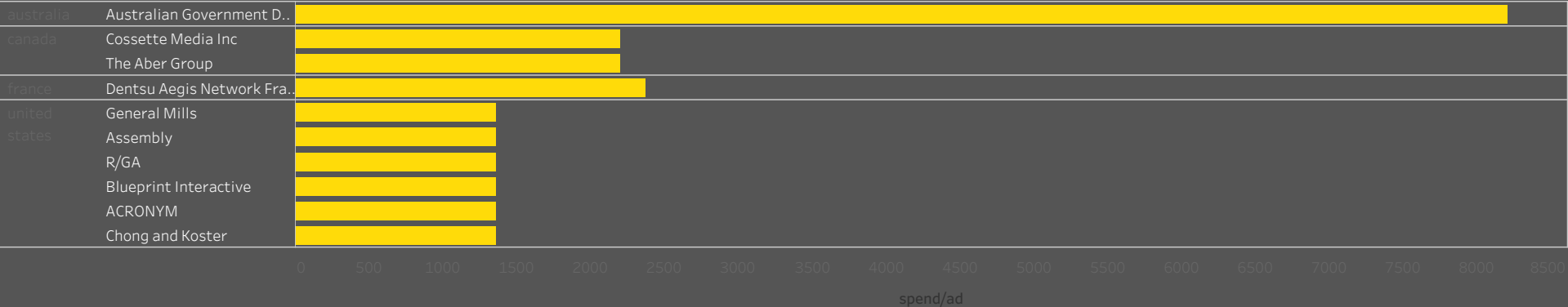


2927

Ads from 29 countries

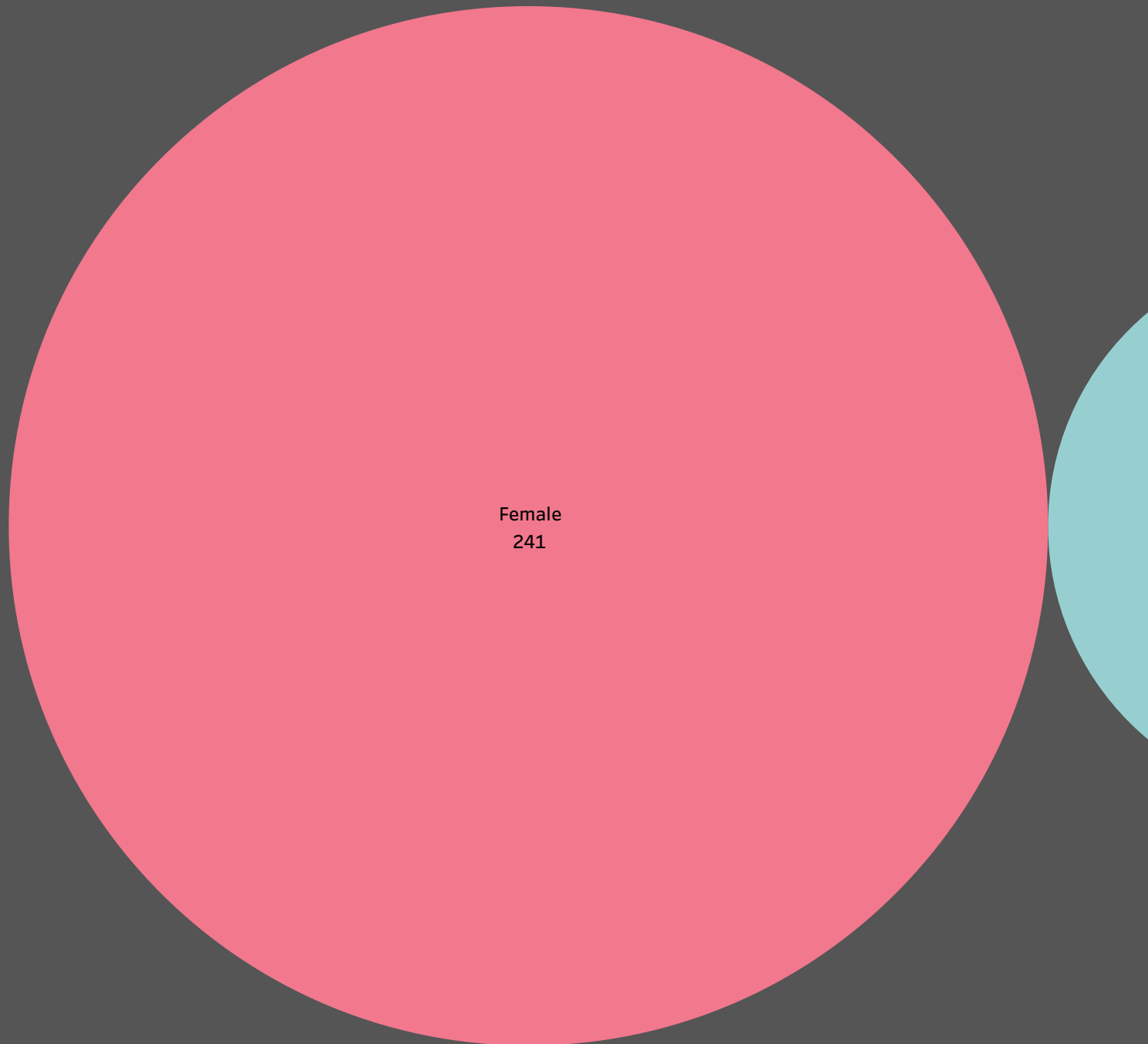
No of Ads in All

Top 10 Ad Spenders



Are ads targeted toward a specific gender?

Gender
Female
Male



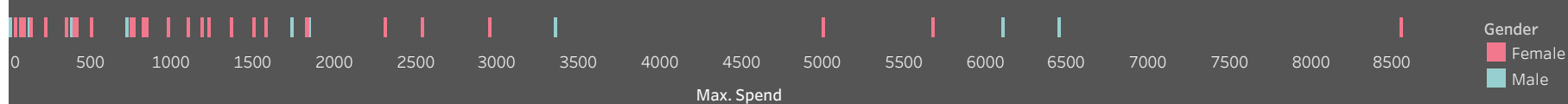
Are ads targeted toward a specific gender?

