

# Campaign Effectiveness & ROI Insights

Revenue

Total Revenue  
**\$42.89M**

High-Impression Campaigns

High-Impression Campaigns  
**11**

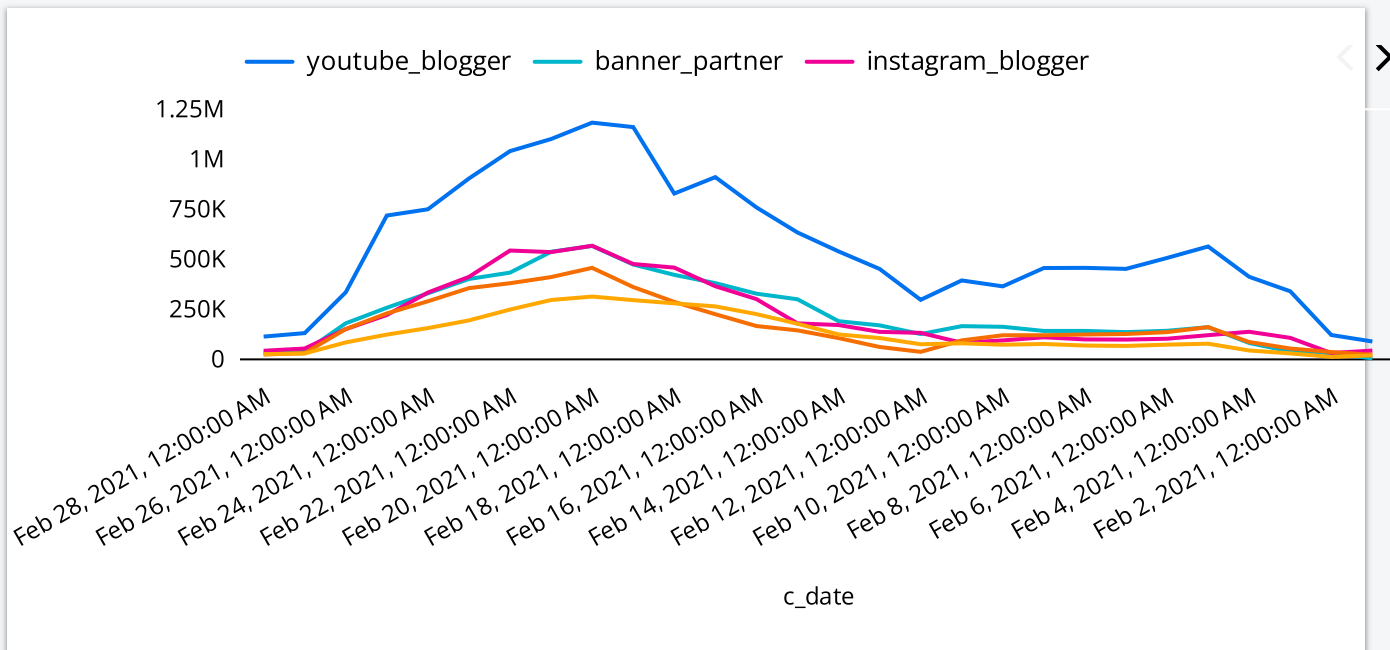
Campaign Profitability

# of Profitable Campaigns  
**168**

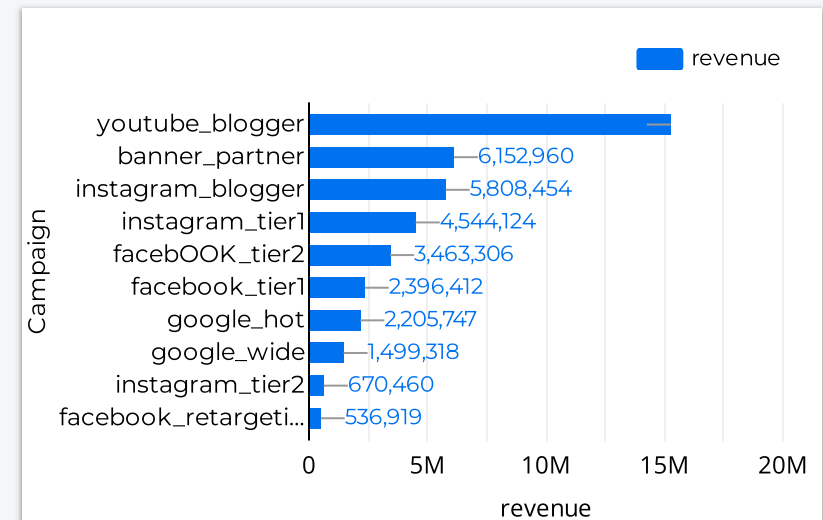
Select date range

Category

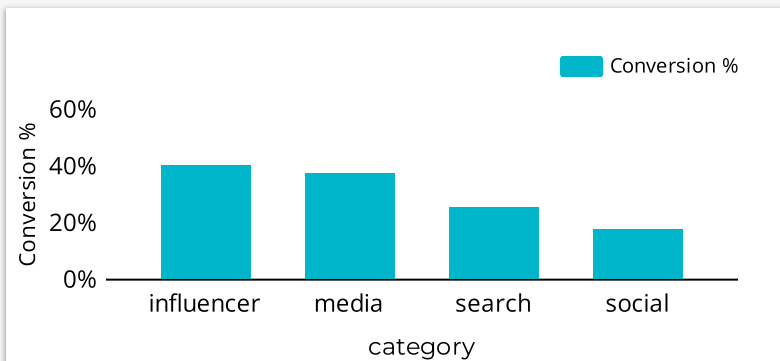
## 7-Day Rolling Avg Revenue



## Top Campaigns by Revenue



## Average Conversion Rate by Category



## Cost per Click (CPC) by Category

