

SOCIAL MEDIA CAMPAIGN PERFORMANCE TRACKER

AD_ID

708746

1314415



DATE

8/17/2017

8/30/2017

20.11K

Total Spend

13.29K

Total Clicks

585.00

Total Conversions

78.55M

Total Impressions

34.38

CPA

0.26

CPM

0.00

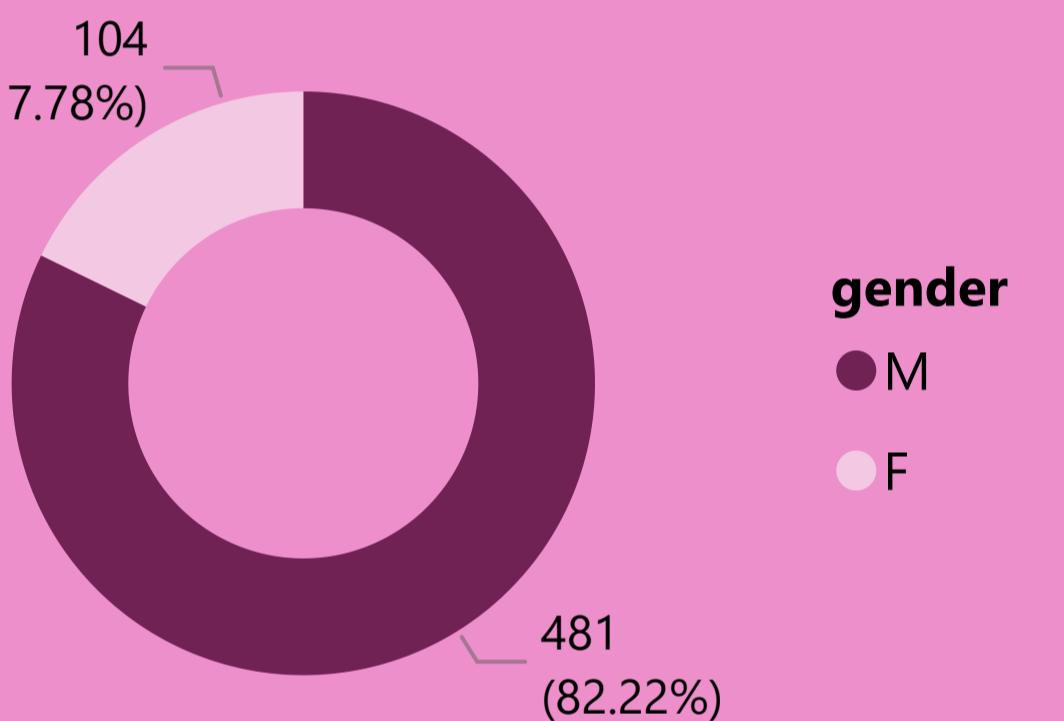
CTR

1.51