Gender
Female
Male

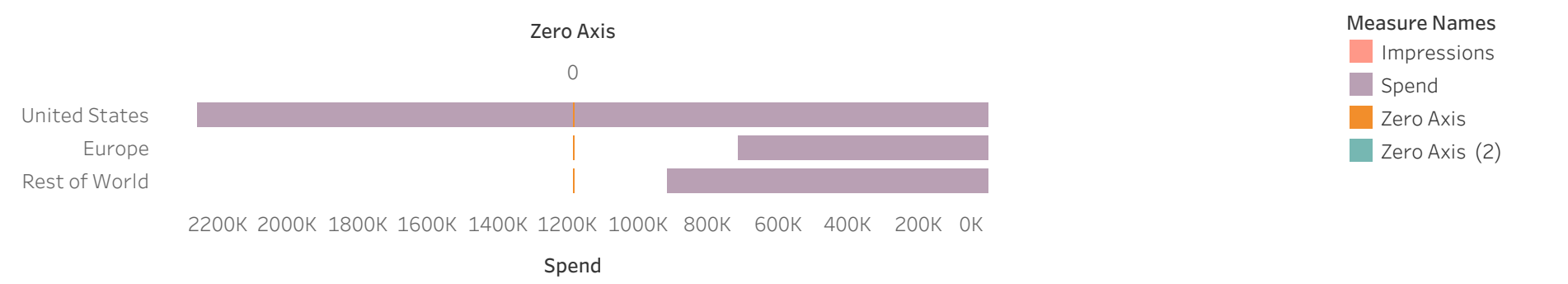
Male
69



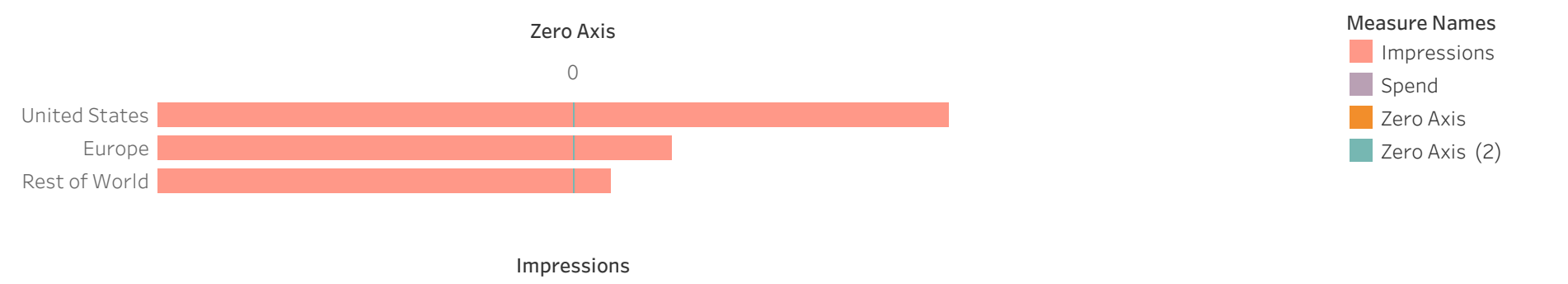
Does spending more on ads reach a larger audience?



