

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**

● Attributed conversions ● Non-Attributed Conversions

0,0M 0,2M 0,4M 0,6M 0,8M

Conversion Type

Exposure vs Reach by Campaign

Impressions

0,4M 0,5M 0,6M

350K 400K 450K 500K

Distinct Users

Avg Impressions per User Over Time

Avg Impressions per User

Healthy exposure base line

1,0
0,5
0,0

Day

0 5 10 15 20 25 30