

Campaign description

Campaign #	2140779
Campaign Name	Universiteit_Leiden_Universiteit_Educatie_Desktop_CPM
Start Date	2015-09-01
End Date	2015-11-30
Media Budget	45000.0
Account Manager	NIL
Campaign Manager	Aldi Souripet

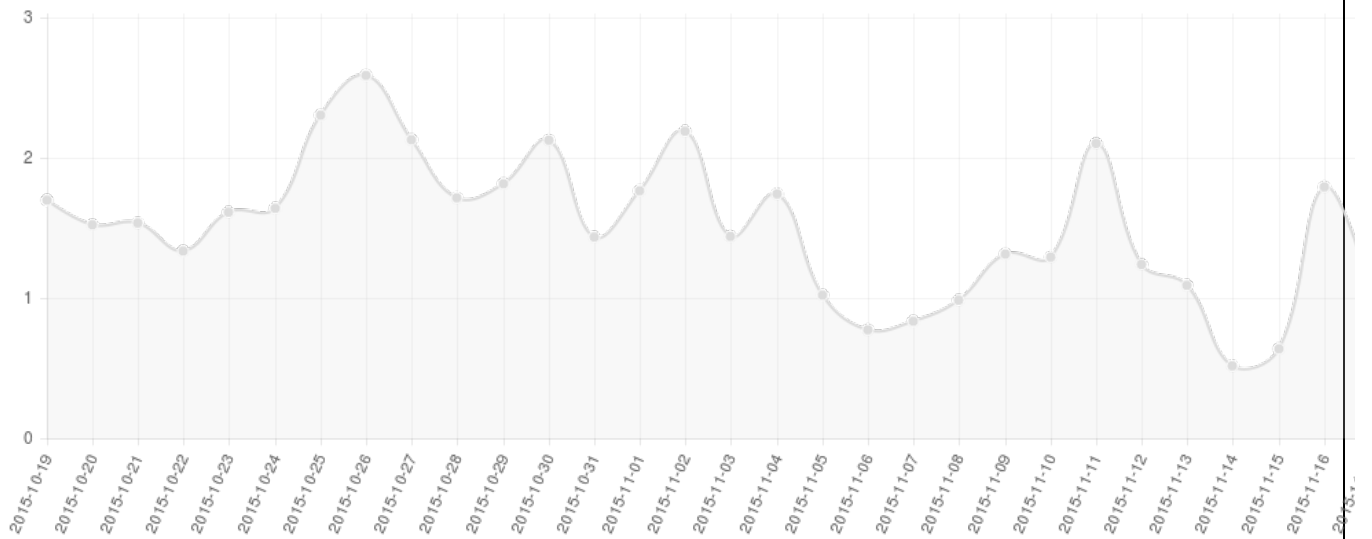
Campaign Overview

Campaign Name	Imps.	Clicks	Ctr	Conv.	eCPM	eCPC	eCPA	Spent
Universiteit_Leiden_Universiteit_Educatie_Desktop_CPM	118285.00	33.00	1.29	3.00	0.00	0.00	0.00	45.29

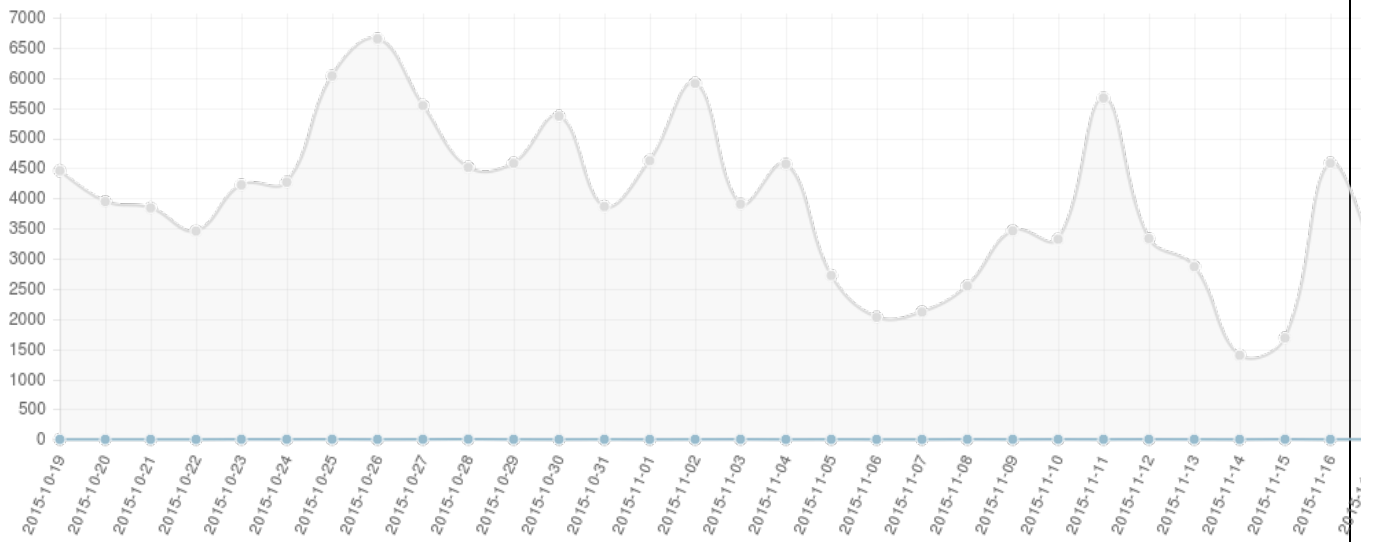
Creatives Overview

Campaign Size	Imps.	Clicks	Ctr	Conv.	eCPM	eCPC	eCPA	Spent
universiteit_leiden_300x250	0.00	0.00	0.00	3.00	0.00	0.00	0.00	0.00
universiteit_leiden_160x600 v2 cpm	82216.00	26.00	0.95	0.00	0.00	0.00	0.00	31.20
universiteit_leiden_120x600 v2 cpm	36069.00	7.00	0.34	0.00	0.00	0.00	0.00	14.09

