**{companyName} Banner Report**

{dateStr}

|  |  |  |  |
| --- | --- | --- | --- |
| **Unique Impressions** | **Total Clicks** | **Unique Clicks** | **Click Through Rate** |
| {uniqueImpressions} | {totalClicks} | {uniqueClicks} | {ctr}% |

Key Banner Metrics

A total of **{uniqueImpressions}** unique impressions were received by the banner. A total of **{totalClicks}** clicks were received the banner. The Click through rate of the banner was **{ctr}%.**

Business Impact

|  |  |
| --- | --- |
| **Business As Usual GMV** | **Banner Day GMV** |
| {bauGMV} | {totalGMV} |

The Banner day GMV jumped to **{impactFactor}** **times** the business as usual GMV.

New Buyer Acquisition

|  |  |
| --- | --- |
| **New Buyers** | **Repeat Buyers on Banner Day** |
| {newBuyerCount} | {repeatBuyerCount} |

A total of **{newBuyerCount}** new buyers were acquired as a result of this banner.