

59,295,827

IMPRESSIONS ⓘ

\$714,194.55

AD SPEND ⓘ

\$1,679,115.81

REVENUE ⓘ

\$2.35

ROAS ⓘ

34,287,299

UNIQUE IMPRESSIONS ⓘ

196,641

CLICKS ⓘ

0.33%

CTR ⓘ

578,499

UNITS SOLD ⓘ

401,241

TRANSACTIONS ⓘ

578,499

CONVERSIONS ⓘ

1,880,673

TOUCHES ⓘ

\$0

REMAINING WALLET ⓘ

\$12.04

CPM ⓘ

\$1.78

CPT ⓘ

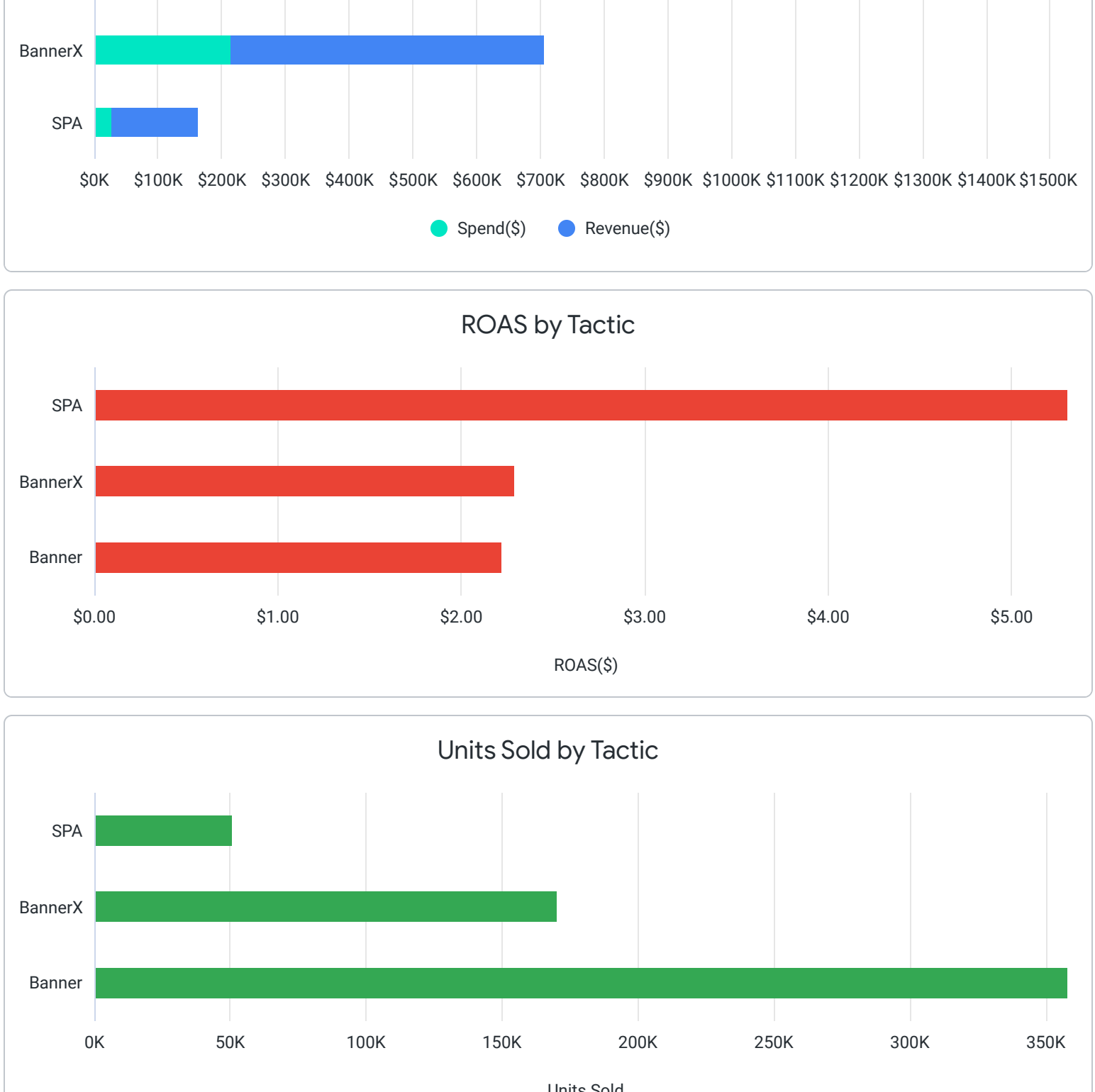
\$3.63

CPC ⓘ

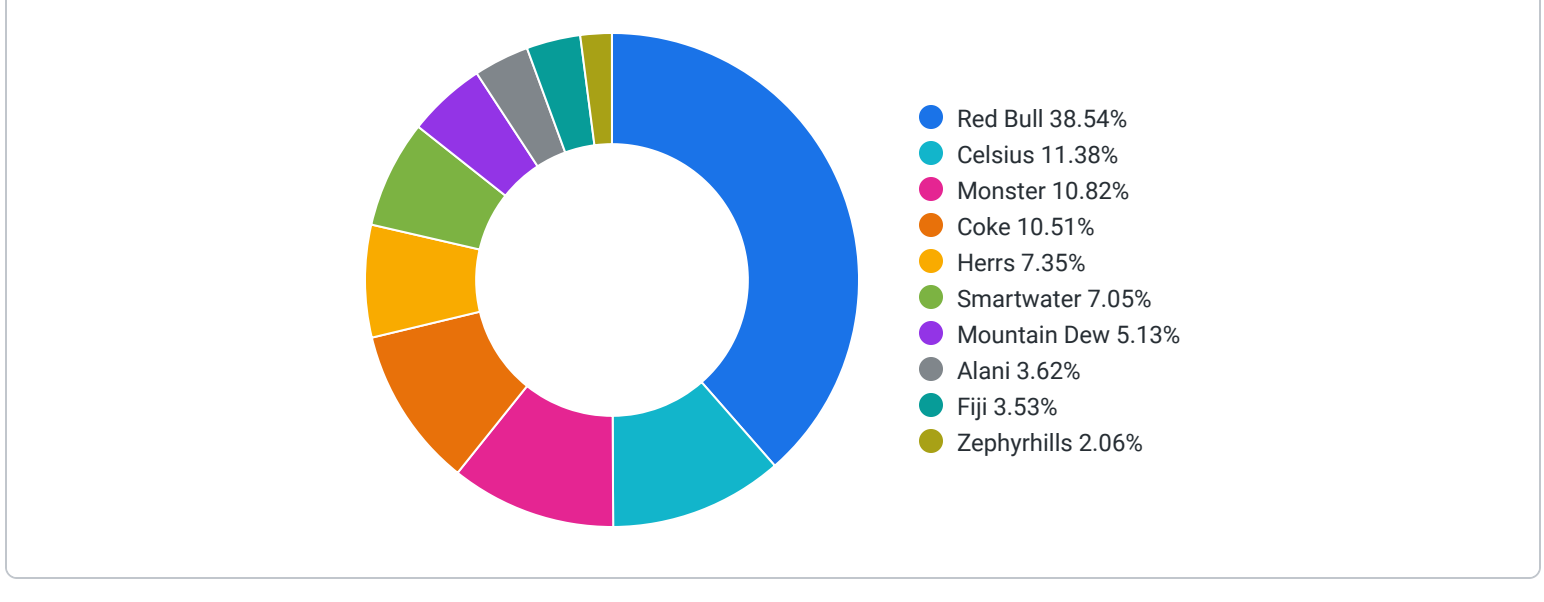
0.75%

CVR ⓘ

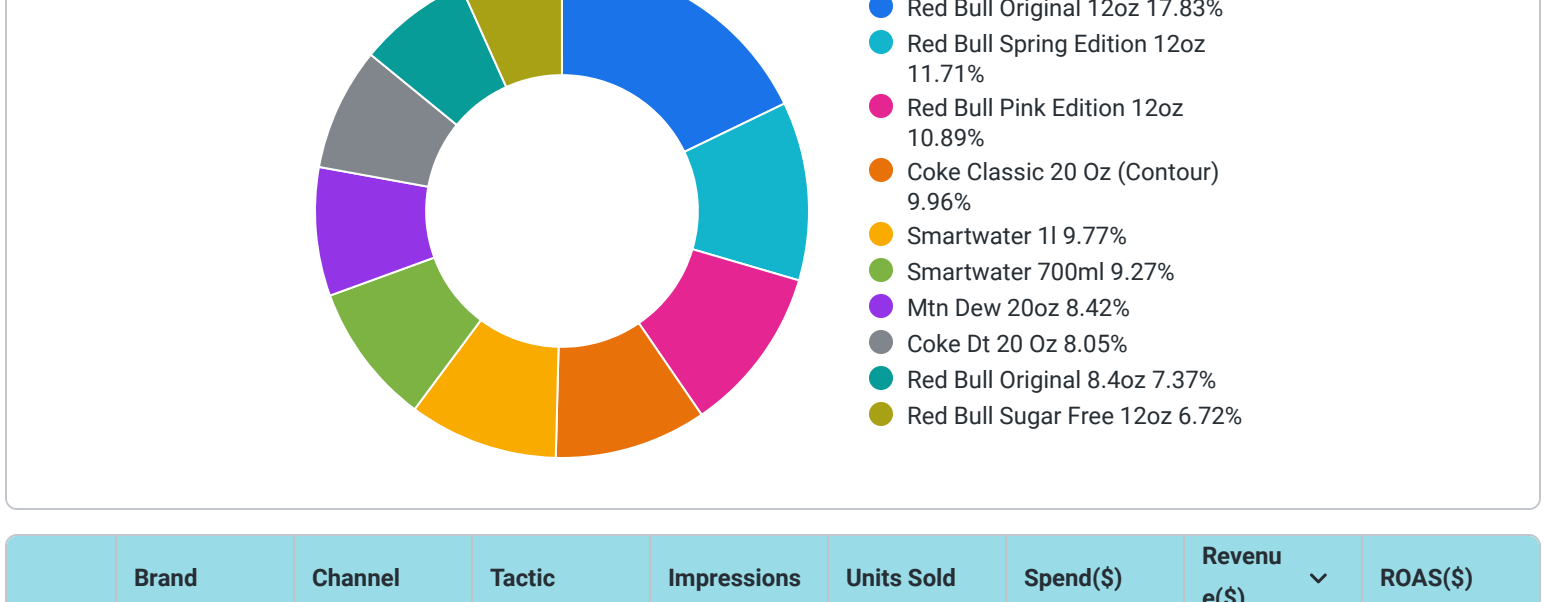
Spend, Revenue and ROAS



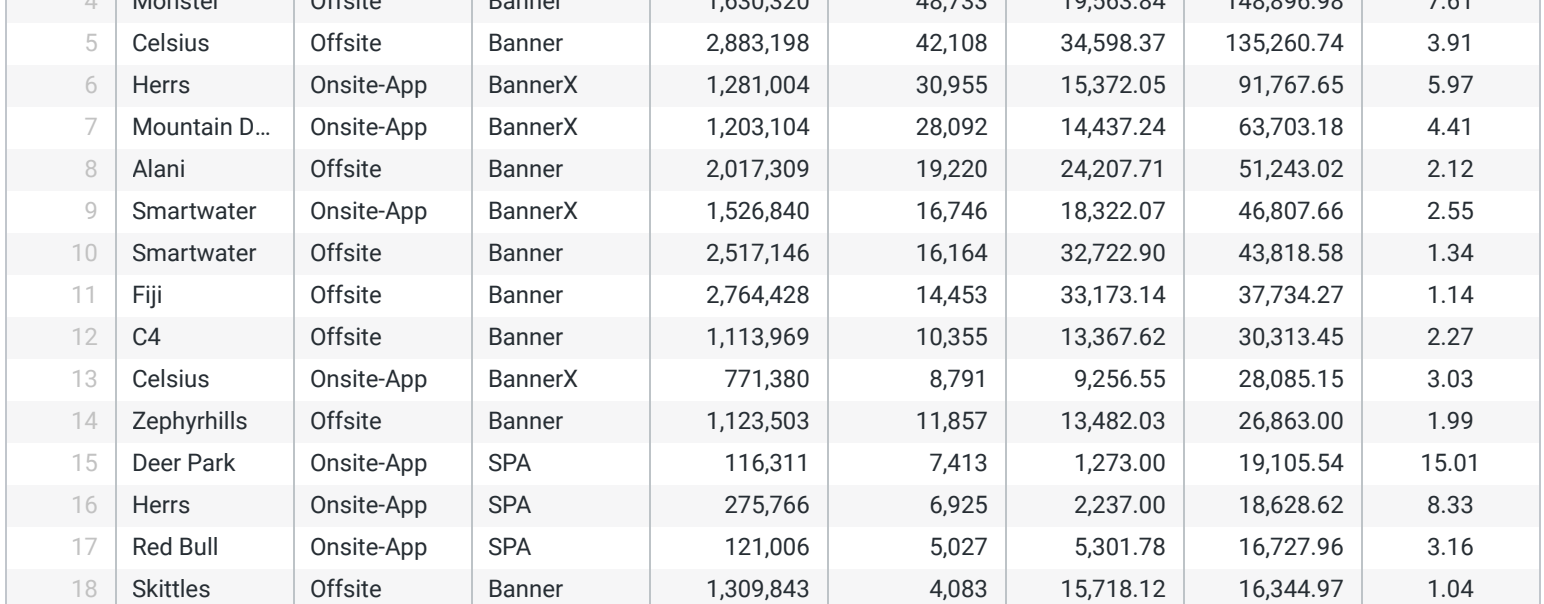
Spend & Revenue by Channel



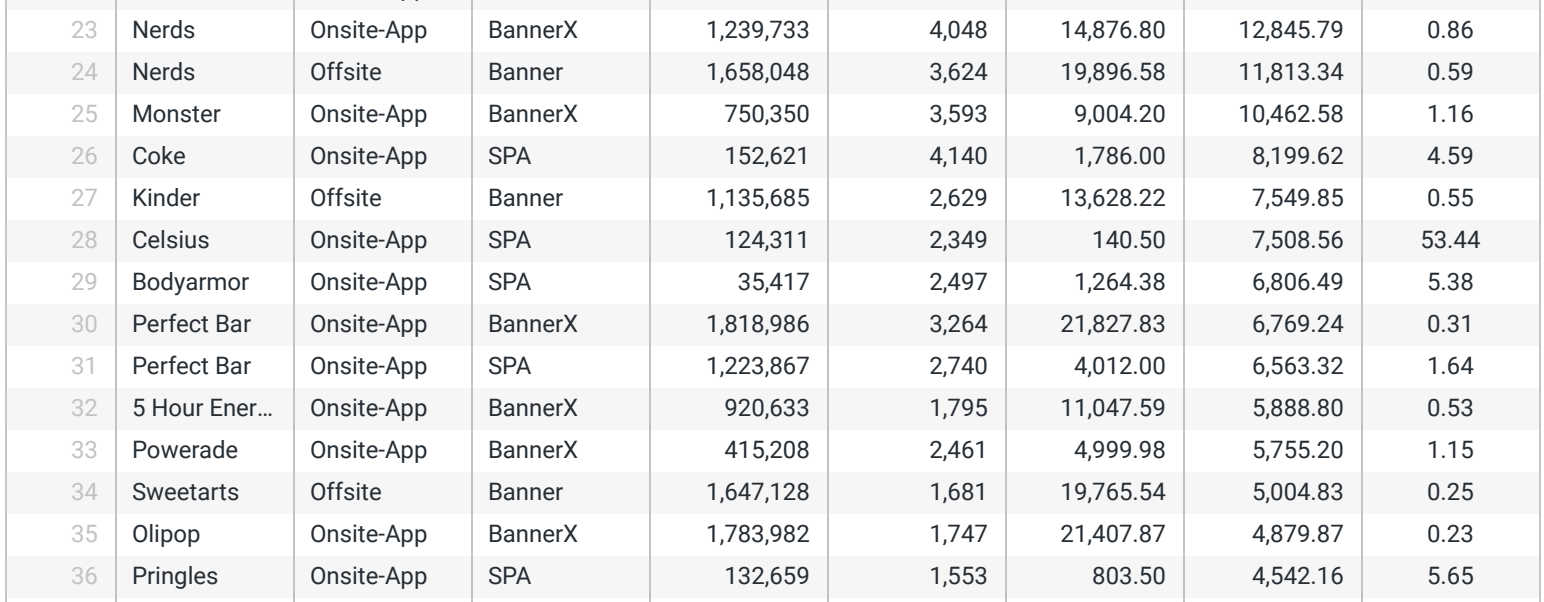