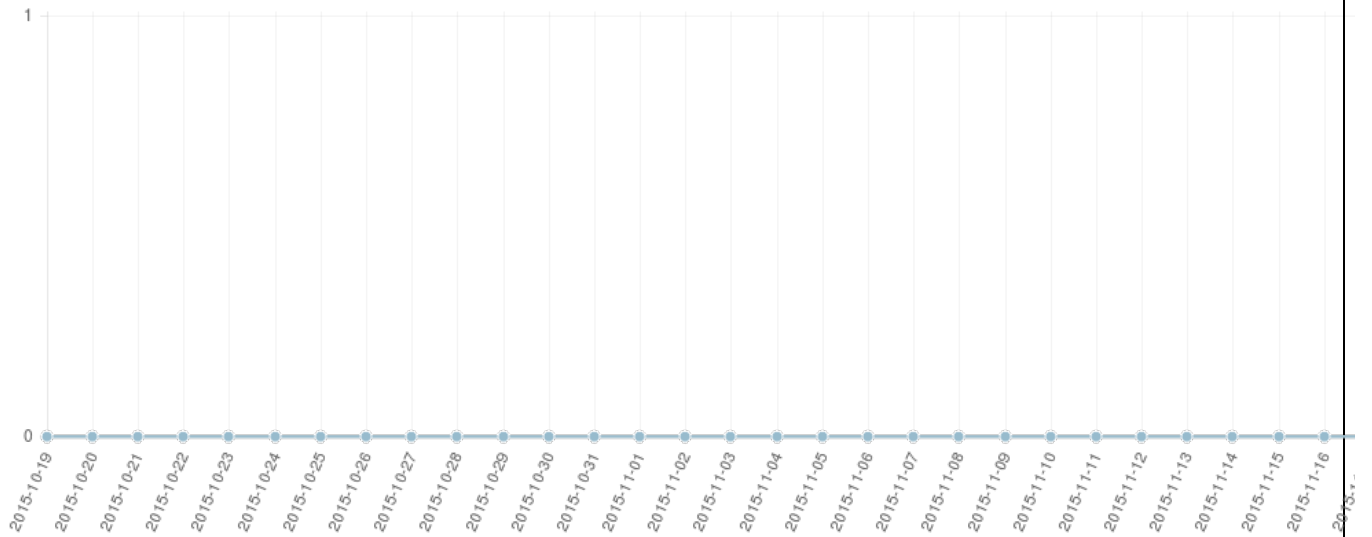
## Spent Graphic



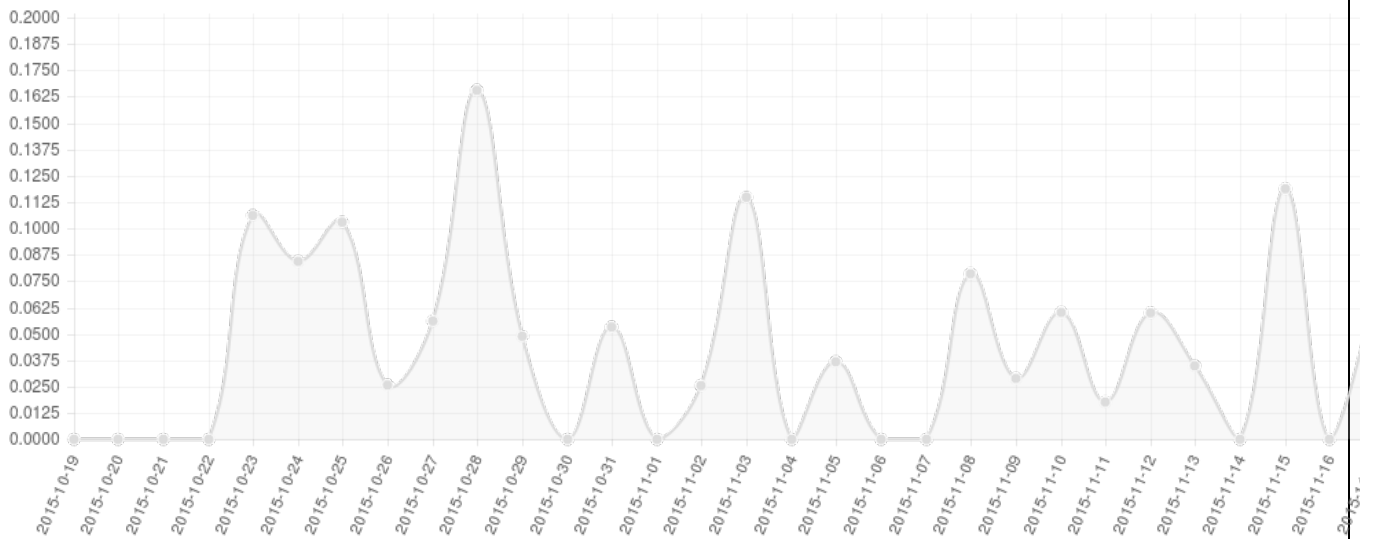
## Impressions & Clicks Graphic



## eCPM & eCPC Graphic



## Ctr Graphic



# Conversions Graphic

