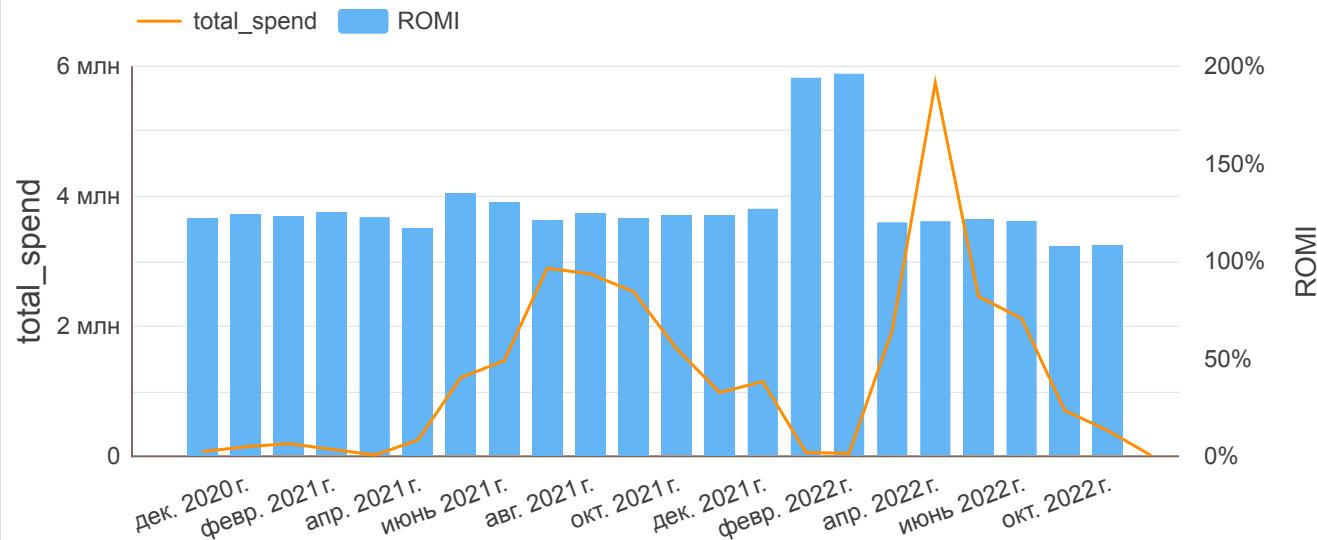


Marketing Campaign Performance

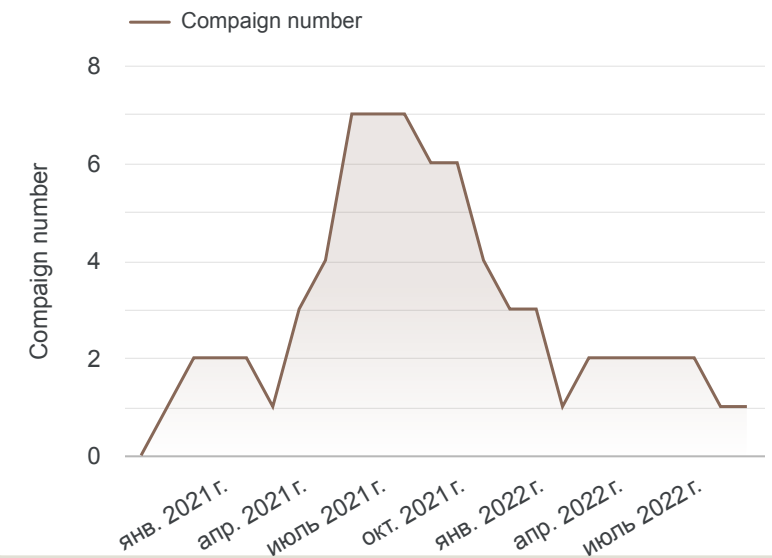
Выберите диапазон дат ▼

campaign_name ▼

Total spend and ROMI by date



Campaign number by month



	campaign_name	Ad_Spend	CPC ▼	CPM	CTR	ROMI
1.	Expansion	11 361 632	176,13	1 732,61	0,98 %	119%
2.	Brand	60 656	107,74	65,27	0,06 %	122%
3.	Wholesale	2 361 830	75,08	491,69	0,65 %	120%
4.	Electronics	4 021 553	46,79	328,4	0,7 %	118%
5.	Promos	1 002 610	34,77	264,34	0,76 %	144%
6.	Lookalike	6 363 109	28,79	302,73	1,05 %	126%
7.	Hobbies	1 907 362	22,43	136,65	0,61 %	119%
8.	Trendy	199 231	20,49	143,11	0,7 %	191%
9.	New items	514 459	18,85	292,42	1,55 %	122%
10.	Crazy discounts	390 946	11,82	161,01	1,36 %	118%
11.	Discounts	438 679	8,88	228,25	2,57 %	123%