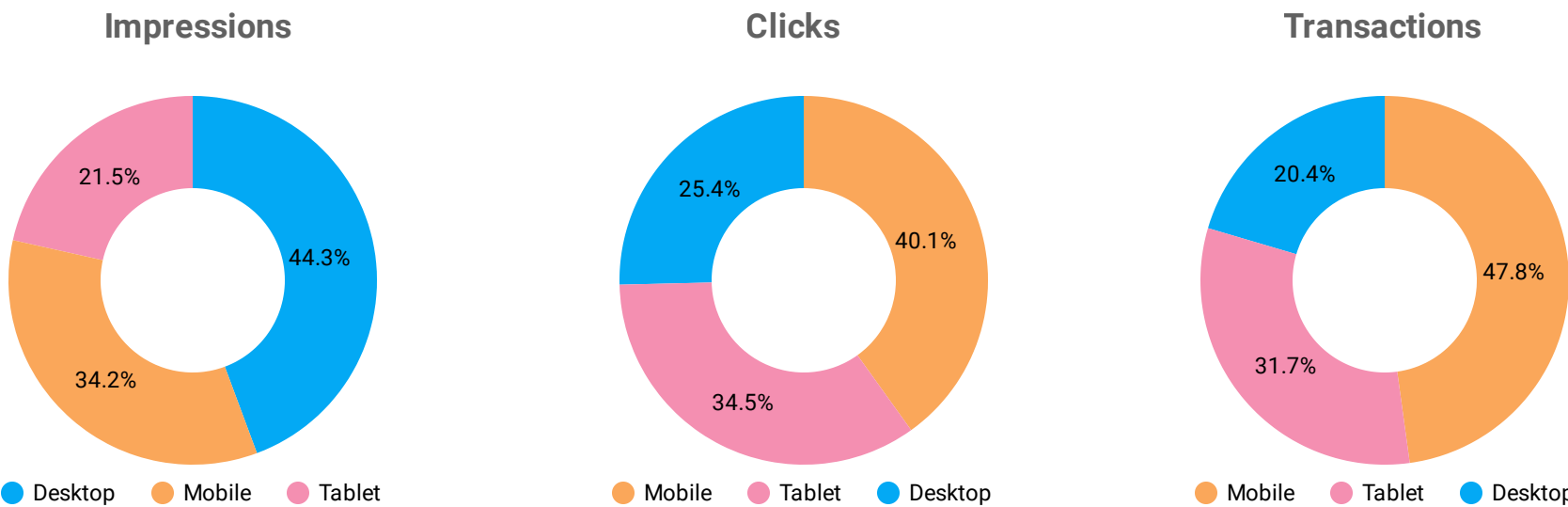


Device Breakdown and User-Level Analysis (E-commerce)

Jan 1, 2019 - Jan 30, 2019

Campaign

Core Metric Performance with Device Breakdown



Tactic Performance against Core Metrics *(applying interaction filter)*

Tactic	Impressions	Clicks	Transactions	Revenue
Tactic 1	1,036	133	29	\$3,716
Tactic 7	1,077	155	28	\$2,312
Tactic 4	1,094	139	30	\$1,967
Tactic 6	1,062	165	27	\$1,760
Tactic 3	1,036	158	21	\$1,689
Tactic 10	773	134	24	\$1,563
Tactic 5	968	139	16	\$1,562
Tactic 9	868	134	23	\$1,360
Tactic 2	884	142	16	\$1,270
Tactic 8	1,010	155	16	\$975
Grand total	9,808	1,454	230	\$18,174

User-Level Scatter Plot Chart *(applying interaction filter)*

