

# Overview

5.06

1.87

-0.63% ▼

## KPI Analysis

Previous Campaign Performance Score

New Campaign Performance Score

%Change: Campaign Score

22.73%	20.07%	5.47%	2.36%	7.97%	5.88%
Previous Bounce Rate	New Bounce Rate	Previous Conversion Rate	New Conversion Rate	Previous CTR	New CTR

-0.13% ▼

%Change: Bounce Rate

-0.57% ▼

%Change: Conversion Rate

-0.26% ▼

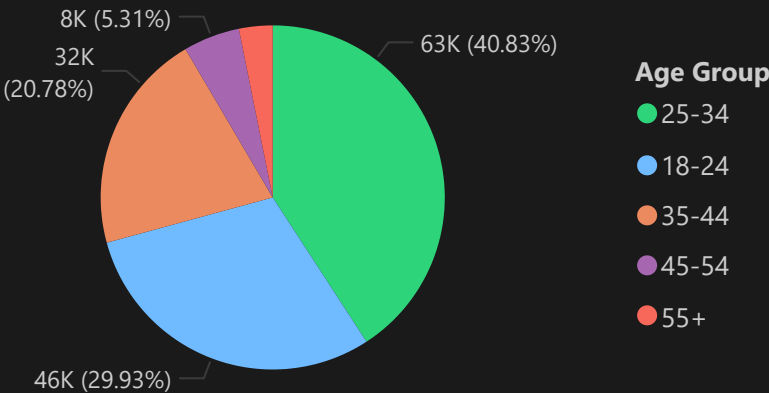
%Change: CTR

74.87%	76.34%
Previous Engagement Score	New Engagement Score

0.02% ▲

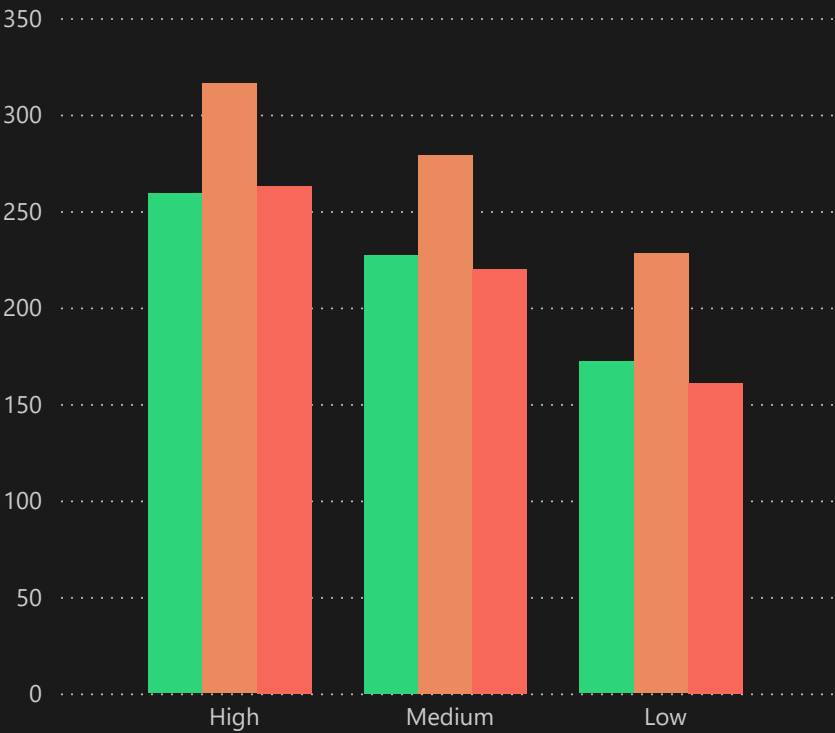
%Change: Engagement Score

Sum of Clicks by Age Group



Ad Type by User Movement Data and Visual Complexity

Complexity ● gaze, movement ● movement only ● no movement



Sum of Clicks by Ad Type and Device Type

Device Type ● Desktop ● Mobile ● Tablet

