Digital Performance Report

1. Creating a Time Series with Rolling Dates

Legend: Impressions | Clicks | Impressions (previous 7 days) | Clicks (previous 7 days)
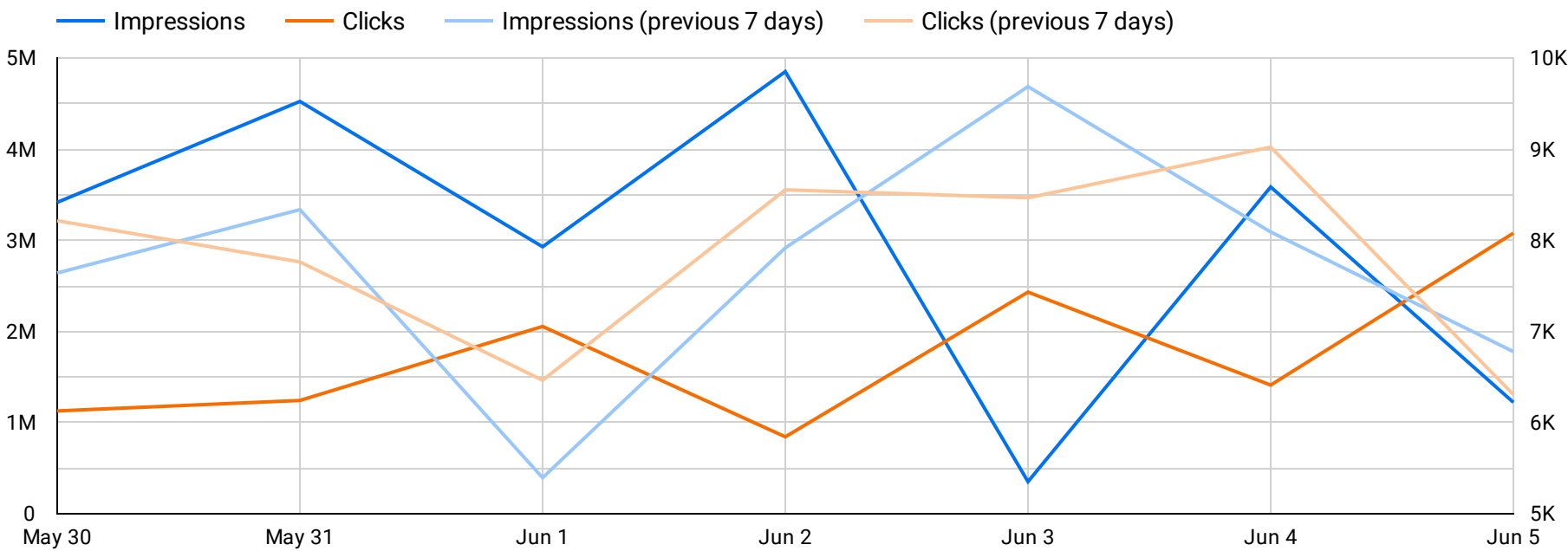
2. Applying Interaction Filters and Dynamic Data Comparison

City	Impressions ▾	% Δ	Clicks	% Δ	Total Conversions	% Δ
Calgary	9,489,293	18.3% ⬆	20,051	23.5% ⬆	420	30.0% ⬆
Montreal	6,514,994	-11.2% ⬇	13,467	-41.6% ⬇	312	-40.0% ⬇
Toronto	4,876,511	39.9% ⬆	13,675	-11.7% ⬇	258	-16.8% ⬇
Grand total	**20,880,798**	**10.8% ⬆**	**47,193**	**-13.9% ⬇**	**990**	**-14.1% ⬇**

4,876,511 — 9,489,293

All

Calgary | Montreal | Toronto