

\$196M

Revenue

\$62.3M

Total Spend

450M

Total Impressions

146M

Total Clicks

7.99%

Avg. Conversion Rate

3.16

Avg. ROI

Age

All

Gender

All

Language

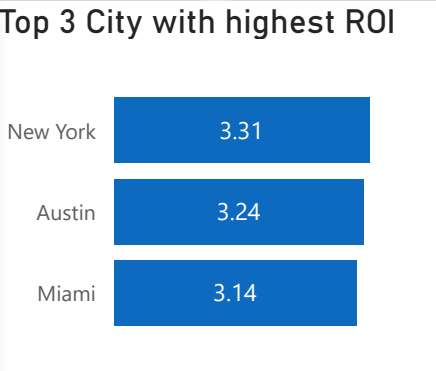
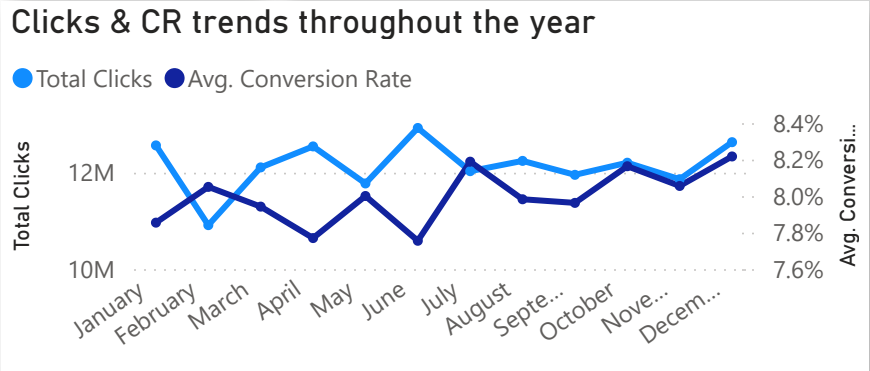
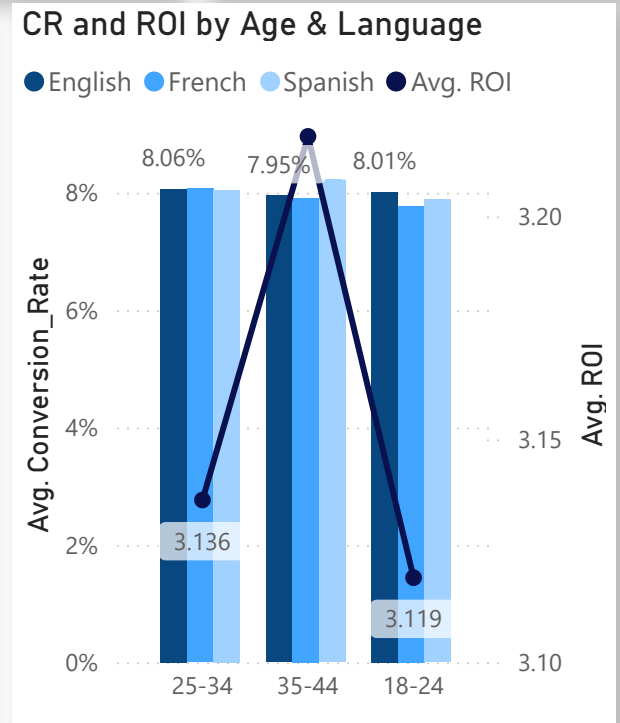
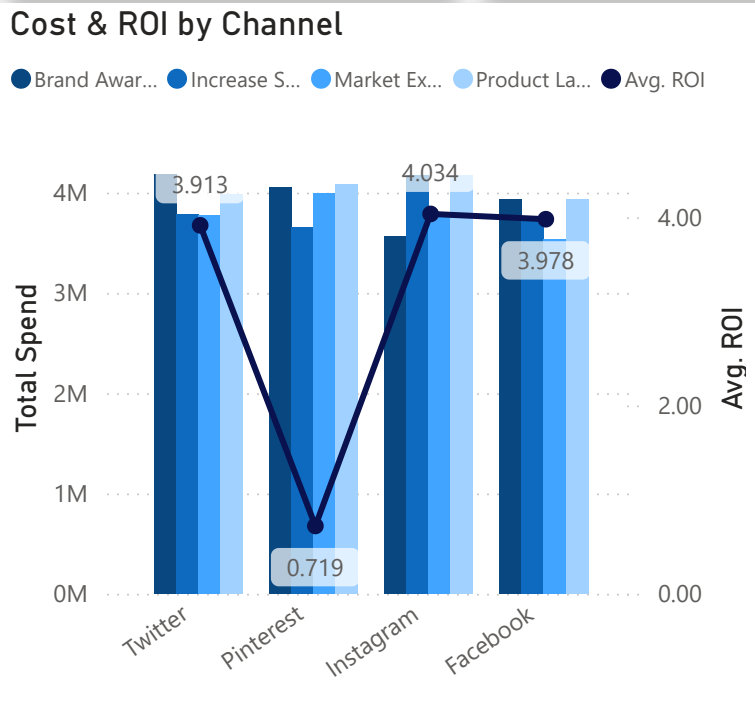
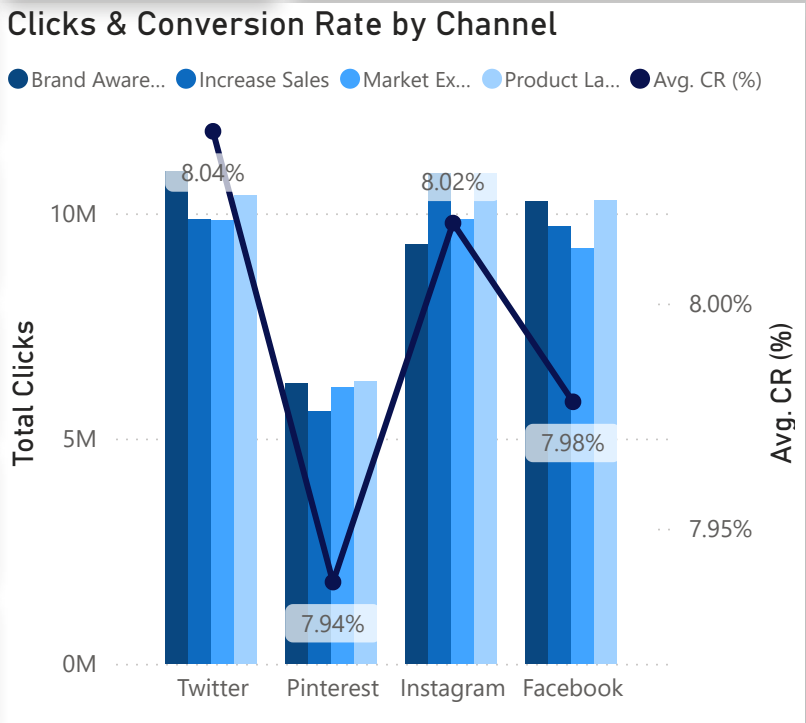
All

Location

All

Duration

All



Channel	Campaigns	Impressions	Clicks	Avg. CR	Avg. ROI	%Cost	Revenue
Facebook	1968	120020308	39509790	7.98%	3.98	24.28%	\$60.18M
Instagram	2018	124389787	40959293	8.02%	4.03	25.17%	\$63.55M
Pinterest	2020	80900103	24236064	7.94%	0.72	25.33%	\$11.32M
Twitter	2041	124672426	41042930	8.04%	3.91	25.22%	\$60.93M
Total	8047	449982624	145748077	7.99%	3.16	100.00%	\$195.98M