Day range

All

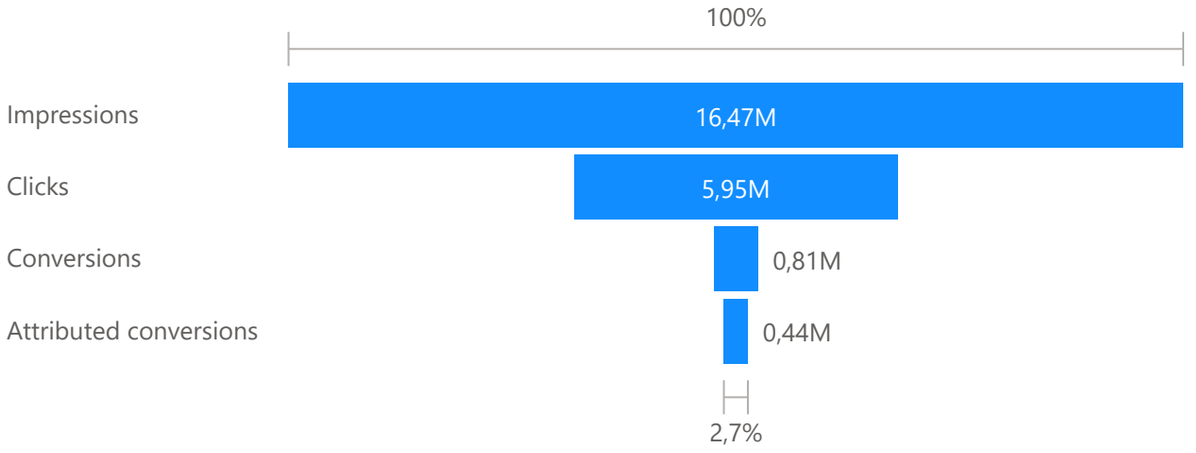
Campaign ID

All

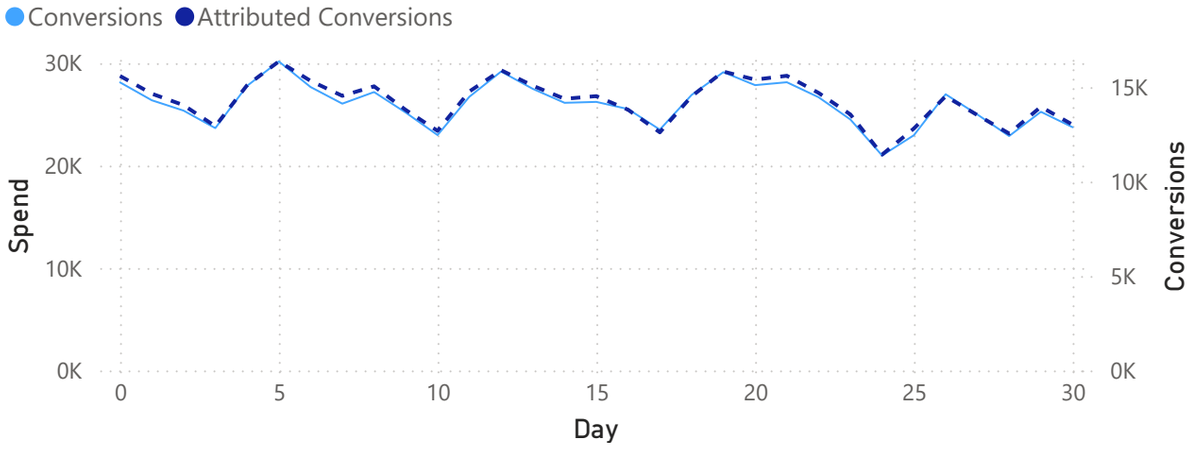
Filters apply to all visuals

Total Spend	Impressions	Conversions	Attributed Conversions	ROAS
4,83K€	16,47M	806,20K	442,42K	9,17

