Performance Overview

Total Revenue 254.50K

Total Spent 19.62K

Total Impressions 78M

Average ROI 6.03K

Age
- [ ] 30-34
- [ ] 35-39
- [ ] 40-44
- [ ] 45-49

Gender
- [ ] F
- [ ] M

Date Range
17/08/2017 to 17/08/2017

18/08/2017 to 18/08/2017

Revenue	Sum of ROI	Sum of CTR(%)	Sum of spent	Sum of clicks	Sum of campaign
0.00	-27,600.00	6.27	4,612.26	2905	277
8,500.00	1,228.23	0.01	639.95	340	1
4,500.00	1,646.15	0.01	257.71	152	1
3,000.00	1,905.10	0.02	595.59	333	2
5,000.00	2,011.75	0.01	236.77	123	1
3,500.00	2,120.34	0.03	618.93	351	2
10,500.00	2,815.45	0.01	360.15	202	1
2,500.00	4,014.13	0.02	237.52	132	2
4,000.00	4,099.82	0.04	885.95	503	3
7,000.00	6,826.26	0.02	417.95	236	2
2,000.00	12,863.82	0.09	789.35	449	7
6,000.00	16,892.35	0.01	35.31	22	1
1,500.00	50,355.58	0.22	1,505.44	877	17
1,000.00	1,83,460.72	0.58	3,282.98	1908	43
500.00	31,02,586.86	4.40	5,144.38	3141	213
Total	**33,65,226.57**	**11.75**	**19,620.24**	**11674**	**578**

Sum of clicks and Sum of impressions by reporting_start

● Sum of clicks ● Sum of impressions
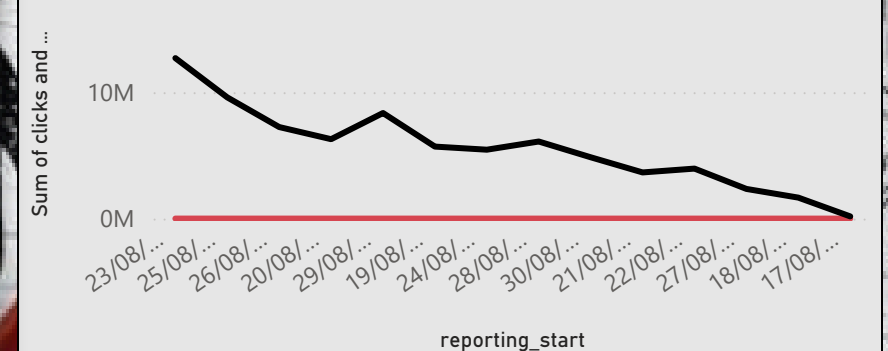
Sum of spent and Sum of Revenue by campaign_id
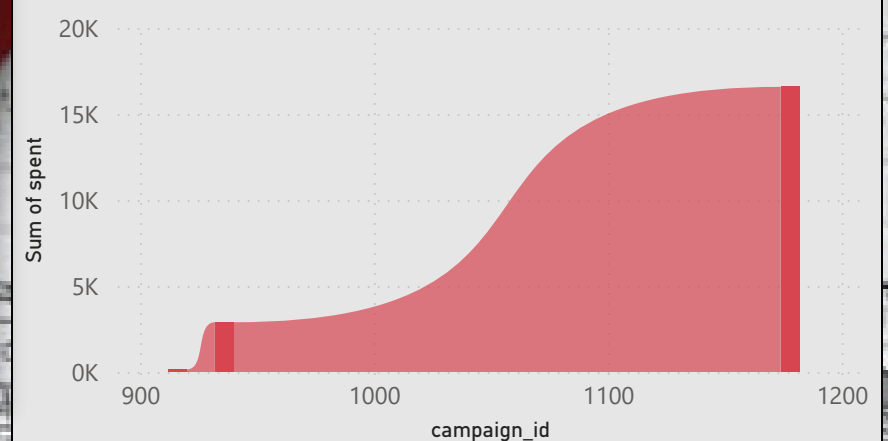
Audience Insights

