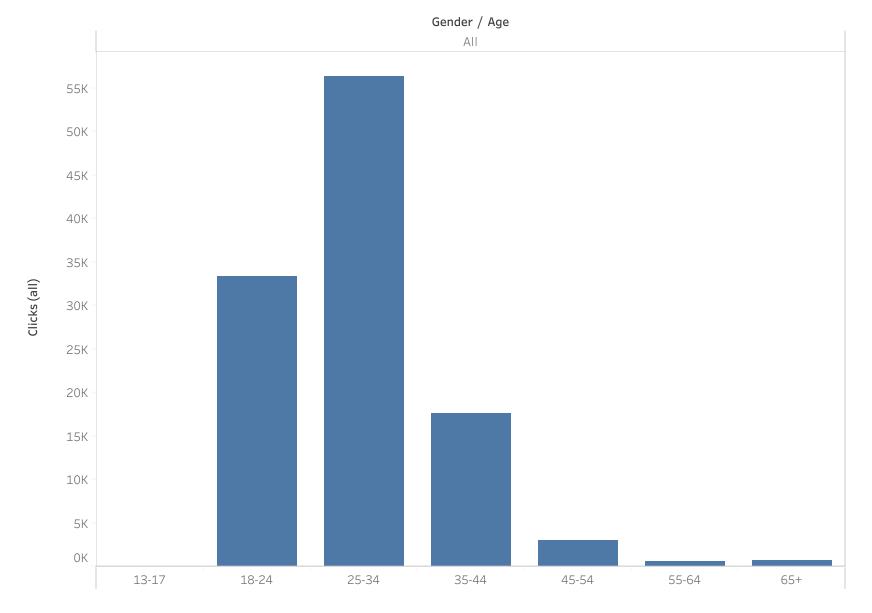
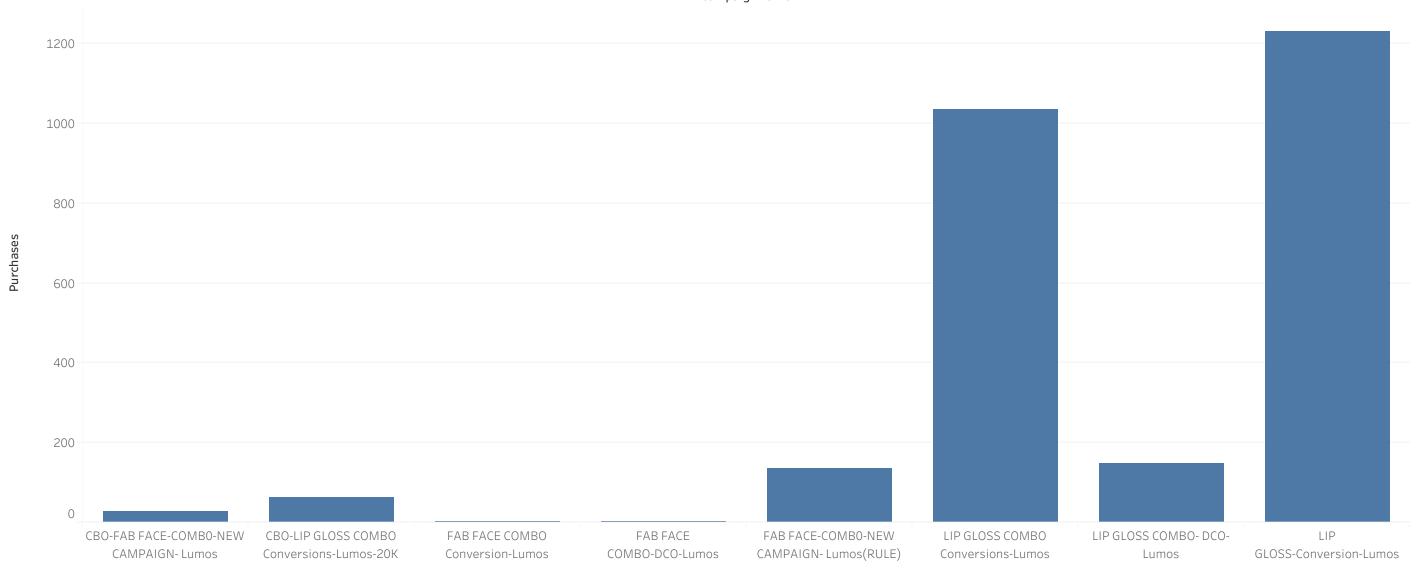
Clicks according to gender and Age

