



Combined Paid Ads Overview

Select date range ▼

- Placement
- Type to search
- GDN
- Google Search
- Snapchat
- Snapchat AR Lens
- X
- YouTube

Net media **\$75.05K** Impressions **18.1M** Clicks **107.2K** Video views **1.1M** CTR **0.59%** CPC **\$0.70**

- Parent campaign na...
- Type to search
-
-

Summary table: Performance breakdown

	Placement	Parent cam...	Geo-targeting	Demo-targe...	Language	Impressions...	Clicks	CTR	Video views	Net media
1.	GDN			A18+	English	3,501,553	27,727	0.79%	0	\$7,756.67
2.	GDN			Asian 18+	English	2,032,934	9,752	0.48%	0	\$3,140.64
3.	GDN			A18+	Spanish	1,894,561	14,030	0.74%	0	\$3,890.66
4.	GDN			A18+	English	1,853,442	16,531	0.89%	0	\$3,888.63
5.	GDN			A18+	Chinese	1,568,159	10,070	0.64%	0	\$2,730.93
6.	Snapchat			A18+	English	1,450,187	2,801	0.19%	38,699	\$7,820
7.	GDN			A18+	Spanish	1,113,092	9,972	0.9%	0	\$2,332.9
8.	X			A18+	English	925,250	2,965	0.32%	17,030	\$4,114.5
9.	YouTube			A18+	English	700,901	619	0.09%	444,587	\$8,600.62
1...	GDN			A18+	Vietnamese	583,359	2,751	0.47%	0	\$2,690.83
1...	Snapchat			A18+	Spanish	424,803	1,409	0.33%	17,672	\$3,910
1...	Snapchat			A18-34	English	392,940	644	0.16%	1,958	\$1,955
1...	Snapchat AR L...			A18+	English	373,002	354	0.09%	0	\$1,955
Grand total						18,054,523	107,181	0.59%	1,114,229	\$75,052.43



Combined Paid Ads Overview

Select date range ▼

- Placement
- Type to search
- GDN
- Google Search
- Meta
- Snapchat
- YouTube

Net media **\$96.16K** Impressions **12.8M** Clicks **62.8K** Video views **2.3M** CTR **0.49%** CPC **\$1.53**

- Parent campaign na...
- Type to search
-
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Summary table: Performance breakdown

Placement	Parent cam...	Geo-targeting	Demo-targe...	Language	Impressions...	Clicks	CTR	Video views	Net media
1. Meta				English	2,303,621	2,980	0.13%	98,581	\$10,762.39
2. GDN				Spanish	1,913,060	18,862	0.99%	0	\$12,457.67
3. GDN				English	1,678,767	19,639	1.17%	0	\$12,486.02
4. YouTube				English	1,489,660	3,175	0.21%	993,221	\$18,675.13
5. Meta				Spanish	1,285,838	2,656	0.21%	0	\$7,855.73
6. YouTube				Spanish	862,442	3,322	0.39%	566,594	\$11,725.97
7. Meta				English	516,842	535	0.1%	22,464	\$1,911.7
8. Snapchat				English	461,763	509	0.11%	12,118	\$2,346
9. Meta				Spanish	373,778	530	0.14%	0	\$1,323.63
1... GDN				English	346,750	6,607	1.91%	0	\$1,538.22
1... YouTube				Spanish	266,510	543	0.2%	186,351	\$3,119.71
1... Snapchat				Spanish	234,527	579	0.25%	0	\$1,564
1... YouTube				English	186,577	237	0.13%	125,221	\$2,338.86
1... Meta				English	174,967	205	0.12%	8,592	\$673.33



