

Campaign Performance Analysis

platform_name

channel_name

Ads Run Day

Total Ads

157

Ads Platform

3

Total Cost

858.3K

Impressions

99.5M

Clicks

3.8M

CPC

22.4

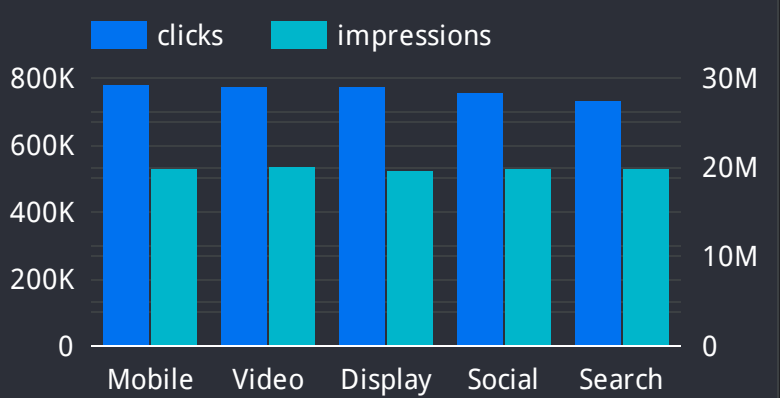
CTR

3.8

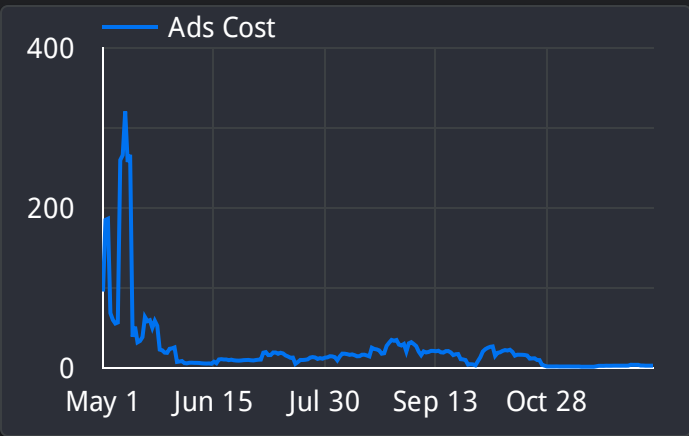
No. of Ads Channel

5.0

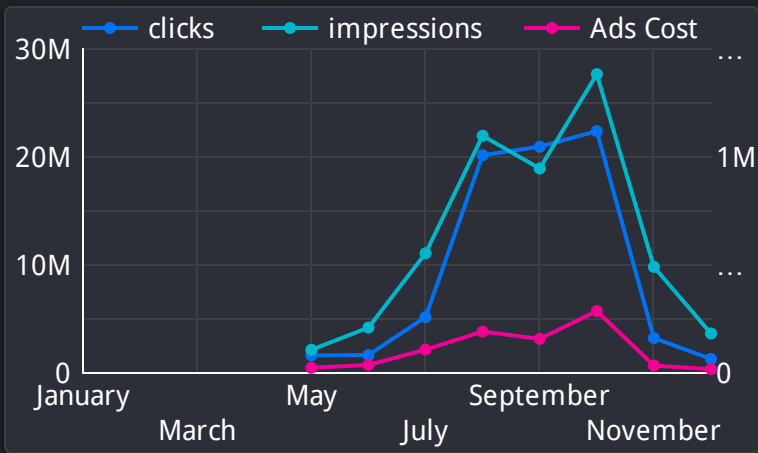
Impression and Clicks By ads Channel



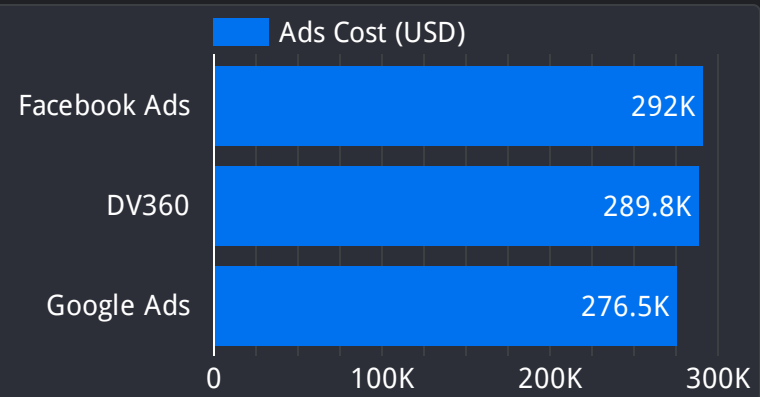
Average Ads Cost By Per day



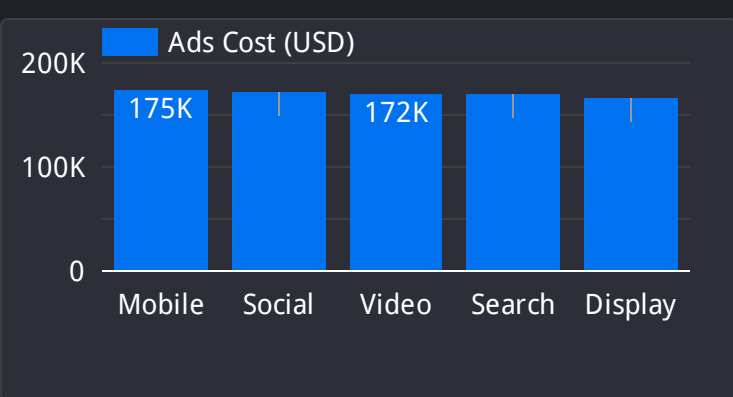
Impression, Clicks and Ads Cost by Month



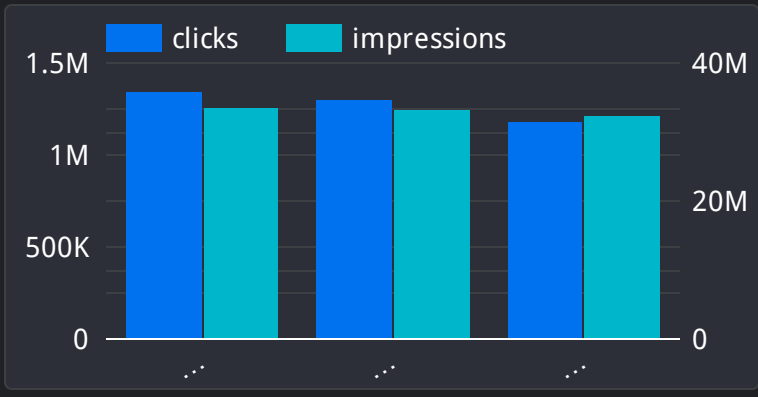
Ads Cost By Ads Platform



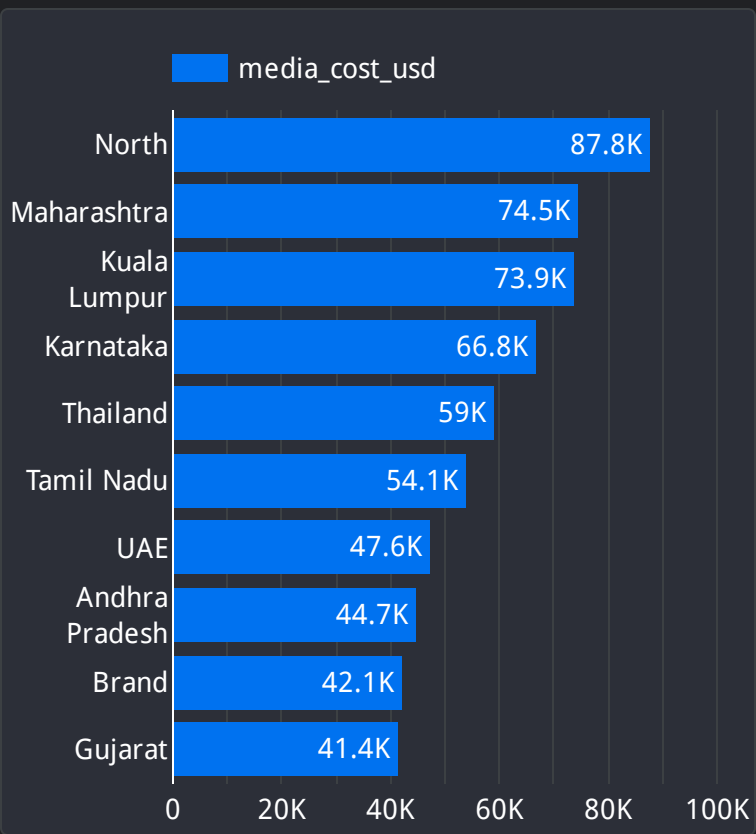
Ads Cost By Channel Name



Impression and Clicks by Ads Platform



Ads Cost By Advertiser Name



platform_name	channel_name	impressions	clicks	media_cost_usd
Facebook Ads	Mobile	7,058,303	302,127	63,999.1
Facebook Ads	Social	7,028,152	253,503	61,666.37
DV360	Video	6,956,173	267,377	58,324.28
Google Ads	Video	6,852,655	266,673	60,635.1
DV360	Social	6,769,015	277,898	59,468.07
DV360	Mobile	6,688,519	257,433	57,144.55
Google Ads	Search	6,677,665	247,197	56,550.86
DV360	Search	6,672,618	249,436	56,605.86
DV360	Display	6,615,851	293,584	58,232.96
Facebook Ads	Display	6,600,261	261,133	54,911.55
Facebook Ads	Search	6,518,732	238,043	58,377.41
Google Ads	Display	6,374,115	218,706	54,397.61