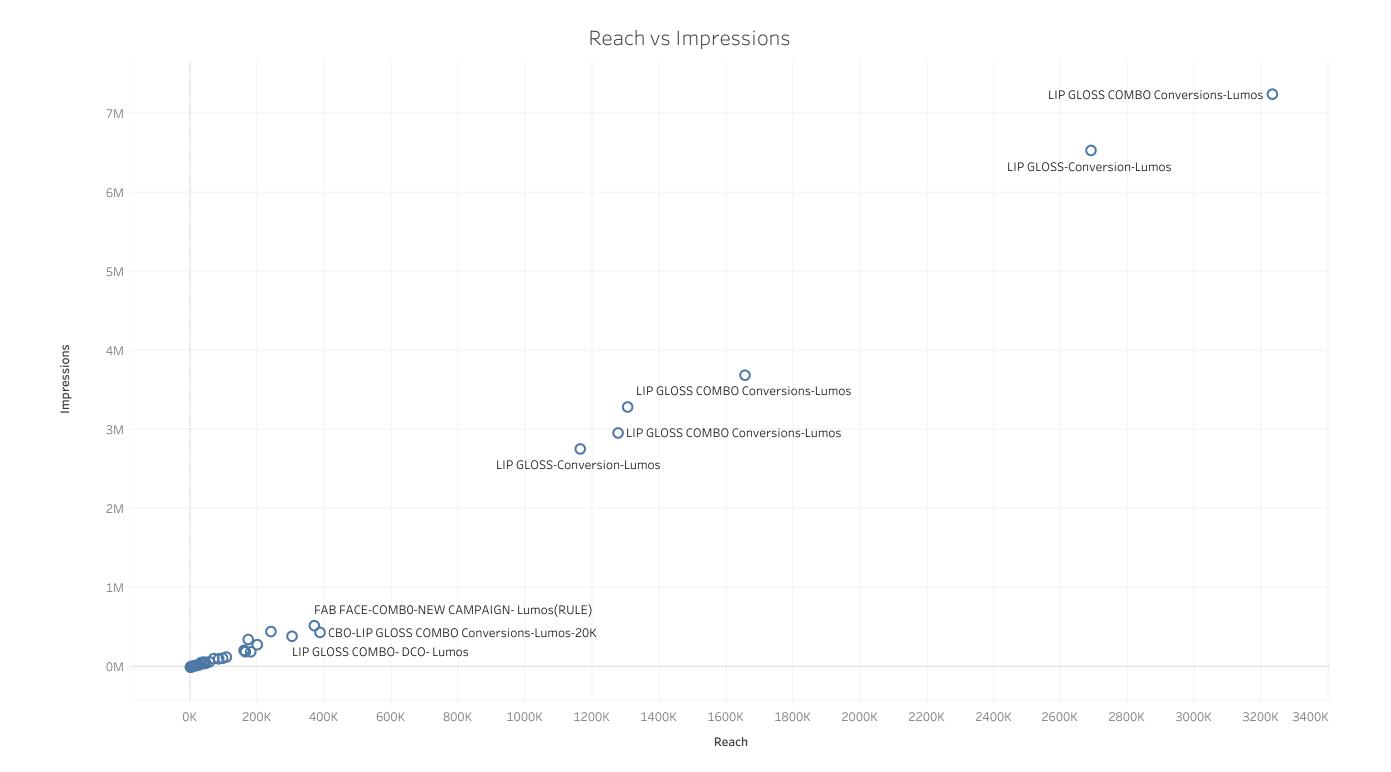




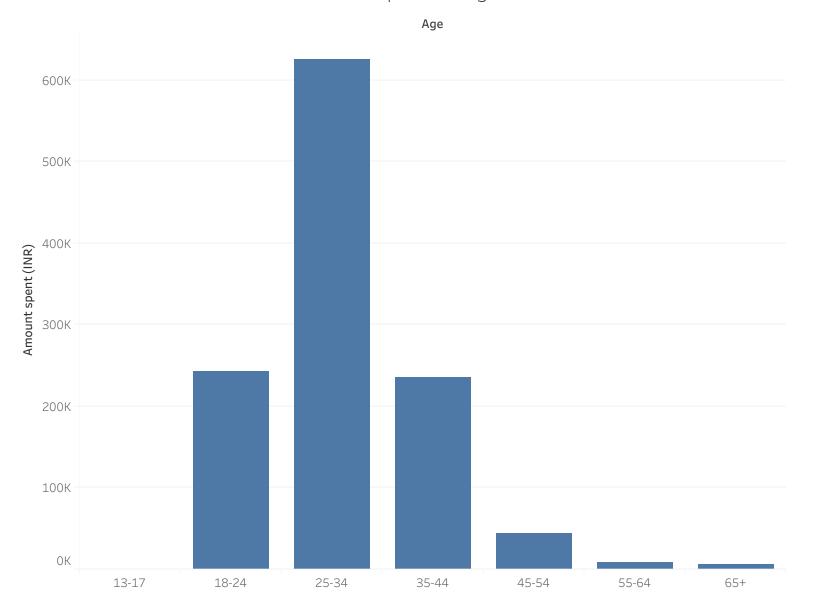
Campaign Name vs Purchases

Campaign name





Amount spend vs Age





Cost per 1,000 people reached

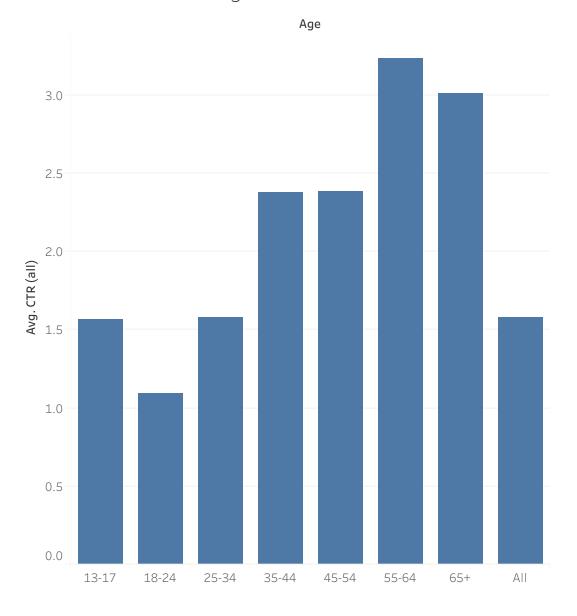
LIP GLOSS COMBO- DCO- Lumos FAB FACE COMBO Conversion-Lumos	FAB FACE-COMBO-NEW CAMPAIGN- Lumos(RULE)	BO Conversions-Lumos CBO-LIP GLOSS COMBO		Cost per 1,000 people r. 2,904 7,349	7,349
CBO-FAB FACE-COMBO-NEW CAMPAIGN- Lumos	LIP GLOSS COMBO Conversions-Lumos FAB FACE COMBO-DCO-Lumos				

CPC

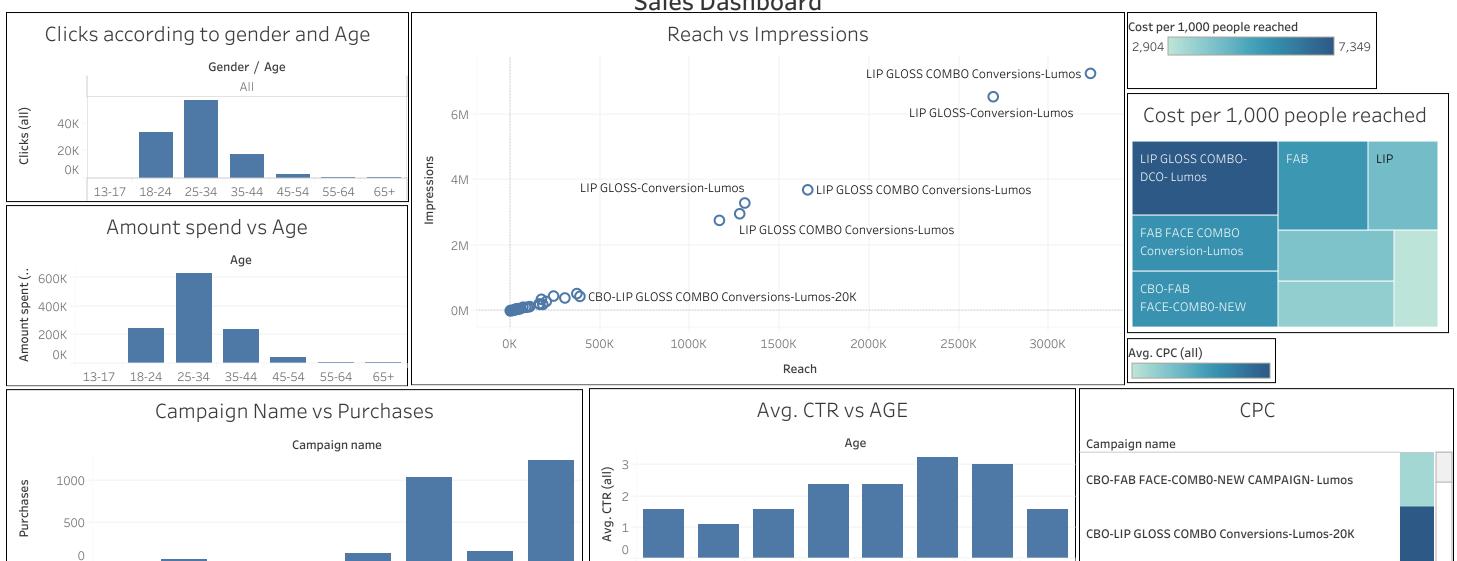
Campaign name	Avg. CPC (all)	ı	
CBO-FAB FACE-COMBO-NEW CAMPAIGN- Lumos	8.238	7.299	16.574
CBO-LIP GLOSS COMBO Conversions-Lumos-20K	16.574		
FAB FACE COMBO Conversion-Lumos	16.562		
FAB FACE COMBO-DCO-Lumos	8.031		
FAB FACE-COMBO-NEW CAMPAIGN- Lumos(RULE)	7.299		
LIP GLOSS COMBO Conversions-Lumos	11.380		
LIP GLOSS COMBO- DCO- Lumos	12.007		
LIP GLOSS-Conversion-Lumos	10.700		







Sales Dashboard



13-17

CBO-FAB .. CBO-LIP .. FAB FACE..FAB FACE..FAB FACE..LIP GLOS.. LIP GLOS.. LIP GLOS.

18-24

35-44

45-54

55-64

65+

25-34