ROAS by Channel



Units Sold by Channel



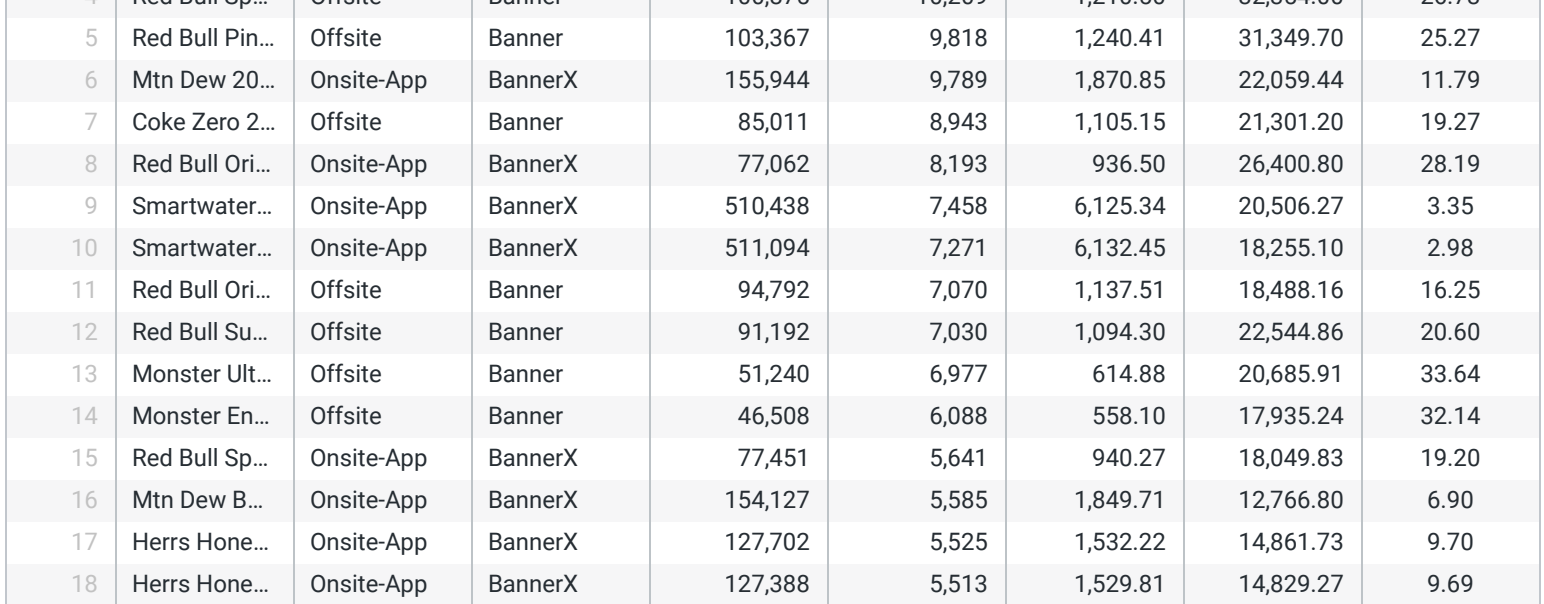
Spend & Revenue by Tactic



ROAS by Tactic



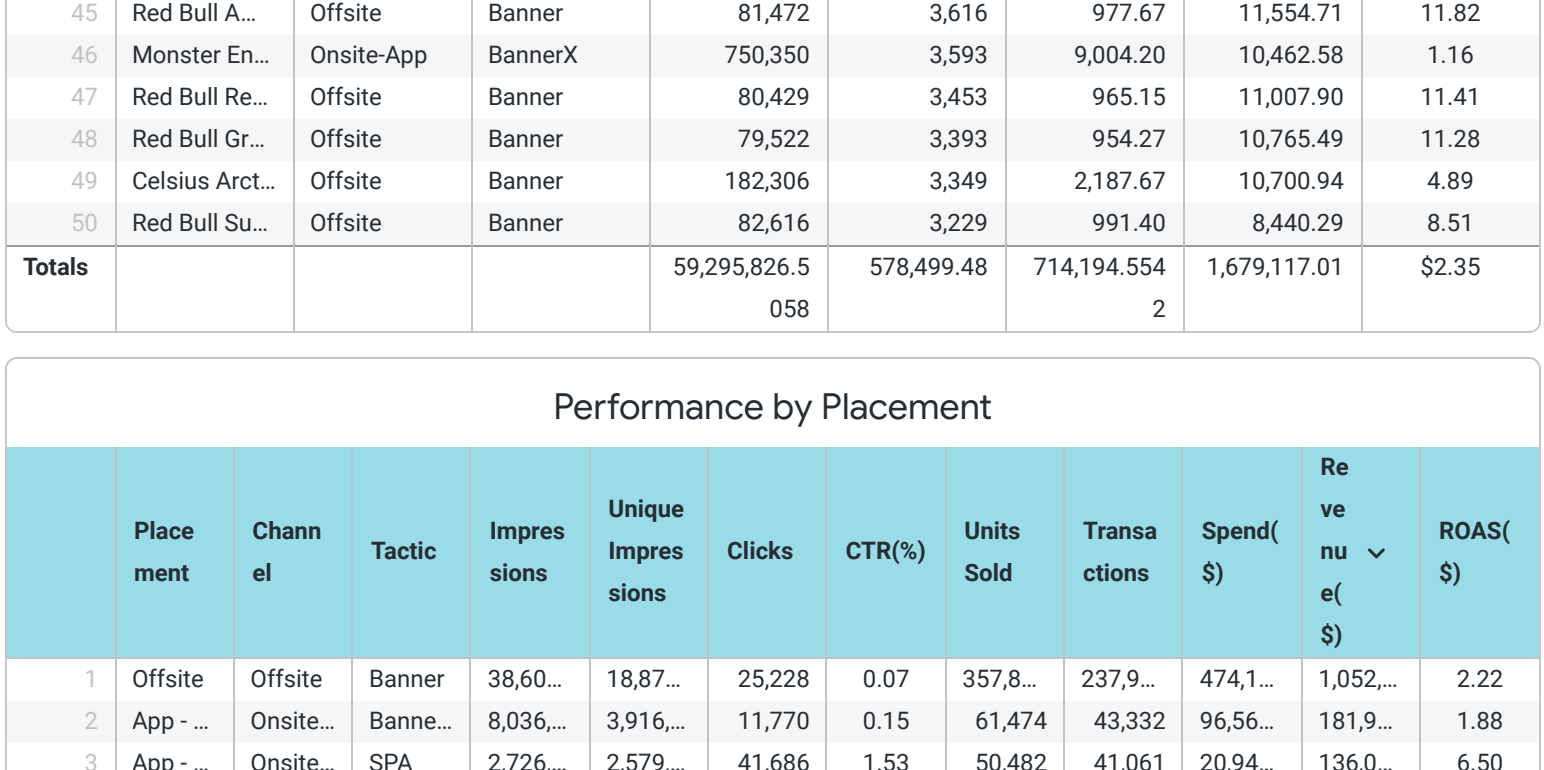
Units Sold by Tactic



Revenue by Brand



Units Sold by Product



	Brand	Channel	Tactic	Impressions	Units Sold	Spend(\$)	Revenue(\$)	ROAS(\$)
1	Red Bull	Offsite	Banner	3,829,123	120,456	45,949.48	385,049.99	8.38
2	Red Bull	Onsite-App	BannerX	2,089,051	55,543	25,380.57	176,984.80	6.97
3	Coke	Offsite	Banner	3,038,796	61,551	39,504.34	149,631.30	3.79
4	Monster	Offsite	Banner	1,630,320	48,733	19,563.84	148,896.98	7.61
