

ONLINE ADVERTISEMENT CLICK-THROUGH RATES

Female

Male

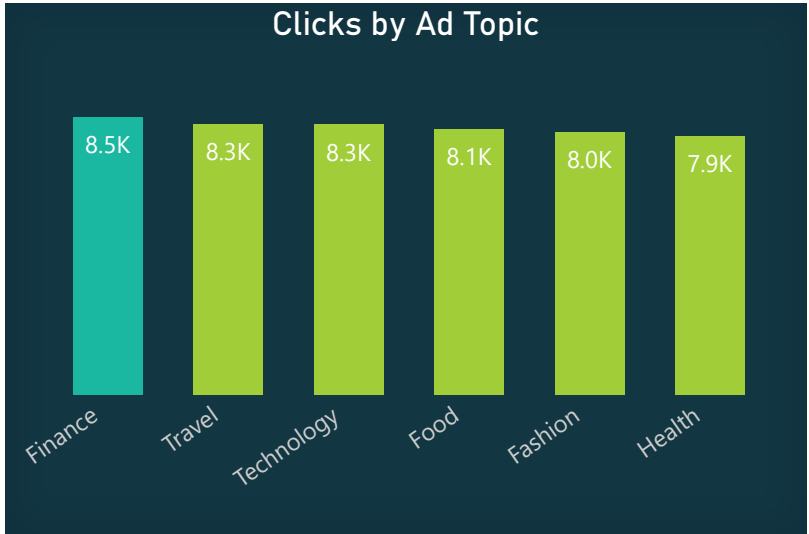
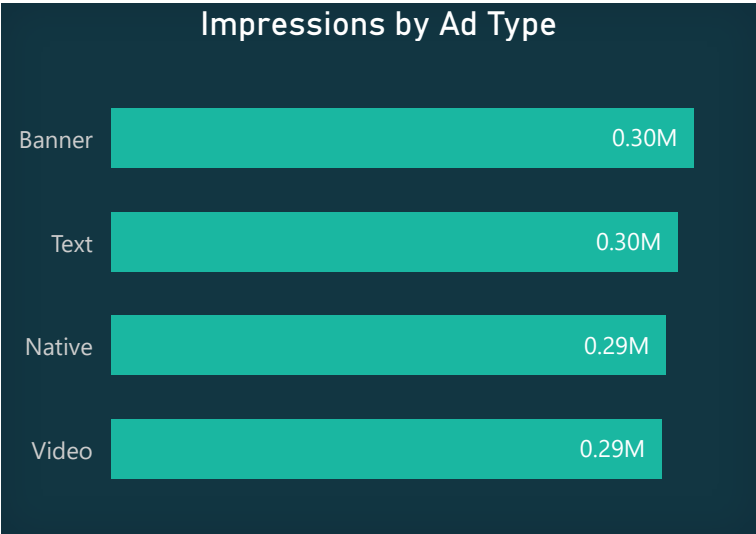
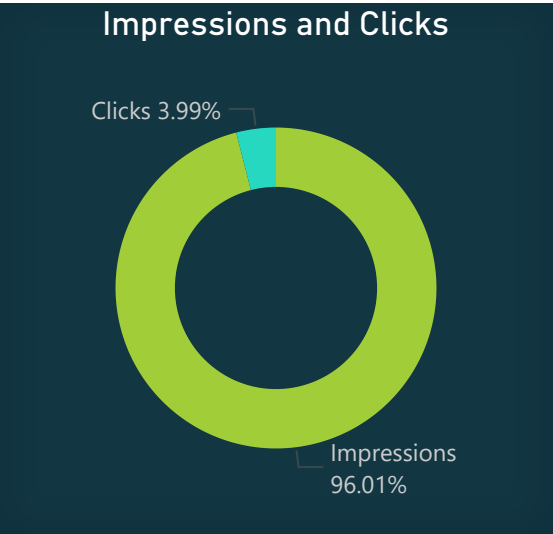
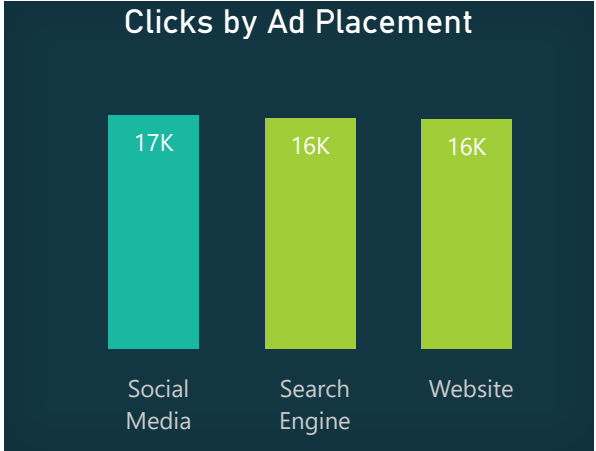
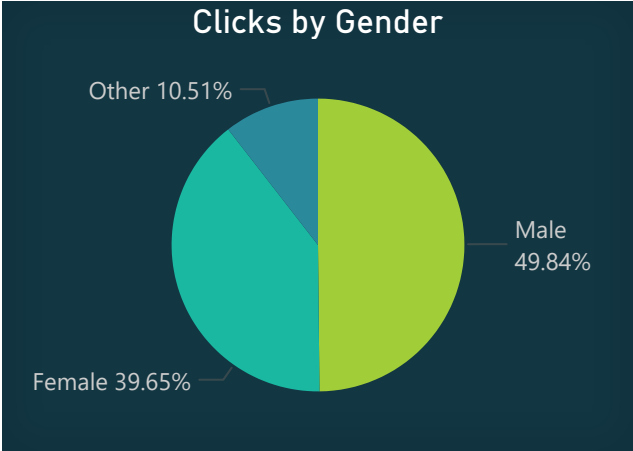
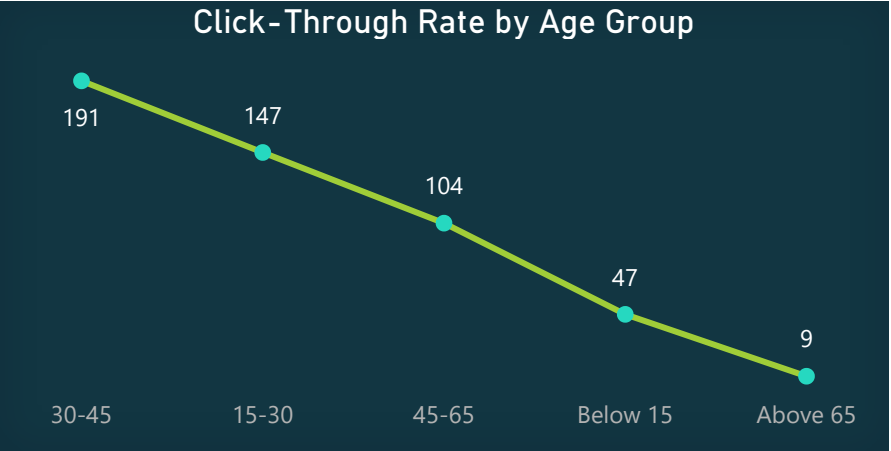
Other

1.18M
Impressions

49K
Clicks

5.10%
Average CTR

- Age Group
- ☐ 15-30
 - ☐ 30-45
 - ☐ 45-65
 - ☐ Above 65
 - ☐ Below 15



Total Conversion Rate --> Gender --> Age Group --> Ad Topic

Gender



Age Group



Ad Topic