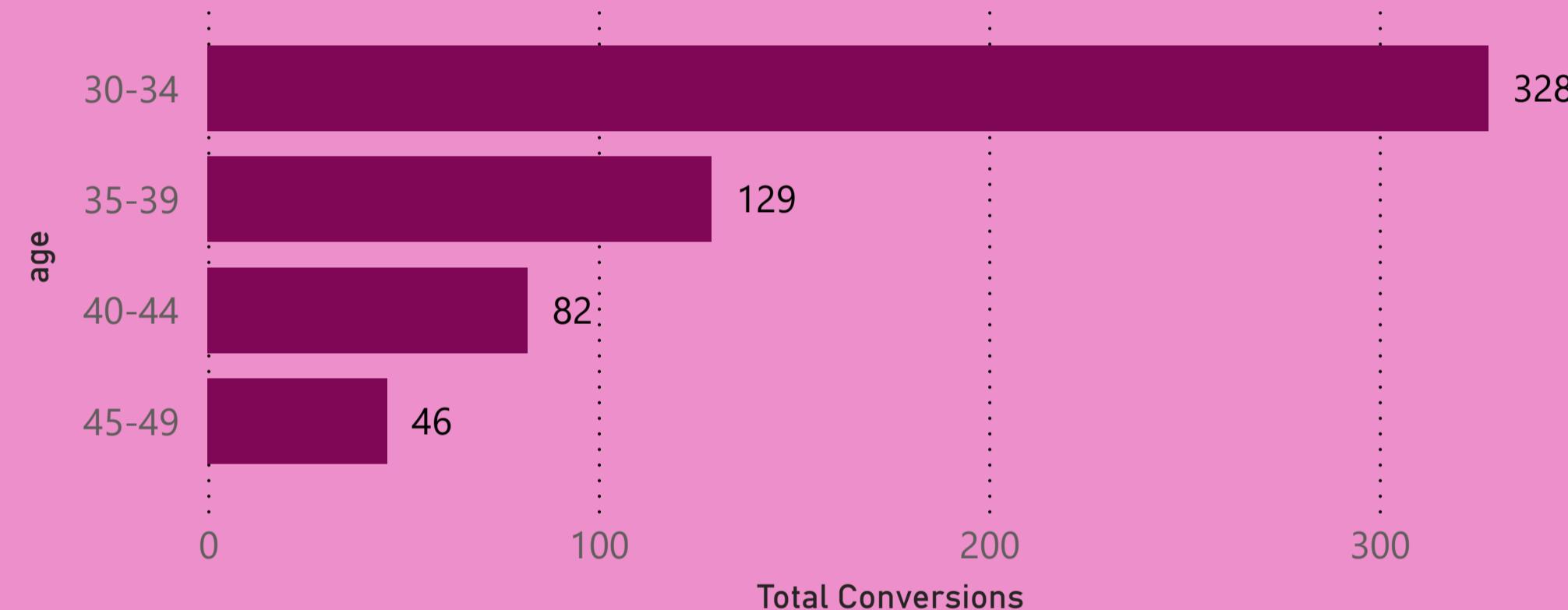
CPC

ad_id	Sum of Impressions	Sum of Spend	age	gender
1121791	0.00	0.00	23	
1121846	0.00	0.00	32	
1121854	0.00	0.00	63	
1121873	0.00	0.00	2	
1314330	1.00	1.00	104	
1121820	2.00	0.00	28	
1121839	2.00	1.00	31	
1121953	2.00	0.00	25	
Total	78,552,681.00	20,114.24		

