

# 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

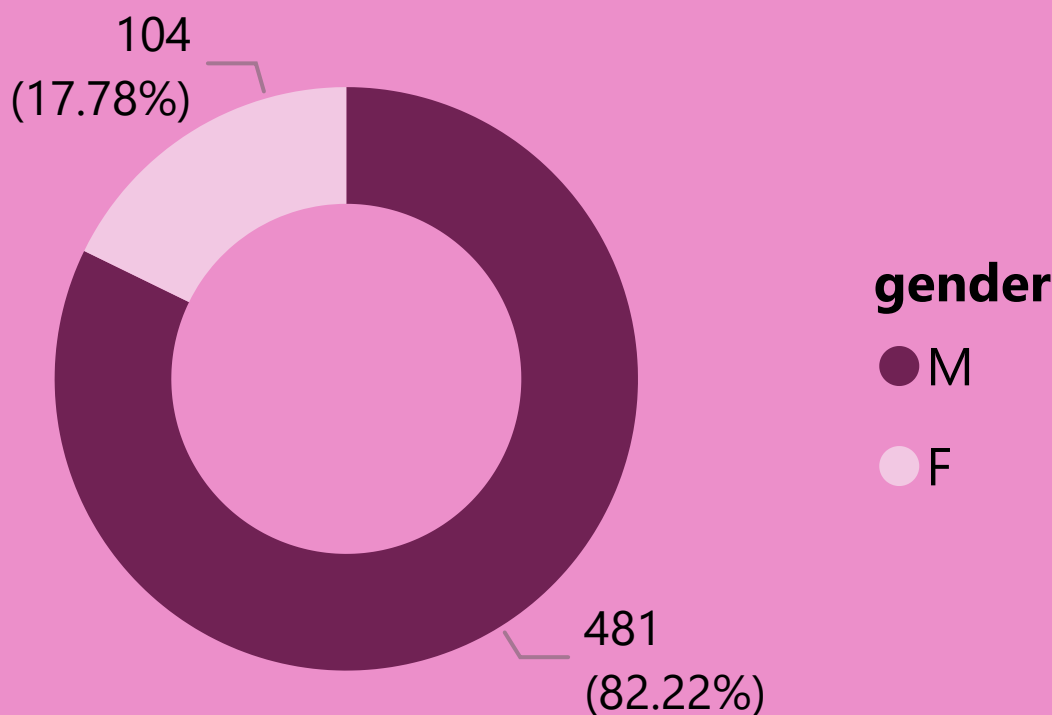
CTR

1.51

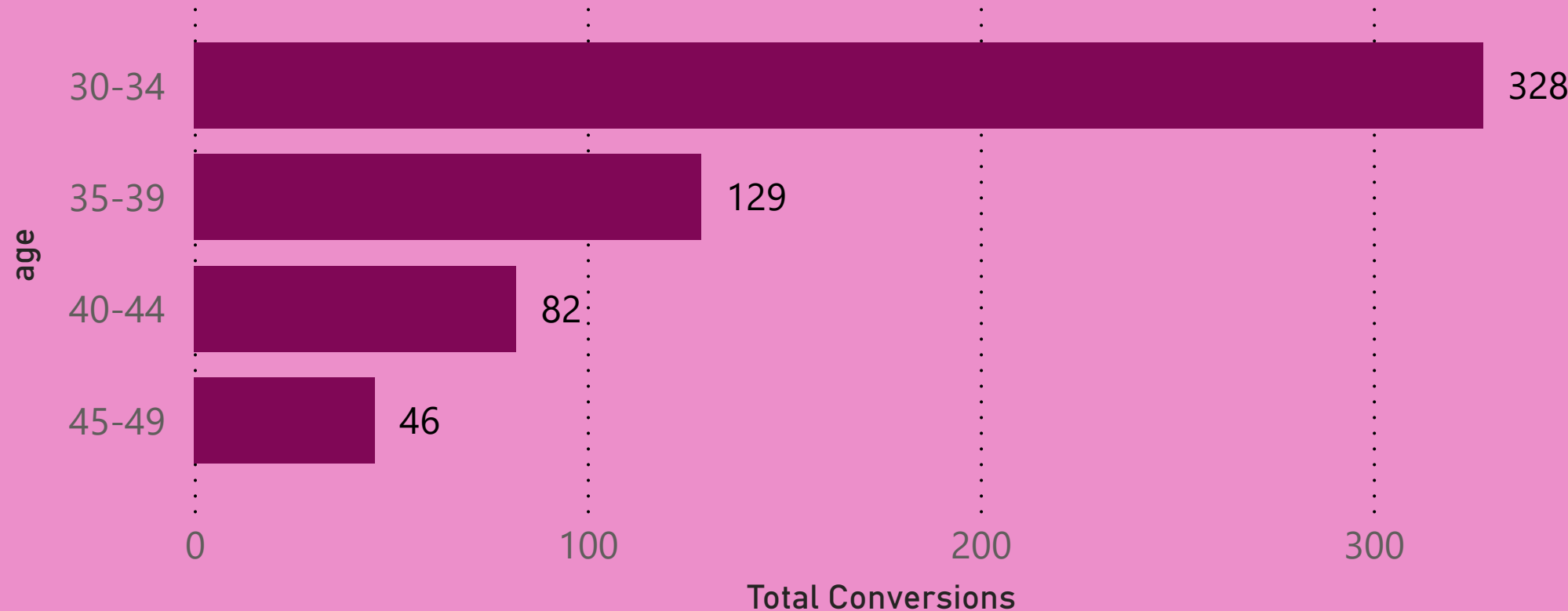
CPC

ad_id	Sum of Impressions	Sum of Spend	age
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	

