

Campaign Evolution Highlights (2021-2025)

Display CTR Growth

2,044.44%

0.18% (2021) → 3.86% (2025)

Display CPC Reduction

-92.42%

\$0.66 (2021) → \$0.05 (2025)

CTV CPM Efficiency

-28.52%

\$8.87 (2024) → \$6.34 (2025)

YouTube Views Growth (2021-2025)

88.07%

372,516 views (2021) → 700,601 views (2025)

Data Notes: Campaign durations vary (14-29 days). Metrics as reported from client performance reports (2021-2025).