5	Celsius	Onsite...	Banner...	2,883,198	42,108	34,598.37	135,260.74	3.91
6	Herrs	Onsite-App	BannerX	1,281,004	30,955	15,372.05	91,767.65	5.97
7	Mountain D...	Onsite-App	BannerX	1,203,104	28,092	14,437.24	63,703.18	4.41
8	Alani	Offsite	Banner	2,017,309	19,220	24,207.71	51,243.02	2.12
9	Smartwater	Onsite-App	BannerX	1,526,840	16,746	18,322.07	46,807.66	2.55
10	Smartwater	Offsite	Banner	2,517,146	16,164	32,722.90	43,818.58	1.34
11	Fiji	Offsite	Banner	2,764,428	14,453	33,173.14	37,734.27	1.14
12	C4	Offsite	Banner	1,113,969	10,355	13,367.62	30,313.45	2.27
13	Celsius	Onsite-App	BannerX	771,380	8,791	9,256.55	28,085.15	3.03
14	Zephyrhills	Offsite	Banner	1,123,503	11,857	14,482.03	26,863.00	1.99
15	Deer Park	Onsite-App	SPA	116,311	7,413	1,273.00	19,105.54	15.01
16	Herrs	Onsite-App	SPA	275,766	6,925	2,237.00	18,628.62	8.33
17	Red Bull Pin...	Onsite-App	SPA	121,006	5,027	5,301.78	16,727.96	3.16
18	Skittles	Offsite	Banner	1,309,843	4,083	15,718.12	16,344.97	1.04
19	Bodyarmor	Onsite-App	BannerX	536,844	5,897	7,200.02	16,026.42	2.23
20	Fiji	Onsite-App	BannerX	473,267	5,653	5,681.87	15,312.46	2.69
21	Smartwater	Onsite-App	SPA	126,160	4,712	781.53	15,261.91	19.53
22	Mountain D...	Onsite-App	SPA	89,460	5,773	8.00	13,358.01	1,669.75
