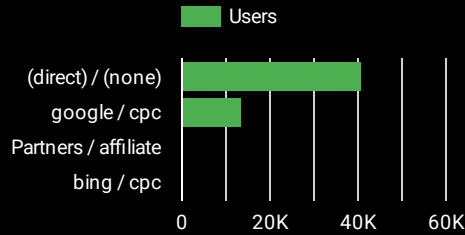


Target

Users

53,923

↑ 18.7%



Product ...	User...	% Δ
(not set)	37,522	4.6% ↑
Apparel	20,545	12.0% ↑
Lifestyle	18,640	101.6% ↑
Brands	7,190	-3.5% ↓
New	4,683	1.4% ↑
Electronics	118	-9.2% ↓

Add to Cart

4,988

↑ 5.4%

Purchase

964

↑ 2.8%

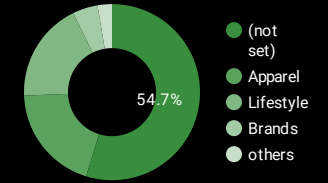
Revenue

\$130.25K

↓ -8.5%

Select date range

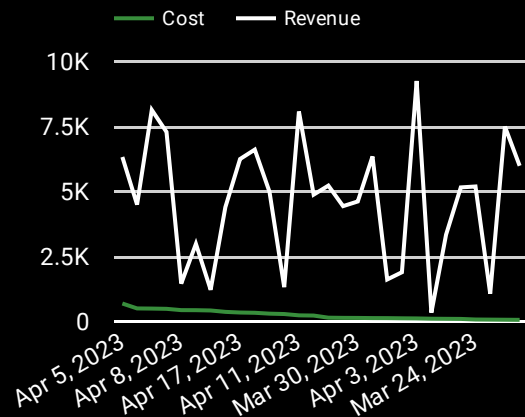
Sales by Category



## Spending Analysis

## Performance

## Goal Completion



Clicks

19.1K

↑ 99.4%

Bounce Rate

47.5%

↑ 1.3%

CPC

\$0.37

↓ -51.1%

Cost per Conversior

\$0.69

↓ -5.7%

Conv Rate Per User

1.9%

↓ -16.7%

CPM

\$8.18

↓ -26.8%

