

Overview

Click Through Rate & Impressions

by Clicks, CTR, and Impressions

Clicks
35.4K
↑ 42.9%

CTR
2.3%
↓ -23.0%

Impressions
1.5M
↑ 85.6%

Conversion Rate & Cost

by Conversions Rate and Cost / Conv.

Conversions
1.7K
↑ 28.1%

Conv. rate
4.7%
↓ -10.4%

Cost / Conv.
\$4.75
↓ -13.2%

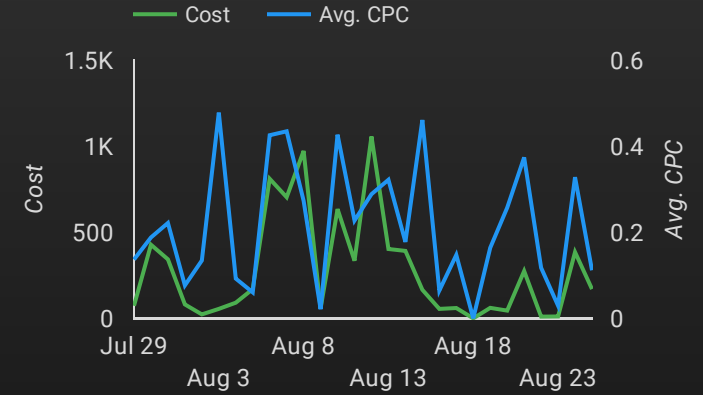
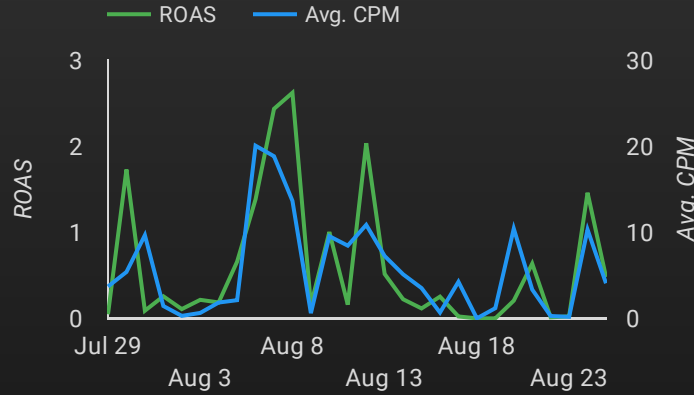
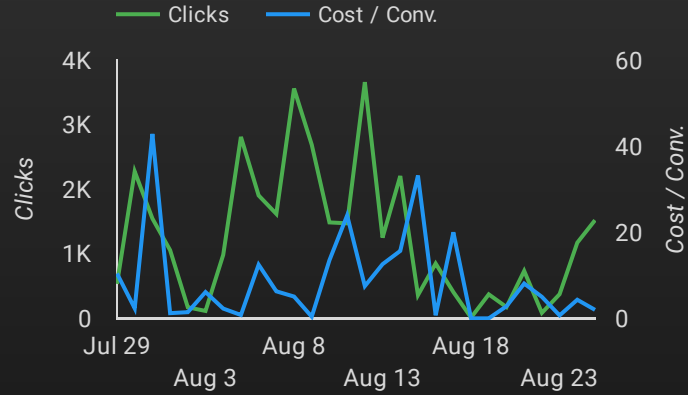
Cost Per Click

by Cost, CPC, and CPM

Cost
\$7.87K
↑ 11.2%

Avg. CPC
\$0.22
↓ -22.2%

Avg. CPM
\$5.15
↓ -40.1%



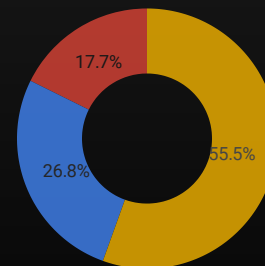
Top Campaigns

by CTR, Avg. CPC, and Cost / Conv.

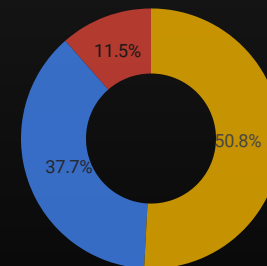
	Campaign	CTR ▾	Avg. CPC	Cost / Conv.
1.	Campaign - Holiday	5%	\$0.27	\$5.07
2.	Campaign - Active Wear	2.93%	\$0.11	\$1.86
3.	Campaign - Jackets	2.81%	\$0.26	\$5
4.	Campaign - Wearables	2.57%	\$0.34	\$13.24
5.	Campaign - Fun	2.44%	\$0.2	\$9.13
6.	Campaign - Biking	2.04%	\$0.22	\$21.56
7.	Campaign - Accessories	1.92%	\$0.08	\$1.19
8.	Campaign - T-Shirts	1.26%	\$0.38	\$6.31

Device Breakdown

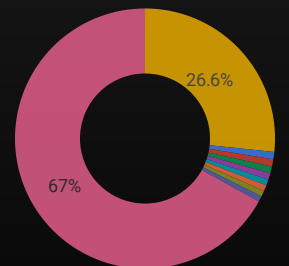
by Clicks, Cost, and Conversions



Clicks



Cost



Conversions