

Overview

5.06

1.78

-1.83% ▼

KPI Analysis

Previous Campaign Performance Score

New Campaign Performance Score

%Change: Campaign Score

22.73%	20.00%	5.47%	2.25%	7.97%	5.87%
Previous Bounce Rate	New Bounce Rate	Previous Conversion Rate	New Conversion Rate	Previous CTR	New CTR

-0.14% ▼

%Change: Bounce Rate

-0.59% ▼

%Change: Conversion Rate

-0.26% ▼

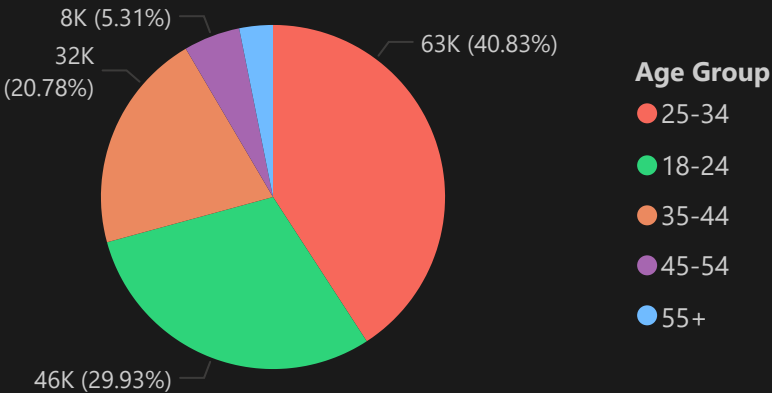
%Change: CTR

74.87%	77.31%
Previous Engagement Score	New Engagement Score

0.03% ▲

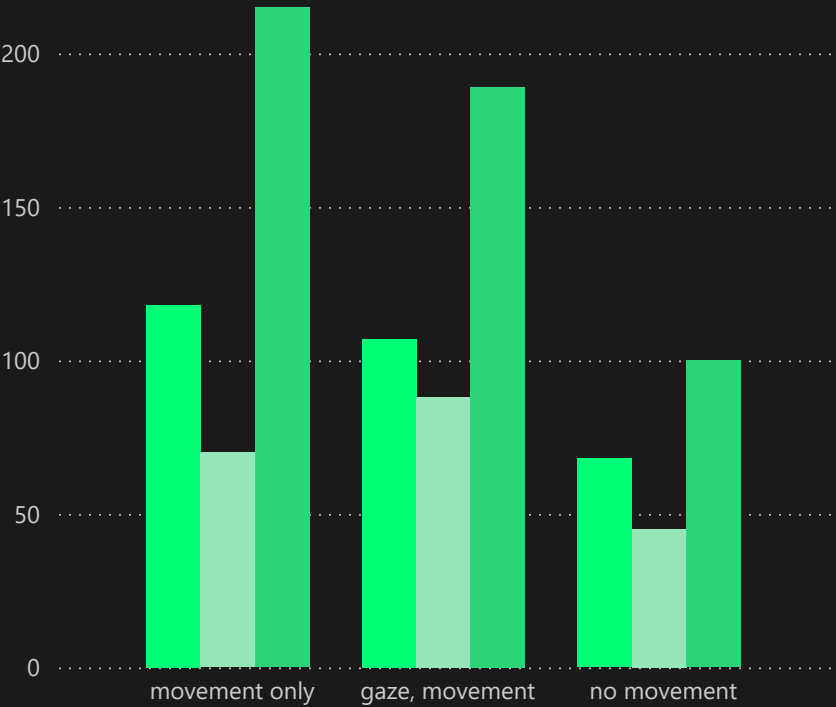
%Change: Engagement Score

Sum of Clicks by Age Group



Ad Type by User Movement Data and Visual Complexity

Complexity ● High ● Low ● Medium



Sum of Clicks by Ad Type and Device Type

Device Type ● Desktop ● Mobile ● Tablet