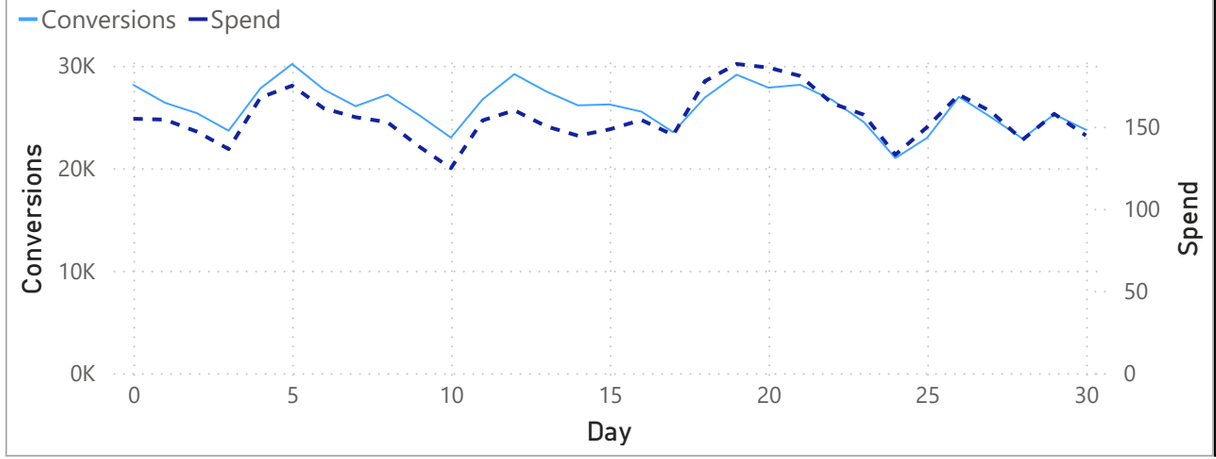
Conversion Funnel



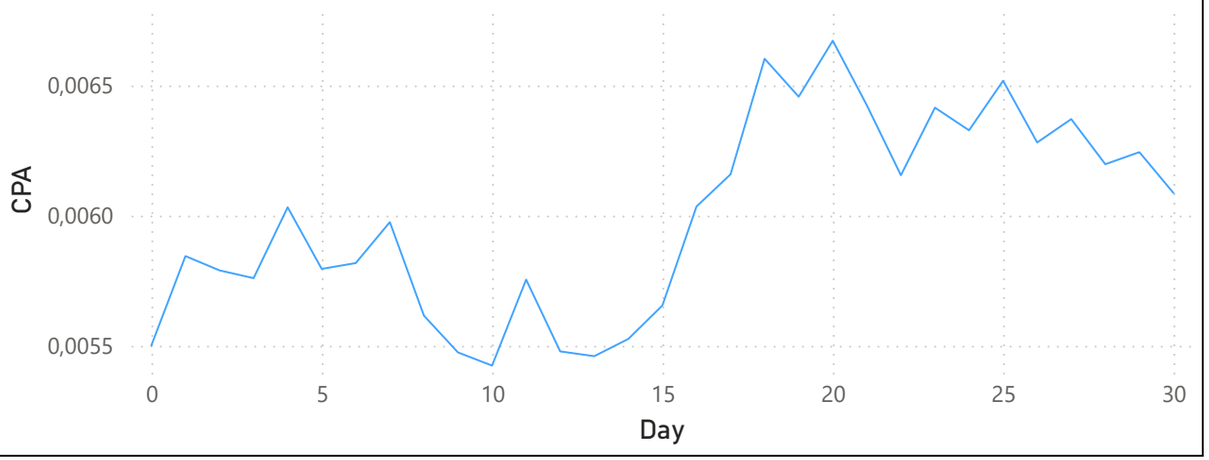
Spend vs Conversions over Time



Attributed vs Total Conversions Over Time



CPA Trend Over Time



Day range

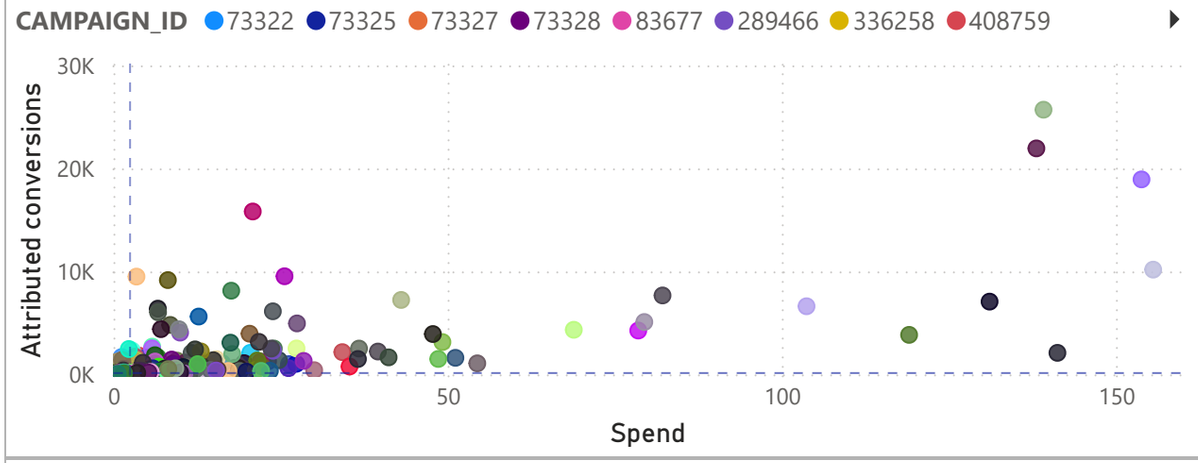
All

Campaign ID

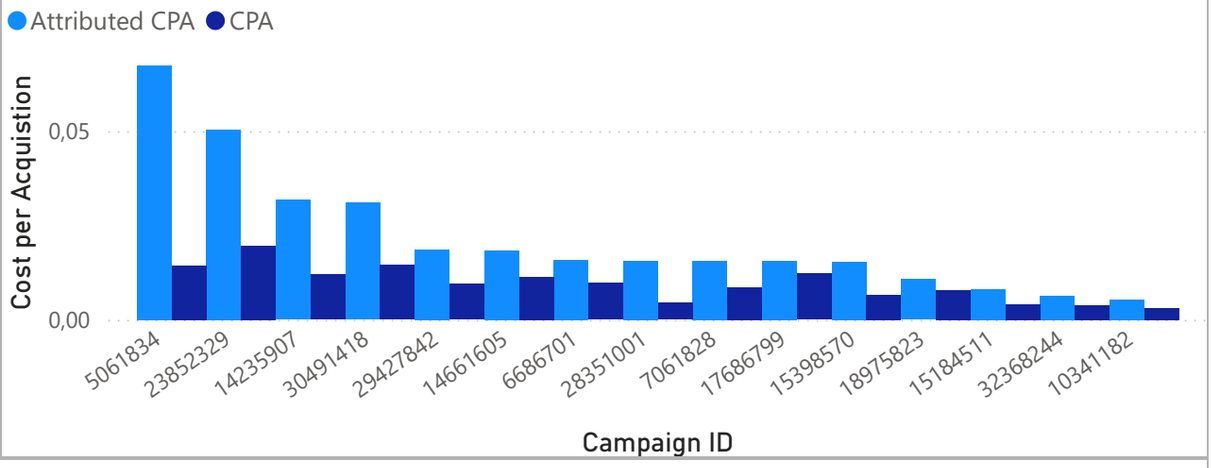
All

Total Spend	Conversions	Non-Attributed Conversions	CPA	Attributed CPA
4,83K€	806,20K	363,77K	0,01	0,01

Spend by Campaign



Spend vs Attributed Conversions by Campaign



Campaign Performance Summary

Campaign ID	Spend	Conversions	Attributed conversions	CPA	Attributed CPA	ROAS
2.869.134,00	3,44	11.919,00	9.499,00	0,00	0,00	11,04
3.073.305,00	0,42	1.454,00	1.096,00	0,00	0,00	10,41
3.073.303,00	0,17	524,00	448,00	0,00	0,00	10,32
29.531.983,00	0,56	1.867,00	1.241,00	0,00	0,00	8,86
2.073.319,00	0,14	426,00	313,00	0,00	0,00	8,77
29.531.976,00	0,11	299,00	247,00	0,00	0,00	8,76
3.073.302,00	0,35	973,00	697,00	0,00	0,00	7,88
15.506.599,00	0,56	1.066,00	981,00	0,00	0,00	7,07
30.487.330,00	0,08	211,00	119,00	0,00	0,00	6,02
Total	**4.829,34**	**806.196,00**	**442.424,00**	**0,01**	**0,01**	**9,17**

