

Digital Performance Report

1. Adding Calculated Fields - CTR, CPA

Complex Campaign	Impressions ▾	Clicks	CTR	Total Conversions	Media Spend	CPA (\$)	
2019_New Campaign_EN_Expanded_Brand	5,826,978	8,925	0.15%	135	\$24,248	\$179.61	<div></div>
2019_New Campaign_FR_Expanded_Brand	5,360,017	9,449	0.18%	178	\$23,953	\$134.57	<div></div>
2019_New Campaign_Expanded_FR_Brand	5,100,109	7,666	0.15%	134	\$22,863	\$170.62	<div></div>
2019_New Campaign_EN_Brand	4,500,294	7,504	0.17%	167	\$15,006	\$89.86	<div></div>
2019_New Campaign_Expanded_EN_Brand	3,450,279	6,700	0.19%	113	\$17,560	\$155.40	<div></div>
2019_New Campaign_Brand_FR	3,153,701	9,582	0.30%	192	\$21,077	\$109.78	<div></div>
2019_New Campaign_Brand_EN	2,796,975	8,207	0.29%	187	\$16,611	\$88.83	<div></div>
Grand total	2,796,975	8,207	0.29%	187	\$16,611	\$88.83	

2. Creating Custom Dimensions with Conditional Expressions (CASE + IN) - Language

Language	Campaign	Impressions	Clicks	Total Conversions	Media Spend
English	Campaign 2 - EN	9,277,257	15,625	248	\$41,808
	Campaign 1 - EN	7,297,269	15,711	354	\$31,617
	Total	16,574,526	31,336	602	\$73,425
French	Campaign 2 - FR	10,460,126	17,115	312	\$46,816
	Campaign 1 - FR	5,603,735	18,277	348	\$41,529
	Total	16,063,861	35,392	660	\$88,345
Grand total		32,638,387	66,728	1,262	\$161,770

3. Creating Custom Dimensions with Conditional Expressions (CASE + REGEXP_MATCH) - Advanced Language, Type

Language (Adva...	Complex Campaign	Type	Impressions	Clicks	Total Conversions	Media Spend
English	2019_New Campaign_EN_Expanded_Brand	EN	5,826,978	8,925	135	\$24,248
	2019_New Campaign_EN_Brand	EN	4,500,294	7,504	167	\$15,006
	2019_New Campaign_Expanded_EN_Brand	EN	3,450,279	6,700	113	\$17,560
	2019_New Campaign_Brand_EN	EN	2,796,975	8,207	187	\$16,611
French	2019_New Campaign_FR_Expanded_Brand	FR	5,360,017	9,449	178	\$23,953
	2019_New Campaign_Expanded_FR_Brand	FR	5,100,109	7,666	134	\$22,863
	2019_New Campaign_Brand_FR	FR	3,153,701	9,582	192	\$21,077
	2019_New Campaign_FR_Brand	FR	2,450,034	8,695	156	\$20,452
Grand total			32,638,387	66,728	1,262	\$161,770