YouTube Paid Ads Overview

Select date range

Impressions
1.6M

Clicks
1.8K

Video views
1M

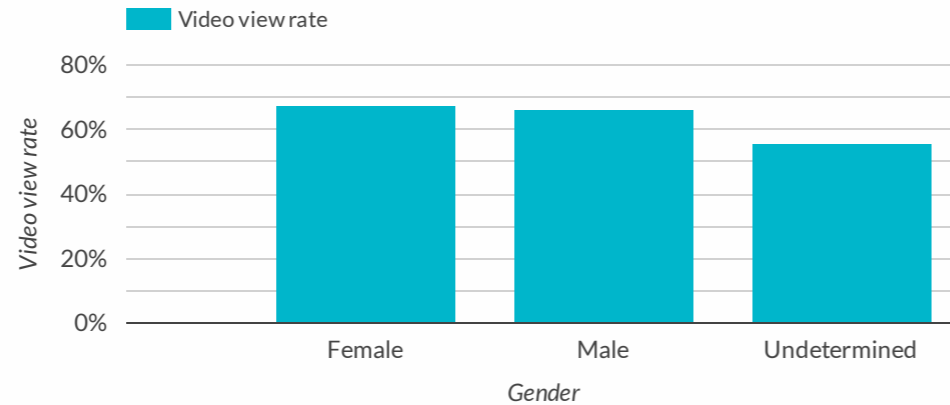
Video view rate
66.2%

Performance breakdown

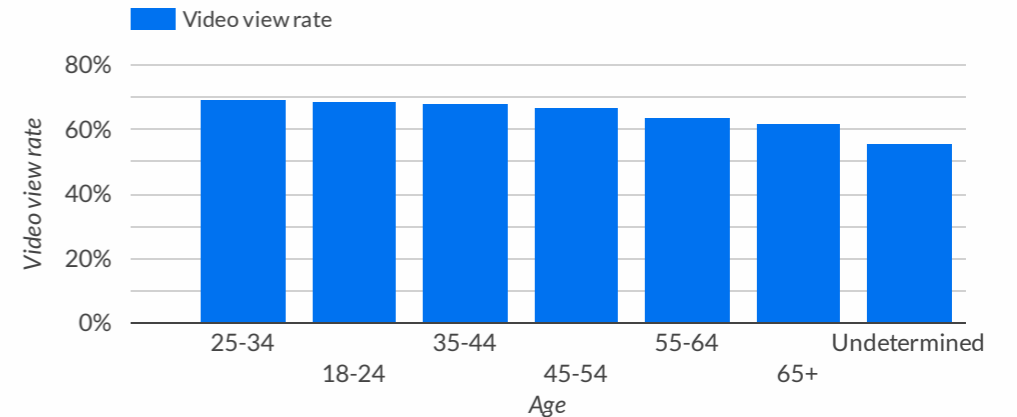
	Parent campaign...	Geo-targeting	Demo-targeting	Language	Net media	Impressions	Clicks	Video views	Video view rate
1.			A18+	English	\$8,600.62	700,901	619	444,587	63.43%
2.			A18+	English	\$4,674.91	364,561	269	256,275	70.3%
3.			A18+	Spanish	\$3,117.41	259,941	506	184,480	70.97%
4.			A18+	Spanish	\$3,126.7	237,983	393	150,053	63.05%