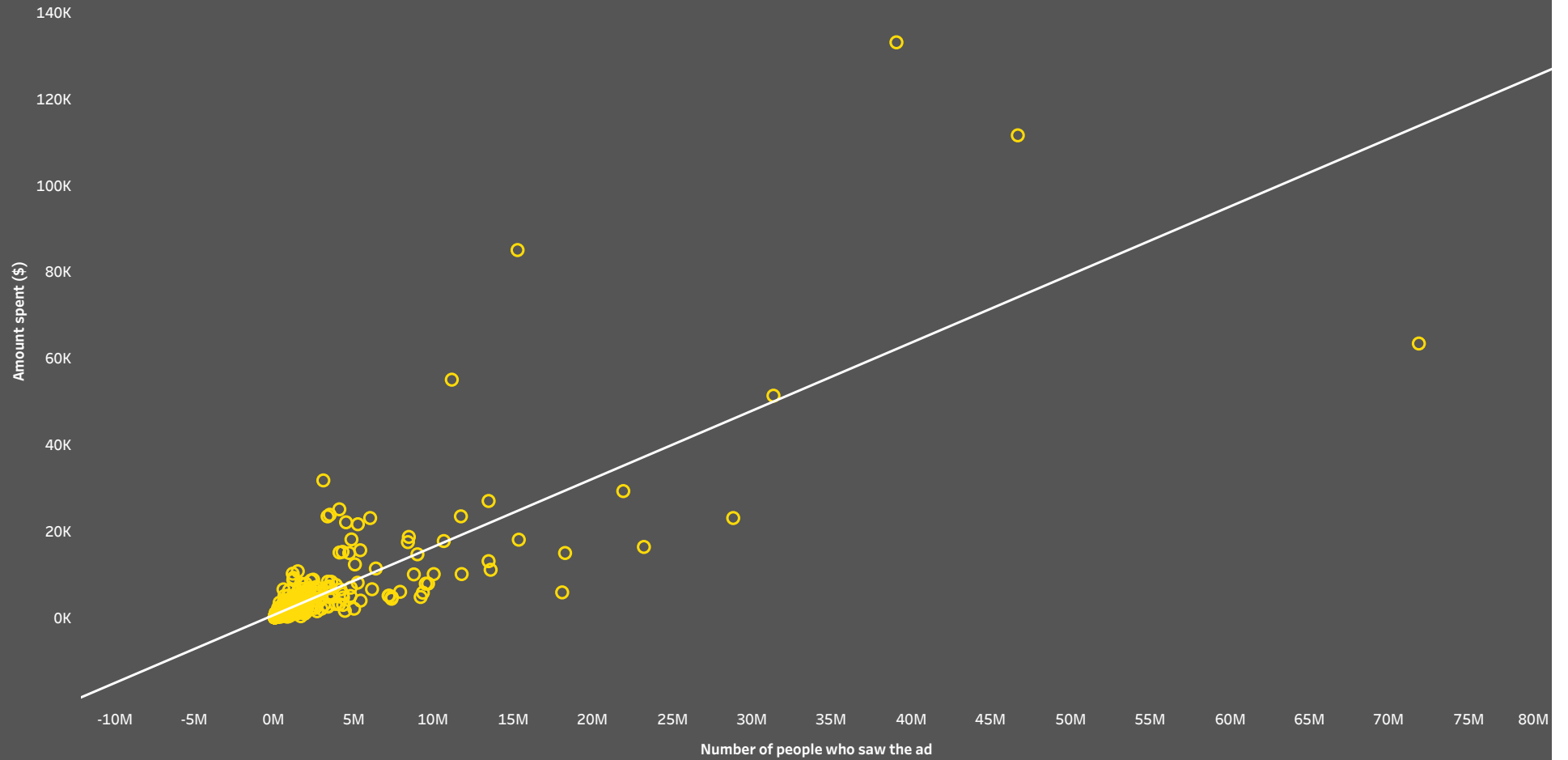
Butterfly Spend v Impressions



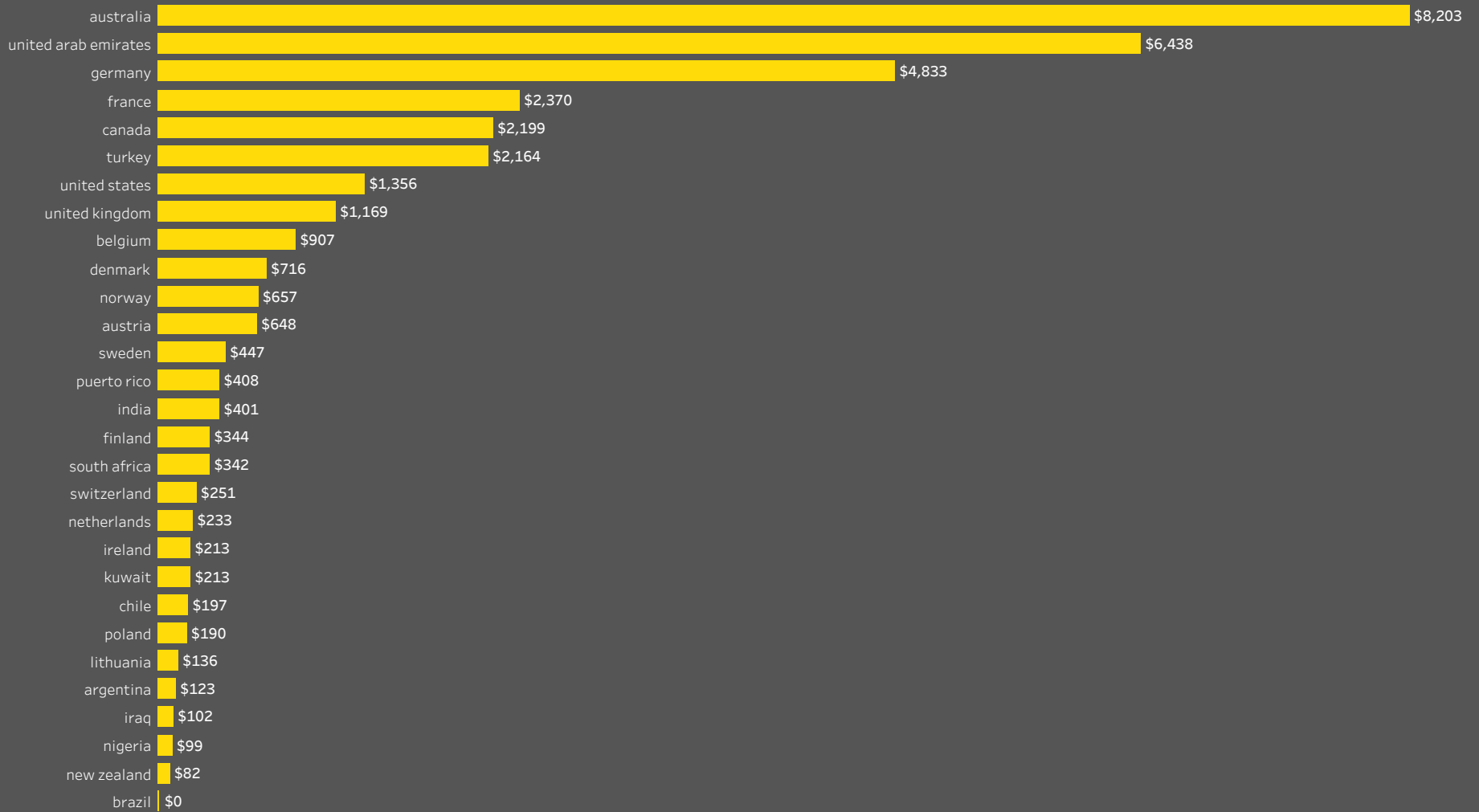
