	CPM	CTR	ROMI
Expansion	11,361,632	0.57	5.68	0.98	19.03
Lookalike	6,363,109	3.47	34.73	1.05	26.09
Electronics	4,021,553	2.14	21.37	0.7	17.73
Wholesale	2,361,830	1.33	13.32	0.65	19.81
Hobbies	1,907,362	4.46	44.58	0.61	19.37
Promos	1,002,610	2.88	28.76	0.76	44.01
New items	514,459	5.31	53.05	1.55	22.49

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