23	Nerds	Onsite-App	BannerX	1,239,733	4,048	14,876.80	12,845.79	0.86
24	Nerds	Offsite	Banner	1,658,048	3,624	19,896.58	11,813.34	0.59
25	Monster	Onsite-App	BannerX	750,350	3,593	9,004.20	10,462.86	1.16
26	Coke	Onsite-App	SPA	152,621	4,140	1,786.00	8,199.62	4.59
27	Kinder	Offsite	Banner	1,135,685	2,629	13,628.22	7,549.85	0.55
28	Celsius	Onsite-App	SPA	124,311	2,349	140.50	7,508.56	53.44
29	Bodyarmor	Onsite-App	SPA	35,417	2,497	1,264.38	6,806.49	5.38
30	Perfect Bar	Onsite-App	BannerX	1,818,986	3,264	21,827.83	6,769.24	0.31
31	Perfect Bar	Onsite-App	SPA	1,223,867	2,740	4,012.00	6,563.32	1.64
32	5 Hour Ener...	Onsite-App	BannerX	920,633	1,795	11,047.99	5,888.80	0.53
33	Powerade	Onsite-App	BannerX	415,208	2,461	4,999.98	5,755.20	1.15
34	Sweetarts	Offsite	Banner	1,647,128	1,681	19,765.54	5,004.83	0.25
35	Olipop	Onsite-App	BannerX	173,659	1,747	21,047.87	4,879.87	0.23
36	Pringles	Onsite-App	SPA	1,082,992	1,553	803.50	4,542.16	5.65
37	Zephyrhills	Onsite-App	SPA	30,404	1,860	348.50	4,096.96	11.76
38	Sweetarts	Onsite-App	BannerX	240,134	1,111	2,881.61	3,578.75	1.24
39	Monster	Onsite-App	SPA	8,853	1,087	62.00	3,202.07	51.65
40	Alani	Onsite-App	SPA	31,143	1,148	340.25	3,158.92	9.28
41	Prime	Onsite-App	SPA	47,583	828	241.50	2,222.38	9.20
42	Olipop	Onsite-App	SPA	94,312	672	383.00	1,907.39	4.98
43	Nerds	Onsite-App	SPA	36,770	556	929.00	1,862.07	2.00
44	Olipop	Offsite	Banner	1,195,037	555	14,400.44	1,547.41	0.11
45	Cheez-It	Onsite-App	SPA	34,312	599	201.50	1,372.69	6.81
46	Kinder	Onsite-App	BannerX	1,101,593	437	51,125.48	1,303.80	0.09
47	Deer Park	Offsite	Banner	4,260,457	361	14,928.87	1,260.00	0.02
48	Glaceau	Offsite	Banner	2,463,339	56	32,023.40	591.32	0.02
49	Met Rx	Onsite-App	SPA	9,917	125	0.00	471.17	0.00
50	Kinder	Onsite-App	SPA	12,364	139	217.50	415.92	1.91
Totals				59,295,826.058	578,499.48	714,194.5542	1,679,117.01	\$2.35