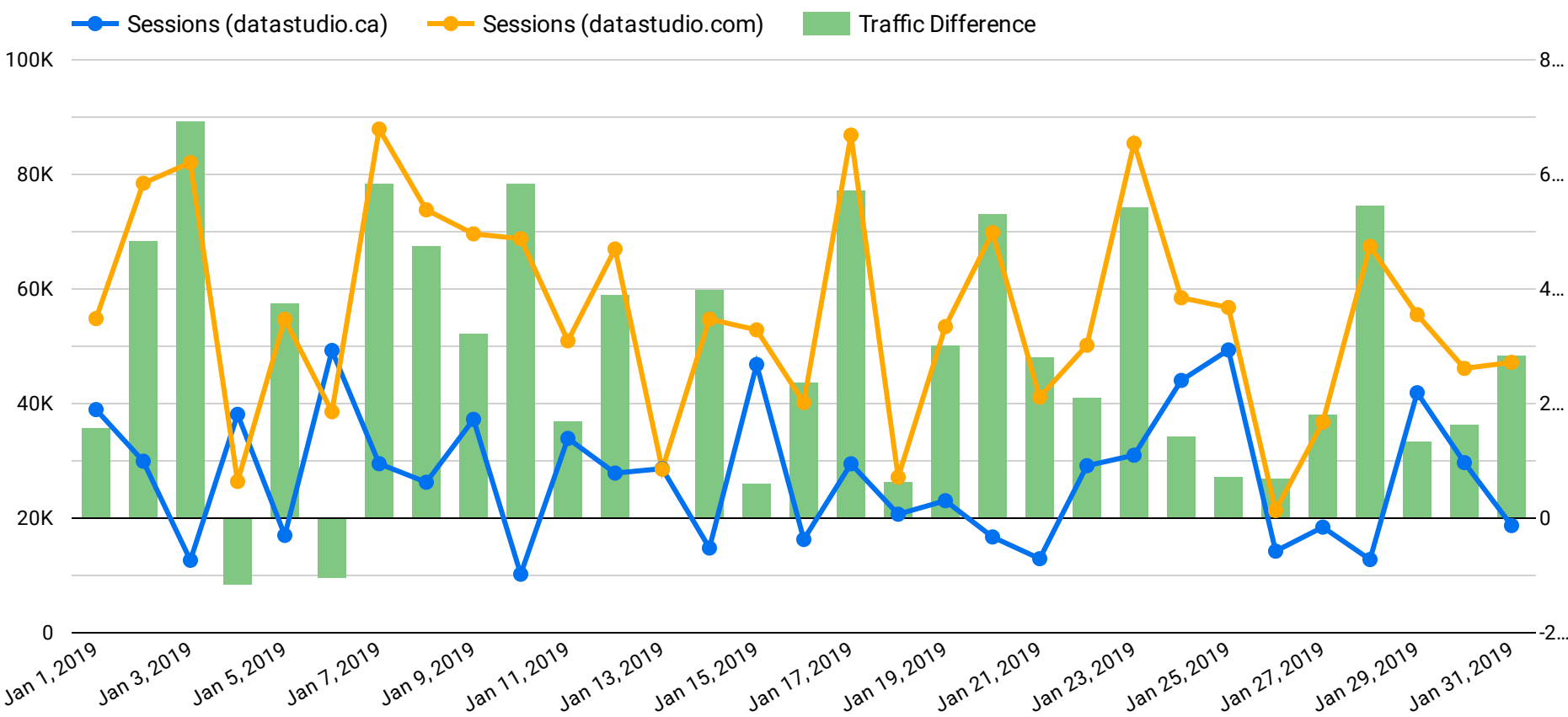# Digital Performance Report

1. Blending two Data Sources (LEFT OUTER JOIN) and Creating a Blended Field

2. Blending Dimensions with High Cardinality + Add calculated "CPA" field

Campaign ▲	Tactic	Creative Version	Impressions	Clicks	Total Conversions	Spend ($)	CPA ($)
Campaign 1	Tactic 1	Blue	8,116,866	6,164	229	$15,236	$66.53
Campaign 1	Tactic 1	Green	9,893,606	5,822	167	$13,159	$78.80
Campaign 1	Tactic 2	Green	9,476,698	7,824	199	$52,243	$262.53
Campaign 1	Tactic 2	Blue	1,116,701	6,638	118	$45,884	$388.85
Campaign 1	Tactic 3	Blue	8,466,774	6,750	166	$55,933	$336.95
Campaign 1	Tactic 3	Green	5,423,892	5,896	102	$51,122	$501.20
Campaign 2	Tactic 1	Green	4,488,492	6,667	125	$40,857	$326.86
Campaign 2	Tactic 1	Blue	4,212,469	4,218	101	$20,435	$202.33
Campaign 2	Tactic 2	Blue	7,133,958	3,243	181	$19,280	$106.52
Campaign 2	Tactic 2	Green	8,685,605	6,989	246	$24,427	$99.30
Campaign 2	Tactic 3	Green	1,794,361	6,569	158	$53,074	$335.91
Campaign 2	Tactic 3	Blue	9,889,111	7,737	203	$58,938	$290.33