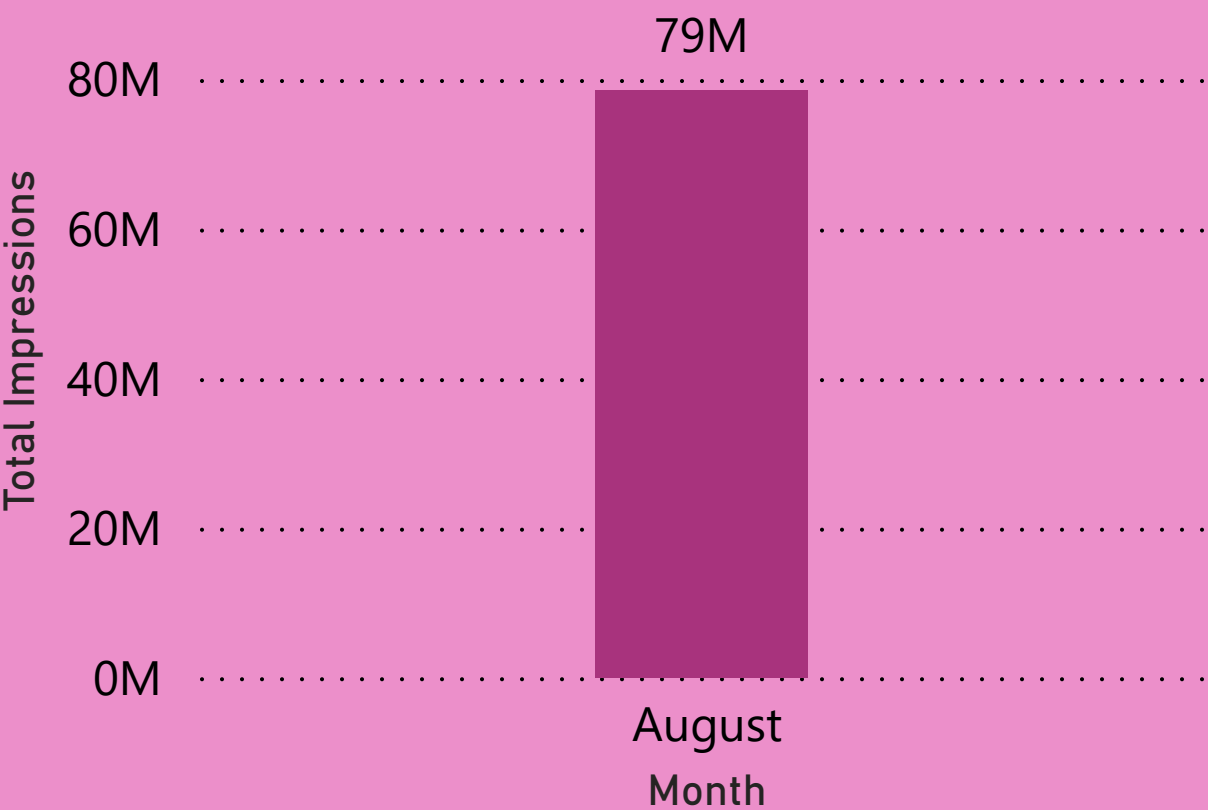
Total Conversions by gender



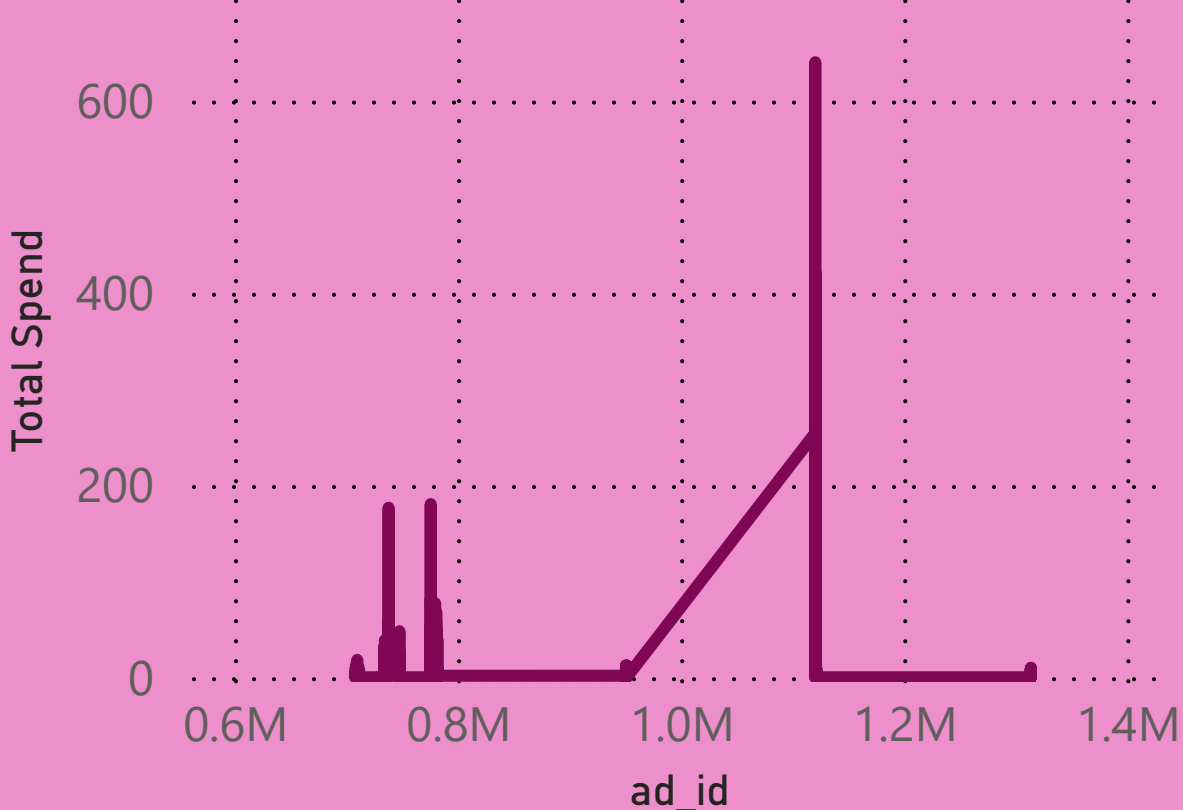
Conversions by Age Group



