

Placement# Name	Adsize	Delivered Impressions	Clicks	CTR	Conversion	Conversion Rate	Spend	eCPA
4.iab units (mobile only) + non-expanding adhesion	320x50	271383	3840	0.014149744	23	8.47511E-05	1938.449961	84.2804331
5.iab units (mobile only) + non-expanding adhesion	320x50	100937	1127	0.01116538	4	3.96287E-05	720.978557	180.2446393
	768x90	7221	183	0.02534275	0	0	51.5785704	0
6.iab units - desktop + mobile	160x600	13479	1	7.41895E-05	0	0	75.09729149	0
	300x250	66903	792	0.011838034	0	0	372.7453144	0
	300x600	3853	1	0.000259538	0	0	21.46671594	0
	728x90	49426	266	0.005381783	0	0	275.3734498	0
13.iab units (mobile only) + non-expanding adhesion	320x50	157750	1888	0.011968304	4	2.53566E-05	1126.785692	281.6964229
15.iab units (mobile only) + non-expanding adhesion	320x50	152875	2121	0.01387408	17	0.000111202	1091.964264	64.23319199
	768x90	5608	152	0.027104137	2	0.000356633	40.05714206	20.02857103
18.iab units - desktop + mobile	160x600	23729	37	0.001559273	21	0.000884993	132.2044387	6.295449464
	300x250	85718	684	0.007979654	58	0.000676637	477.571751	8.233995707
	300x600	12361	34	0.002750587	13	0.001051695	68.86843387	5.297571836
	728x90	81186	403	0.00496391	80	0.000985392	452.3220348	5.654025435
Grand Total		1032429	11529		222		6845.463616	