

Why is Ad Campaign seeing a loss?

Total Impressions	Total Clicks	Total Cost	Total Revenue	Total P&L	MatchType	DeviceType	Month
2.674.699	924.503	635.372	561.960	-73.409	<input checked="" type="checkbox"/> 1:1 <input checked="" type="checkbox"/> Exact <input checked="" type="checkbox"/> Phrase	<input checked="" type="checkbox"/> Desktop <input checked="" type="checkbox"/> Mobile	<input checked="" type="checkbox"/> July <input checked="" type="checkbox"/> August <input checked="" type="checkbox"/> September <input checked="" type="checkbox"/> October <input checked="" type="checkbox"/> November