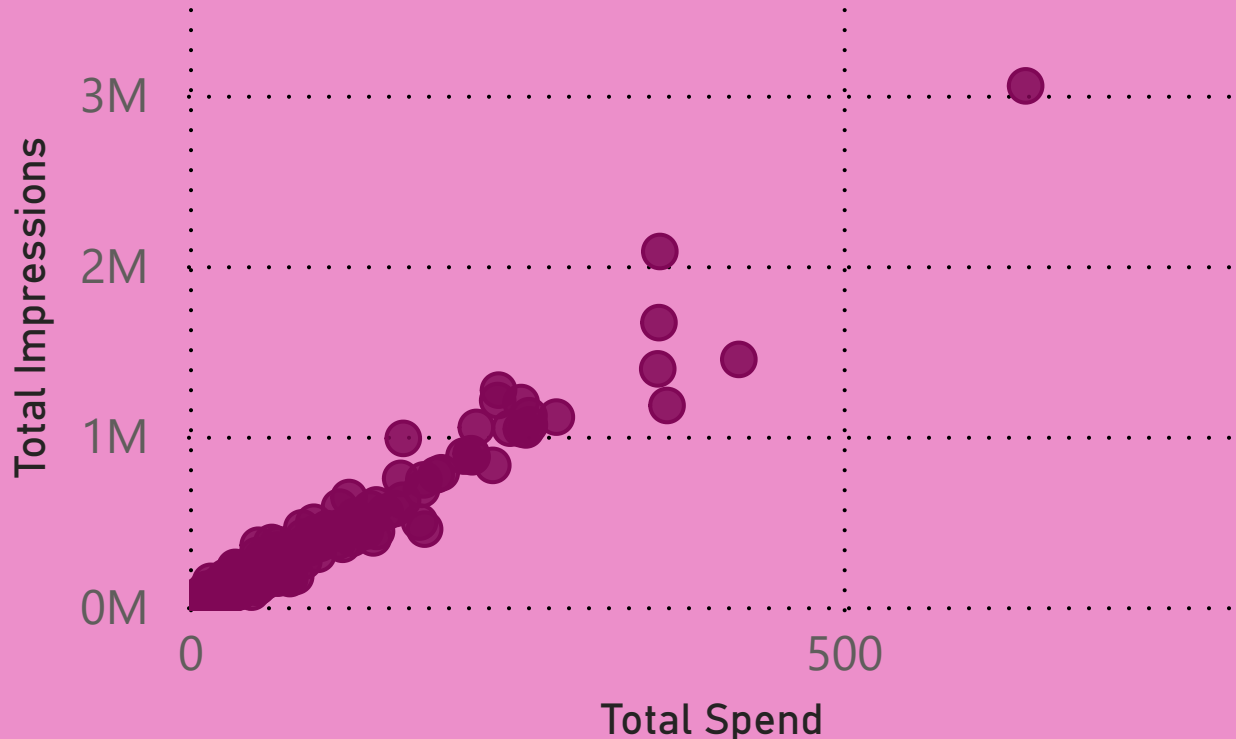
Total Impressions by Month



Ads With Highest Spending



Total Spend and Total Impressions by ad\_id



Total Spend by Month

