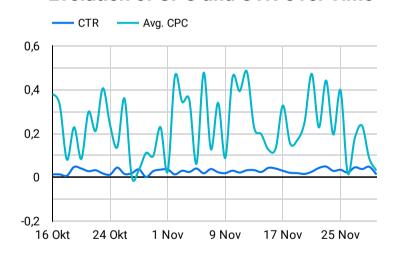
Dashboard Adwords

Summary Campaign by Device

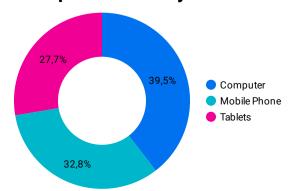
Device / Total Campaign / Clicks / Impressions

	Mobile Phone			Computer			Tablets	
Sub-Campaign	Total Campaign	Clicks	Impressions	Total Campaign	Clicks	Impressions	Total Campaign	Click
Campaign - Fun	1.375.171.299	3.101	161.746	916.780.866	2.749	84.313	916.780.866	2.06
Campaign - Accessories	1.204.766.232	5.760	211.076	602.383.116	3.588	103.987	602.383.116	5.15
Campaign - Dynamic Search Ads	544.581.036	5.375	166.027	816.871.554	5.434	212.899	816.871.554	6.10
Campaign - T-Shirts	458.390.433	2.423	70.258	1.375.171.299	5.490	202.381	-	

Evolution of CPC and CTR Over Time



Proporsi Clicks by Device



Comparison of Total Campaign by Sub-Campaign