Butterfly Spend v Impressions



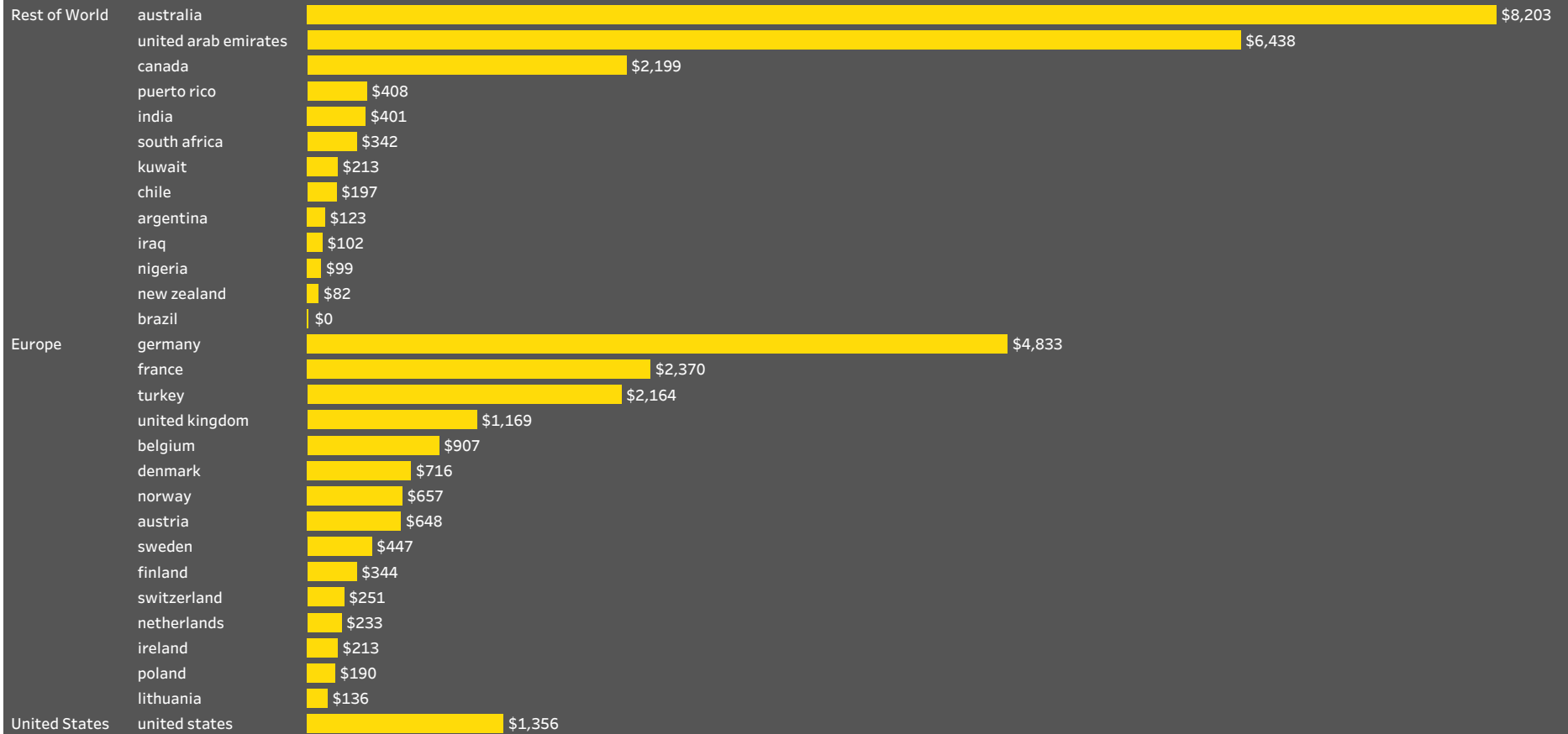
Does spending **more** on ads reach a larger audience?



Which country spent the **most** per ad?



Which country is the most **expensive** to target per ad?



Has spending **increased** over time?