Campaign ID

All

Day Range

All

Distinct Users

13,27M

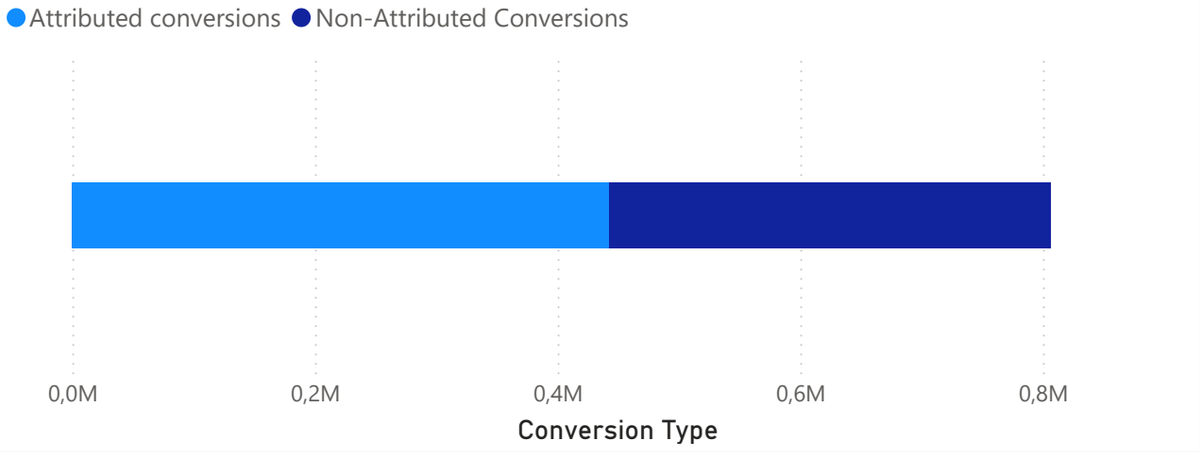
Avg Impressions per User

1,24

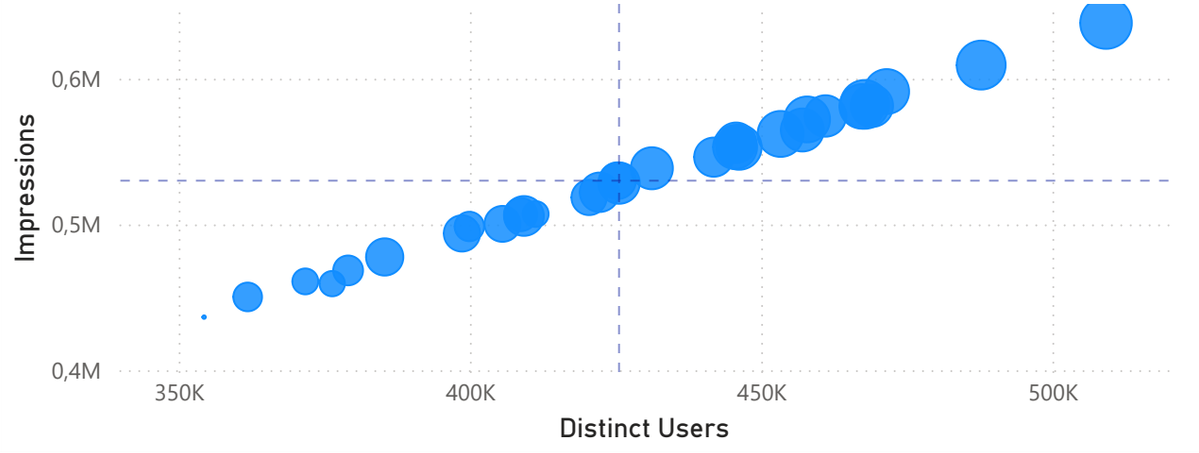
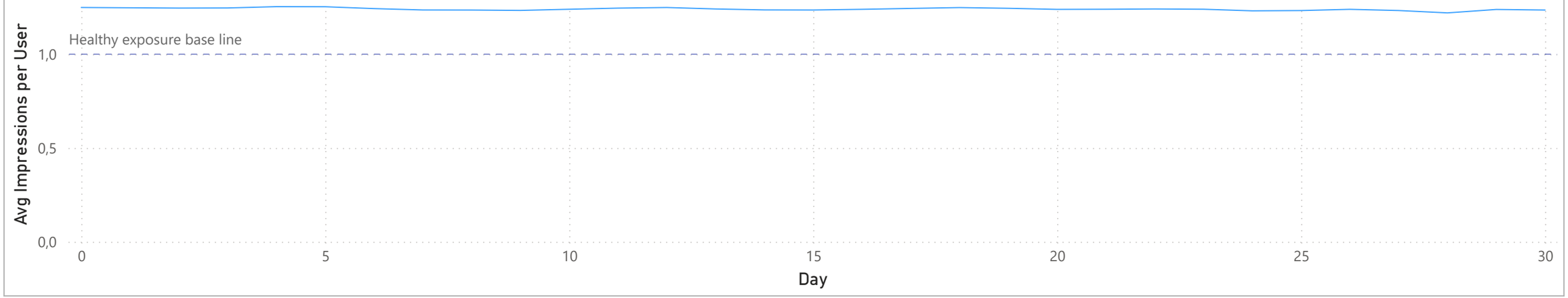
Attributed Conversion %

0,55

Attributed vs Non-Attributed Conversions



Exposure vs Reach by Campaign



Avg Impressions per User Over Time