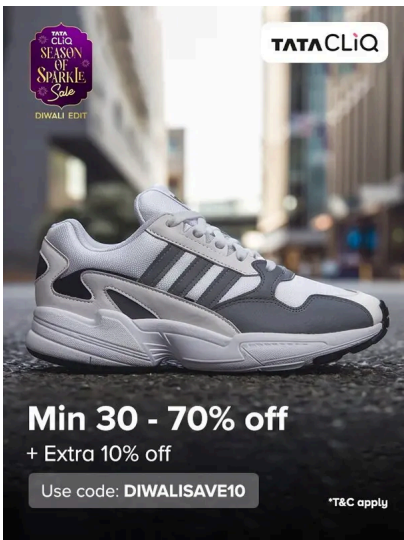


Overall

|             |      |
|-------------|------|
| impressions | 6000 |
| clicks      | 500  |
| ctr         | 0.08 |
| orders      | 10   |
| gmv         | 2500 |
| cvr         | 2    |



|             |      |
|-------------|------|
| impressions | 2000 |
| clicks      | 100  |
| ctr         | 0.05 |
| orders      | 10   |
| gmv         | 1000 |
| cvr         | 2    |

|             |      |
|-------------|------|
| impressions | 4000 |
| clicks      | 400  |
| ctr         | 0.1  |
| orders      | 15   |
| gmv         | 1500 |
| cvr         | 3    |