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Performance by gender



Performance by age





YouTube Paid Ads Overview

Select date range

Impressions
3.2M

Clicks
8.3K

Video views
2M

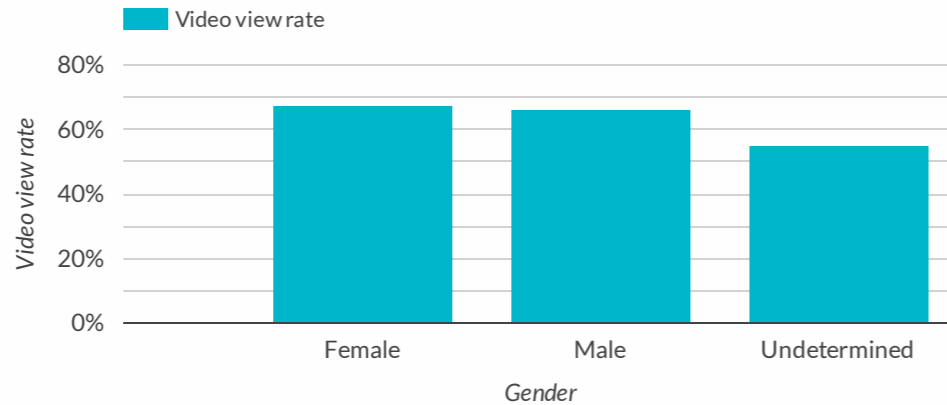
Video view rate
66.3%

Performance breakdown

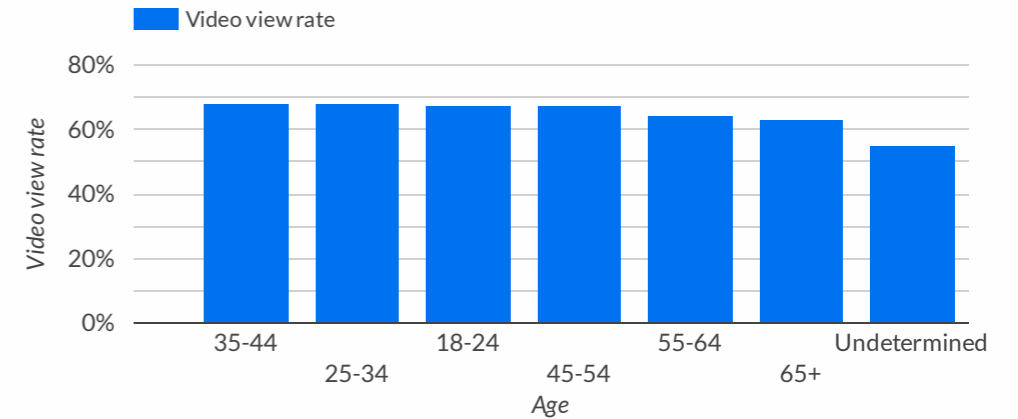
	Parent campaign...	Geo-targeting	Demo-targeting	Language	Net media	Impressions	Clicks	Video views	Video view rate
1.				English	\$18,675.13	1,489,660	3,175	993,221	66.67%
2.				Spanish	\$11,725.97	862,442	3,322	566,594	65.7%
3.				Spanish	\$3,119.71	266,510	543	186,351	69.92%
4.				English	\$2,338.86	186,577	237	125,221	67.11%
-									

