

campaign\_name

Select date range

CPC

96.71

CPM

96,707.86

CTR

1.24%

ROMI

24.42%

spend

28,622,067

campaign_name	spend	CPC	CPM	CTR	ROMI
Expansion	11,361,632	331.94	331,940.05	1.45%	17.58%
Lookalike	6,363,109	49.06	49,060.79	1.44%	25%
Electronics	4,021,553	63.89	63,893.49	1%	17.67%
Wholesale	2,361,830	116.38	116,382.5	0.83%	19.21%
Hobbies	1,907,362	41.15	41,151.55	0.81%	20.32%
Promos	1,002,610	47.67	47,666.55	1.06%	47.73%
New items	514,459	27.05	27,048.93	1.92%	23.32%
Discounts	438,679	14.7	14,698.53	3.59%	22.29%
Crazy discounts	390,946	19.48	19,478.2	1.78%	18.49%

1 - 11 / 11

