

Platform	# campaigns	# tasks	# total budget
Smartphone	1102	231,892	\$ 27,702.07
Google+	823	57,203	\$ 18,960.50
Other	797	349,937	\$ 31,333.06
Twitter	747	83,731	\$ 14,047.21
Facebook	666	115,967	\$ 15,657.86
YouTube	616	248,914	\$ 29,322.28
Reddit	539	77,104	\$ 5,434.15
Redacted	501	132,401	\$ 13,397.94
Google	330	261,923	\$ 18,672.37
RDT	296	80,844	\$ 8,034.94
MBS	218	38,859	\$ 5,497.36
Instagram	172	19,421	\$ 2,072.35
Amazon	156	55,760	\$ 6,934.85
Mix	144	11,803	\$ 1,458.55
Question site	126	16,190	\$ 2,447.59
Forum	84	7,558	\$ 964.15
Gmail	50	10,275	\$ 2,908.35
eBay	22	6,014	\$ 570.52
Yahoo	21	45,686	\$ 2,355.13
Ali	9	3,945	\$ 551.91
Bing	4	675	\$ 69.00
Browser add-on	3	214	\$ 73.96