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Performance by gender



Performance by age





Google Display Network Paid Ads Overview

Select date range

Impressions
12.5M

Clicks
90.8K

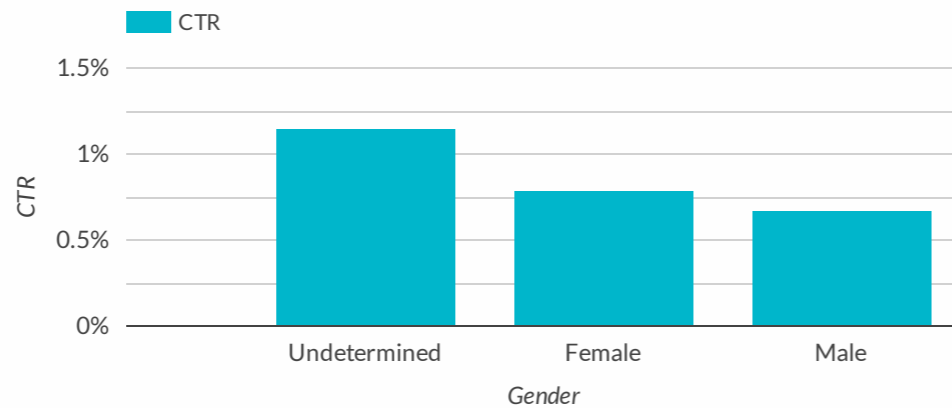
CTR
0.72%

Performance breakdown

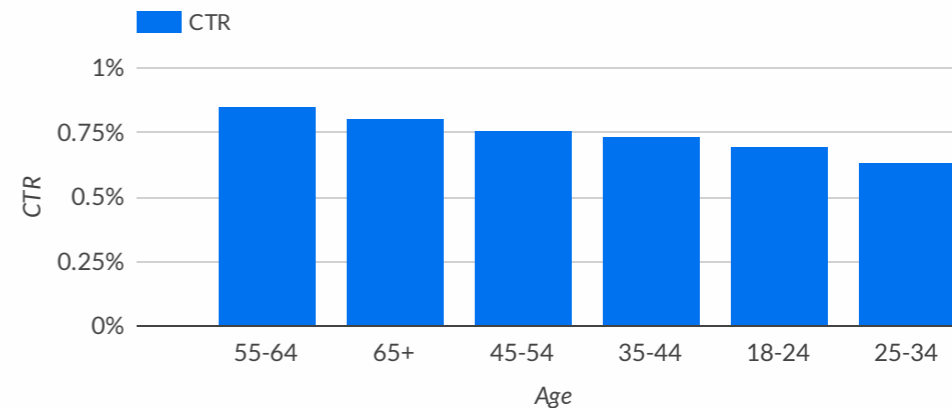
	Parent campaign n...	Geo-targeting	Demo-targeting	Language	Net media	Impressions ▾	Clicks	CTR
1.	[Redacted]		A18+	English	\$7,756.67	3,501,553	27,727	0.79%
2.			Asian 18+	English	\$3,140.64	2,032,934	9,752	0.48%
3.			A18+	Spanish	\$3,890.66	1,894,561	14,030	0.74%
4.			A18+	English	\$3,888.63	1,853,442	16,531	0.89%
-								

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Performance by gender



Performance by age





Google Display Network *Paid Ads Overview*

Select date range

Parent campaign

Impressions
3.9M

Clicks
45.1K

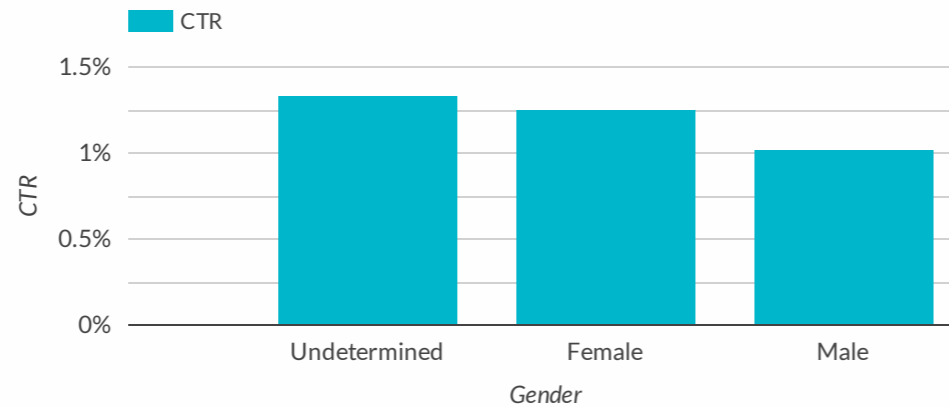
CTR
1.15%

Performance breakdown

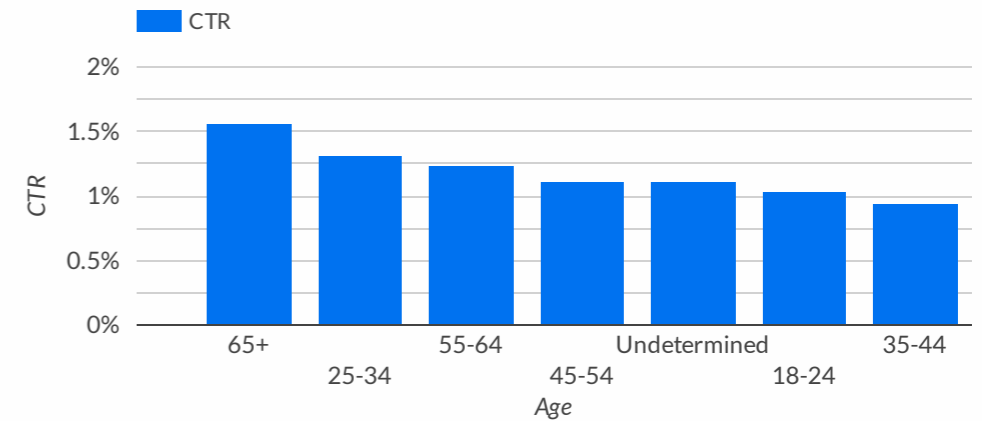
	Parent campaig...	Geo-targeting	Demo-targeting	Language	Net media	Impressions ▾	Clicks	CTR
1.				Spanish	\$12,457.67	1,913,060	18,862	0.99%
2.				English	\$12,486.02	1,678,767	19,639	1.17%
3.				English	\$1,538.22	346,750	6,607	1.91%