Interest

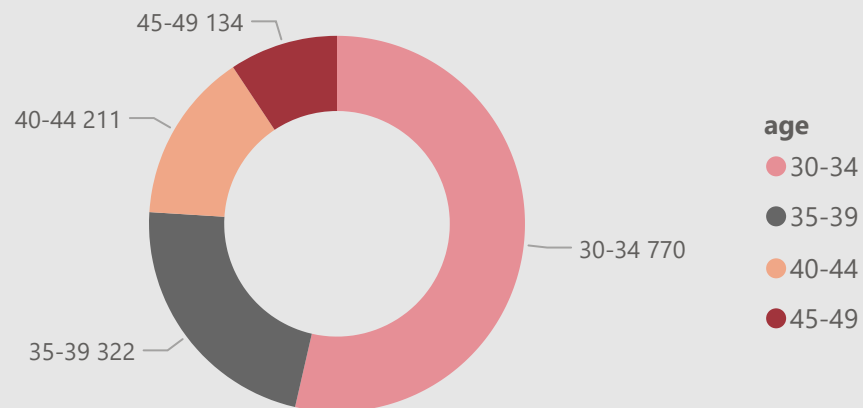|		
9	16	33
10	17	34
11	26	35
12	27	36
13	28	37
14	29	38
15	30	39

Date Range

All

Total Conversions and First gender by age

age
- 30-34
- 35-39
- 40-44
- 45-49

45-49 134
40-44 211
35-39 322
30-34 770

Count of gender, Sum of spent and Sum of Revenue by Date Range and age

age ● 30-34 ● 35-39 ● 40-44 ● 45-49

Sum of spent: 2,000 / 1,500 / 1,000 / 500 / 0
Count of gender: 0 / 10 / 20 / 30 / 40
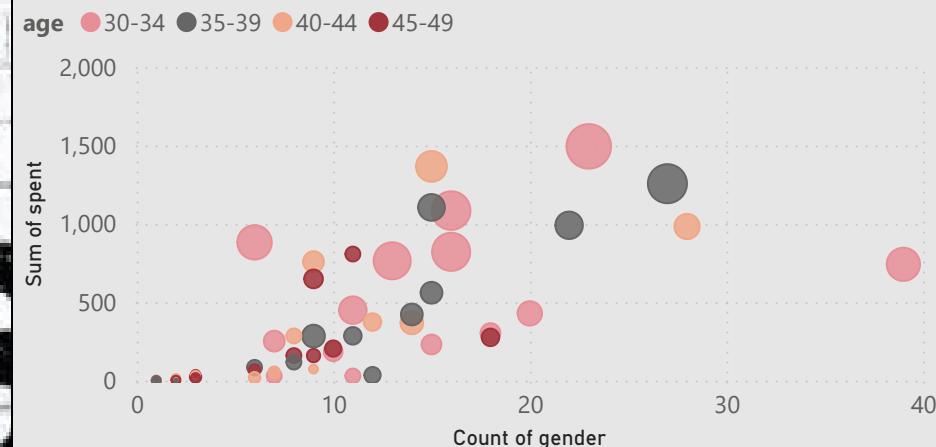
Sum of Conversion Rate(%) by gender and age

age ● 30-34 ● 35-39 ● 40-44 ● 45-49

Sum of Conversion Rate(%): 2K / 1K / 0K
gender: M / F
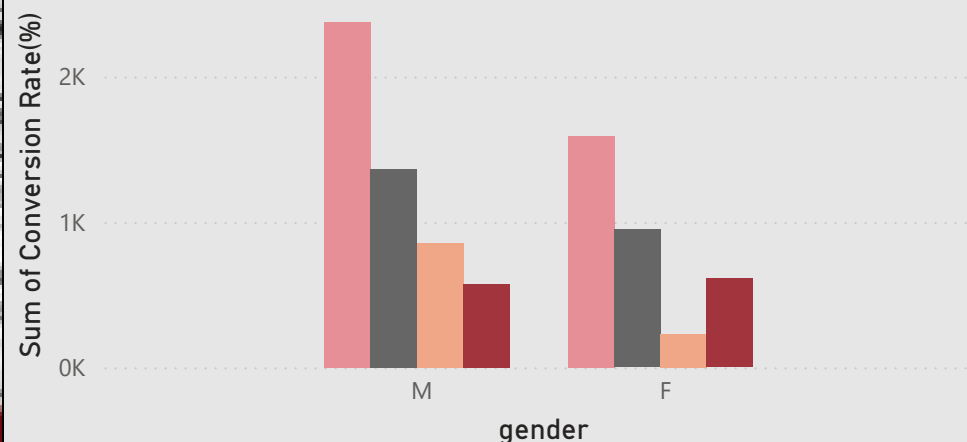
Sum of spent by age and gender