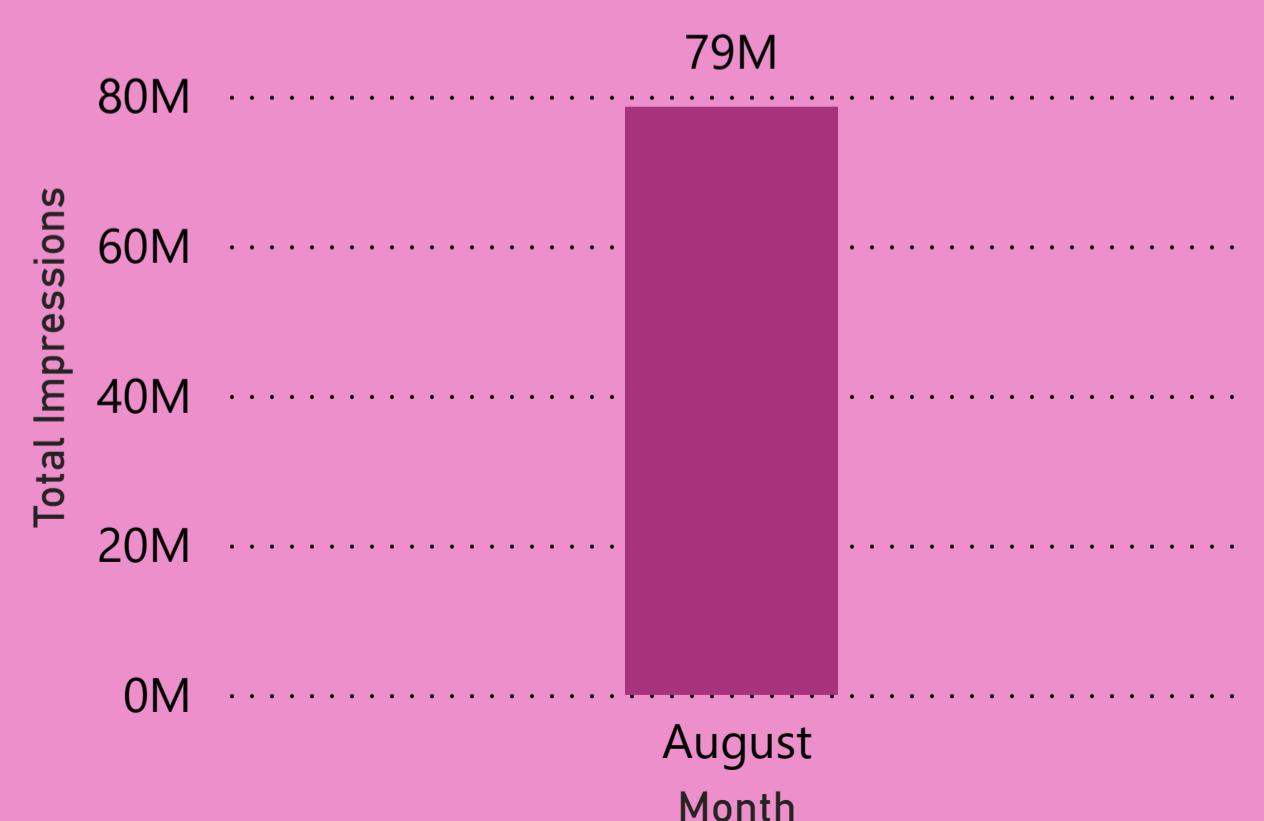
Total Conversions by gender



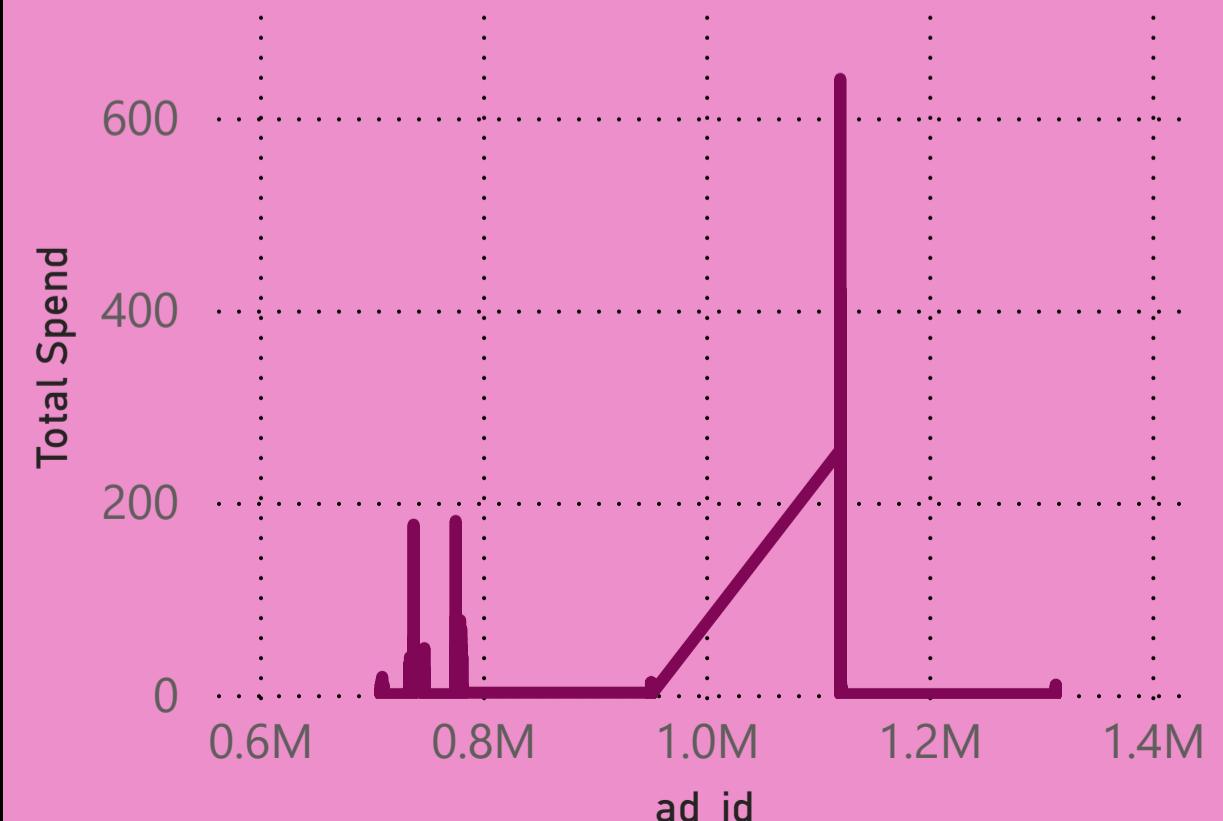
Conversions by Age Group