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Performance by gender



Performance by age





Google Search Paid Ads Overview

Select date range

Impressions
23.5K

Clicks
5.5K

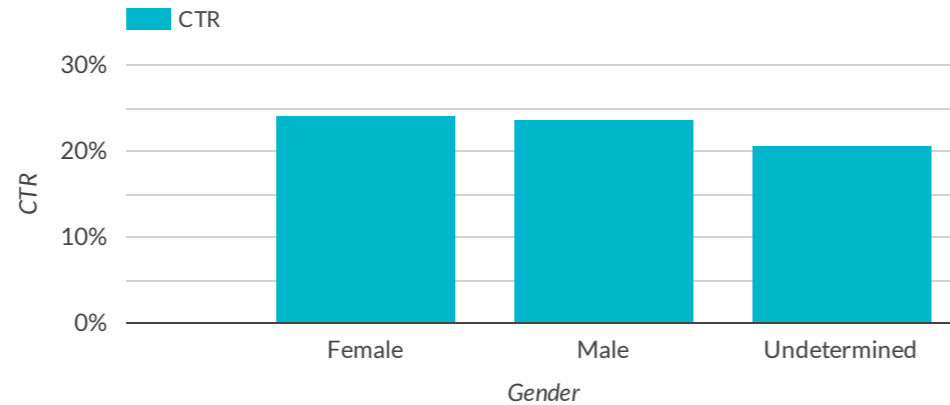
CTR
23%

Performance breakdown

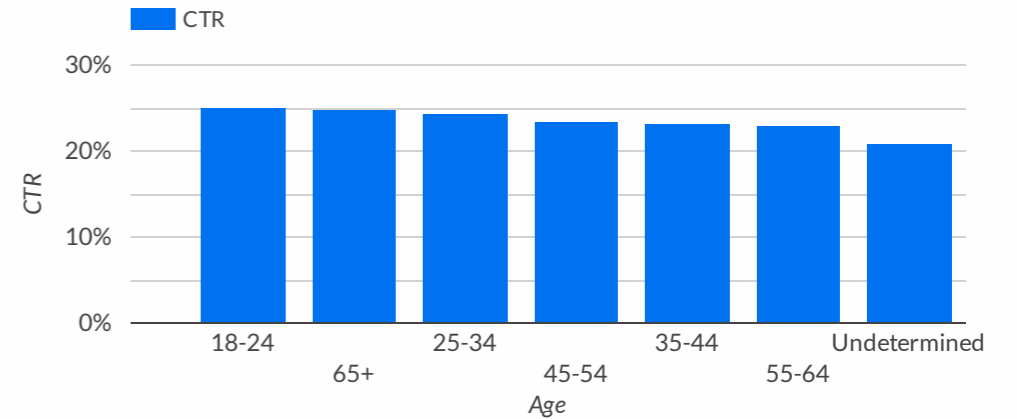
	Parent campaign n...	Geo-targeting	Demo-targeting	Language	Net media	Impressions ▾	Clicks	CTR
1.			A18+	Spanish	\$779.13	6,736	1,006	14.93%
2.			A18+	English	\$1,561.99	5,824	2,044	35.10%
3.			A18+	Spanish	\$2,335.59	5,676	1,105	19.47%
4.			A18+	English	\$2,324.32	5,281	1,312	24.84%