1K
1.45K (7.38%) (5.08%) 0.3K (1.54%)
3.96K (20.19%)
0.38K (1.92%)
4.82K (24.58%)
0.32K (1.65%)
7.39K (37.67%)

age
- 30-34
- 35-39
- 40-44
- 45-49
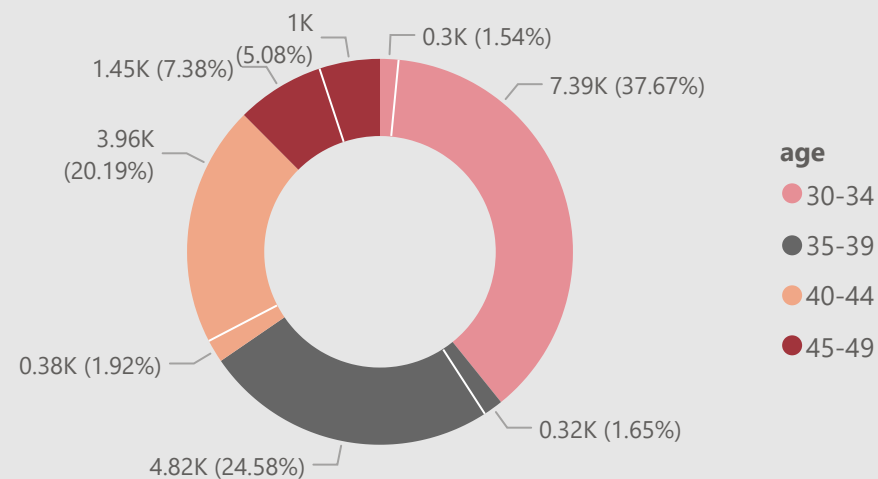
Interest Based Performance

Campaign_id

916   1178

Age
- [ ] 30-34
- [ ] 35-39
- [ ] 40-44
- [ ] 45-49

Gender
- [x] F
- [ ] M

Date Range

All

Interest	Sum of ROI	Sum of Conversion Rate(%)	Sum of CPC(Cost per Click)
61	1,01,940.81	100.00	0.00
103	95,533.52	200.00	0.00
90	93,821.94	306.67	0.00
55	92,354.03	264.29	0.00
53	85,547.97	183.21	0.00
97	75,665.45	225.00	0.00
87	58,810.82	170.00	0.00
78	55,835.02	150.00	0.00
95	42,874.63	128.57	0.00
201	41,771.32	133.33	0.00
200	38,659.69	100.00	0.00
38	37,108.03	117.78	0.00
194	36,296.35	100.00	0.00
33	35,160.99	100.00	0.00
64	34,811.27	100.00	0.00
66	33,012.58	100.00	0.00
36	32,379.74	100.00	0.00
56	31,575.28	82.50	0.00
107	30,955.90	100.00	0.00
62	25,859.82	64.29	0.00
54	22,240.35	53.70	0.00
50	15,796.94	45.83	0.00
74	14.770.06	33.33	0.00
Total	**12,70,499.06**	**3,380.01**	**0.07**

Sum of approved_conversion by interest2
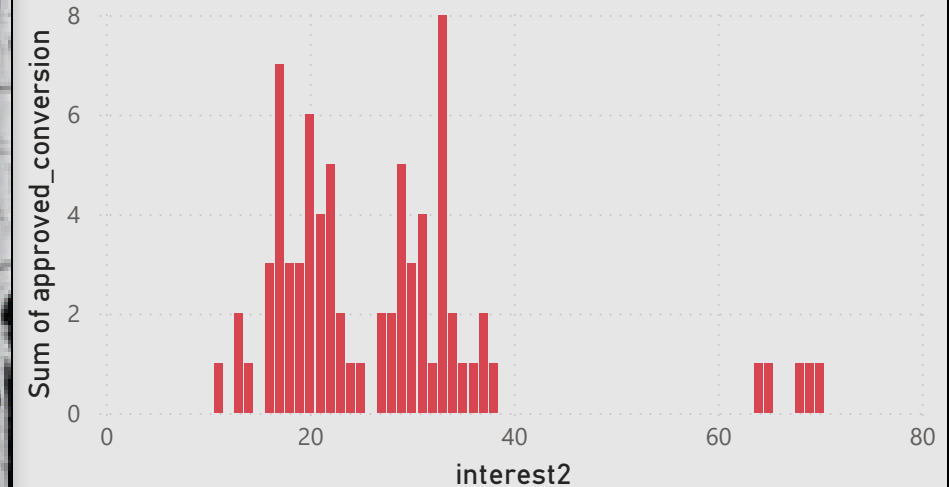
Sum of interest1, Sum of interest2 and Sum of interest3 by ROI