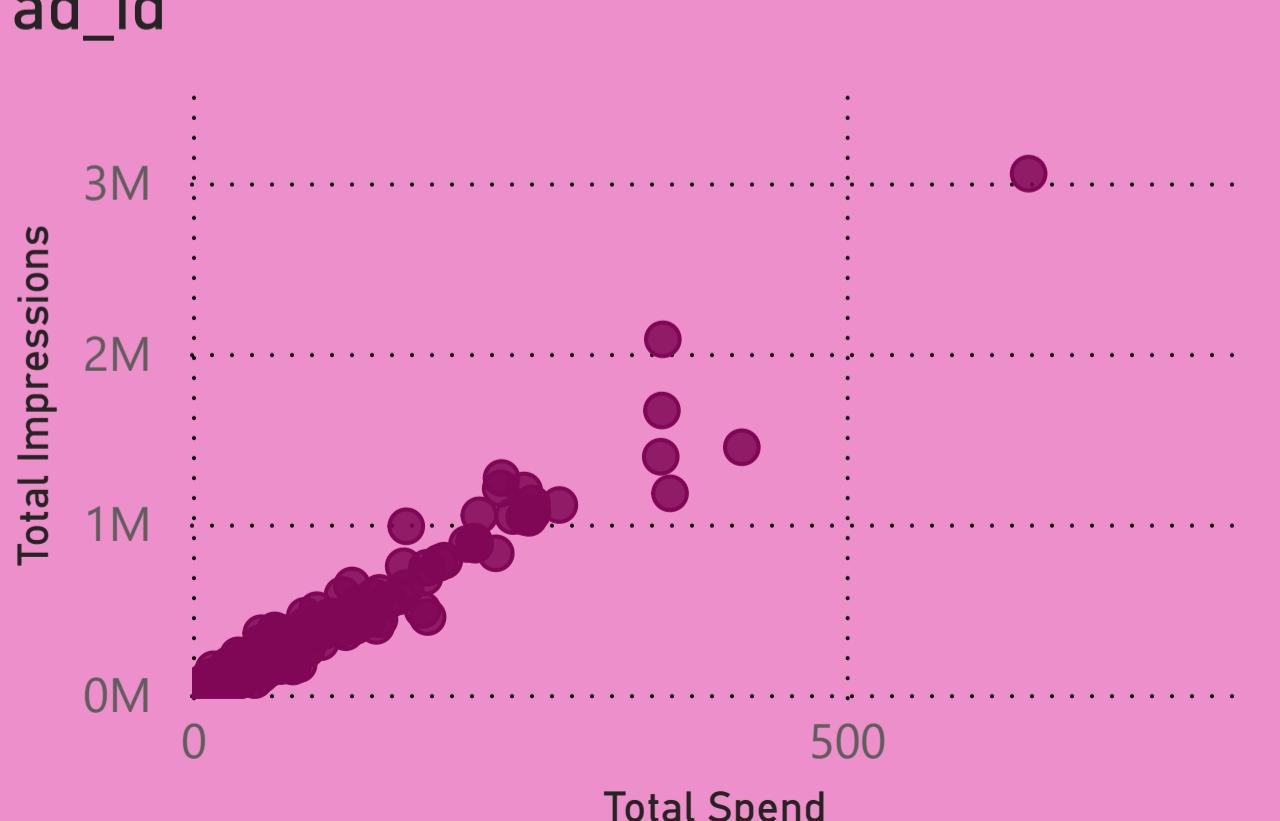
Total Impressions by Month



Ads With Highest Spending



Total Spend and Total Impressions by ad_id



Total Spend by Month