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Performance by gender



Performance by age





Google Search Paid Ads Overview

Select date range

Impressions

4.2K

Clicks

996

CTR

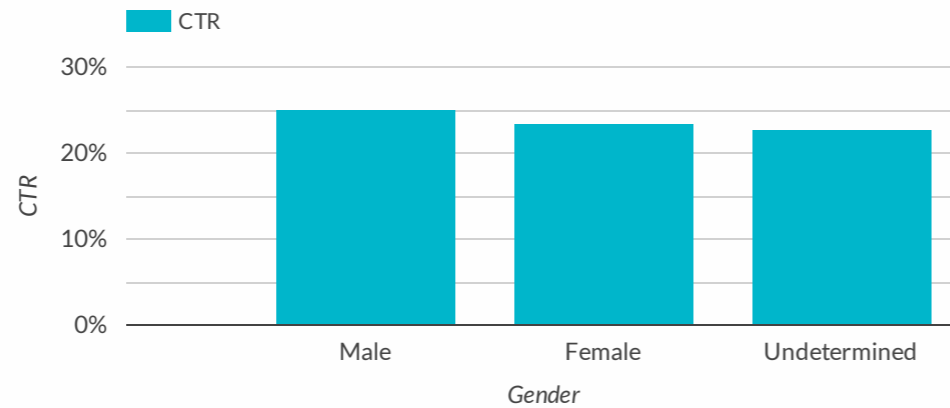
24%

Performance breakdown

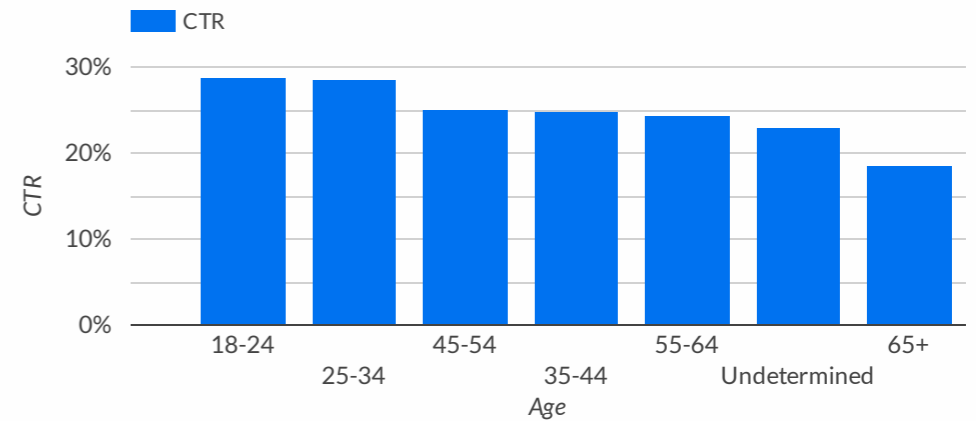
	Parent campaign n...	Geo-targeting	Demo-targeting	Language	Net media	Impressions	Clicks	CTR
1.				English	\$777.23	4,190	996	23.77%

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Performance by gender



Performance by age





Meta Paid Ads Overview

Select date range

Parent campaign

Impressions

5.8M

Reach

3.2M

Frequency

11.77

CTR (all)

0.15%

Page post engagement

Page likes

7

Post Saves

28

Post comments

52

Post reactions

809

Post shares

74

Link clicks

3.13K

Clicks (all)

