

Digital Performance Report

1. Standard Table

Campaign	Tactic	Impressions ② ▾	Clicks	Total Conversions ① ▾	Media Spend
Campaign 3	Tactic 2	3,031,427	9,120	193	\$19,059
Campaign 1	Tactic 2	3,153,701	9,582	192	\$21,077
Campaign 4	Tactic 2	4,675,315	7,771	189	\$18,446
Campaign 5	Tactic 3	3,605,585	5,071	187	\$21,271
Campaign 1	Tactic 1	2,796,975	8,207	187	\$16,611
Campaign 2	Tactic 3	5,360,017	9,449	178	\$23,953
Campaign 3	Tactic 3	3,824,281	5,276	165	\$18,352
Campaign 1	Tactic 3	1,117,986	5,351	159	\$22,840
Campaign 5	Tactic 2	5,041,928	9,784	156	\$17,870
Campaign 3	Tactic 1	5,793,646	6,984	152	\$16,463
Campaign 4	Tactic 3	2,211,950	6,064	145	\$17,855
Campaign 2	Tactic 2	5,826,978	8,925	135	\$24,248
Campaign 2	Tactic 1	1,049,566	8,871	114	\$17,473
Grand total		52,345,202	119,493	2,373	\$295,841

2. Pivot Table - Row Dimensions *(with Filter Control)*

Campaign ▾

Campaign	Tactic	Impressions	Clicks	Total Conversions	Media Spend
Campaign 3	Tactic 1	5,793,646	6,984	152	\$16,463
	Tactic 3	3,824,281	5,276	165	\$18,352
	Tactic 2	3,031,427	9,120	193	\$19,059
Campaign 2	Tactic 2	5,826,978	8,925	135	\$24,248
	Tactic 3	5,360,017	9,449	178	\$23,953
	Tactic 1	1,049,566	8,871	114	\$17,473
Campaign 5	Tactic 2	5,041,928	9,784	156	\$17,870
	Tactic 3	3,605,585	5,071	187	\$21,271
	Tactic 1	3,439,662	9,936	108	\$16,175
Campaign 4	Tactic 2	4,675,315	7,771	189	\$18,446
	Tactic 3	2,211,950	6,064	145	\$17,855
	Tactic 1	1,416,185	9,102	113	\$24,148
Grand total		52,345,202	119,493	2,373	\$295,841

3. Pivot Table - Row and Column Dimensions *(with heatmaps)*

Campaign ▾

Tactic ▾

Country / Impressions / Clicks					
Campaign	Canada		Brazil		
	Impressions	Clicks	Impressions	Clicks	
Campaign 5	7,045,247	15,007	5,041,928	9,784	
Campaign 4	4,675,315	7,771	3,628,135	15,166	
Campaign 3	9,617,927	12,260	3,031,427	9,120	
Campaign 2	5,826,978	8,925	6,409,583	18,320	
Campaign 1	3,914,961	13,558	3,153,701	9,582	