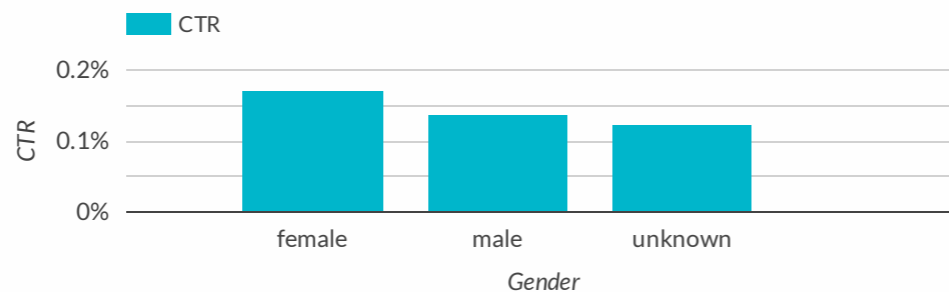
8.90K

Performance breakdown

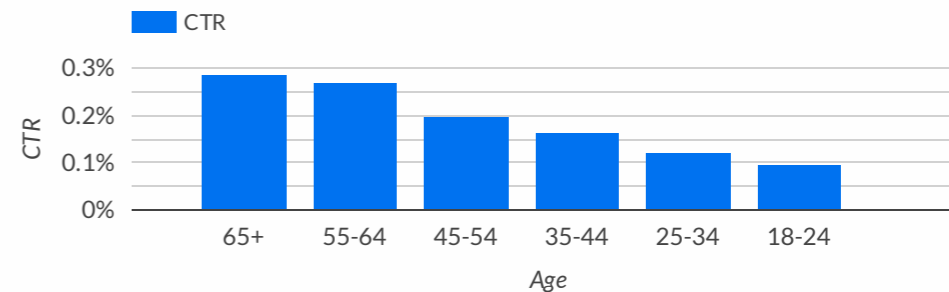
	Parent campaig...	Geo-targeting	Demo-targeting	Language	Net media	Impressions	Clicks (all)	CTR (all)
1.	[Redacted]			English	\$10,762.39	2,303,621	2,980	0.13%
2.	[Redacted]			Spanish	\$7,855.73	1,285,838	2,656	0.21%
3.	[Redacted]			English	\$1,911.7	516,842	535	0.1%

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Performance by gender



Performance by age





Snapchat Paid Ads Overview

Select date range

Impressions
3.0M

Swipes
6.1K

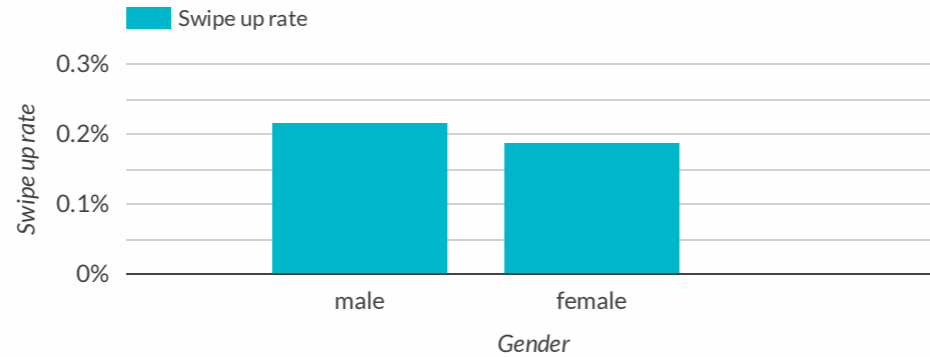
Swipe up rate
0.20%

Performance breakdown

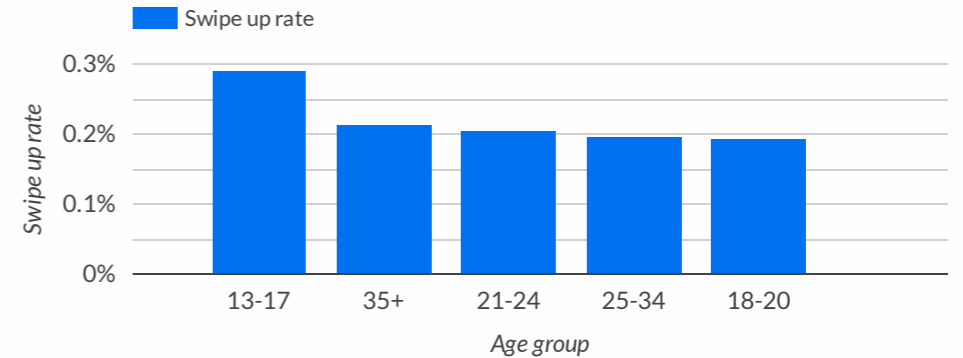
	Parent campaig...	Geo-targeting	Demo-targeting	Language	Net media	Impressions ▾	Swipes	Swipe up rate
1.			A18+	English	\$7,820	1,450,187	2,801	0.19%
2.			A18+	Spanish	\$3,910	424,803	1,409	0.33%
3.			A18-34	English	\$1,955	392,940	644	0.16%
4.			A18+	English	\$1,955	373,002	354	0.09%
5.			A18+	Spanish	\$2,346	354,338	921	0.26%

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Performance by gender



Performance by age



✓ Parent campaign

🔍 Type to search



✓ Placement

🔍 Type to search





Snapchat Paid Ads Overview

Select date range ▼

Impressions
696.3K

Swipes
6.1K

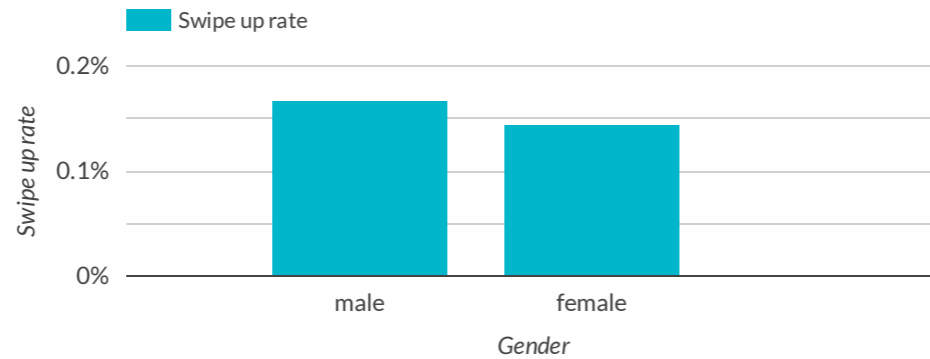
Swipe up rate
0.20%

Performance breakdown

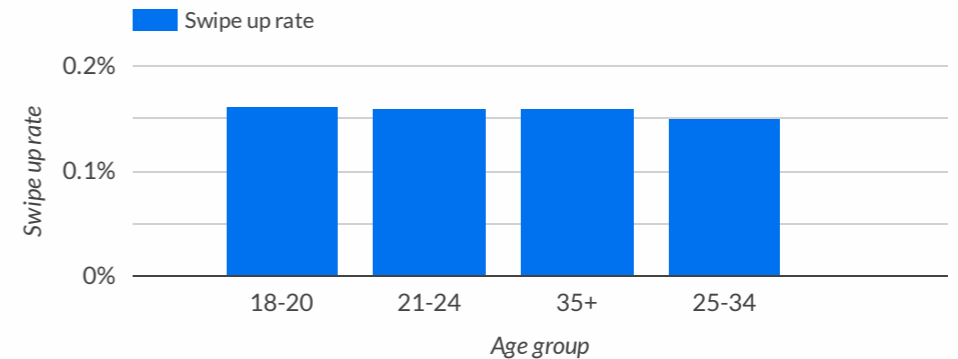
	Parent campaig...	Geo-targeting	Demo-targeting	Language	Net media	Impressions ▼	Swipes	Swipe up rate
1.				English	\$2,346	461,763	509	0.11%
2.				Spanish	\$1,564	234,527	579	0.25%

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Performance by gender



Performance by age





X (Twitter) Paid Ads Overview

Select date range

Impressions
925.3K

Reach
203.9K

Average frequency
7.5

CTR
0.32%

Post Engagements

Engagements
3K

Replies
8

Paid likes
249

Media views
17K

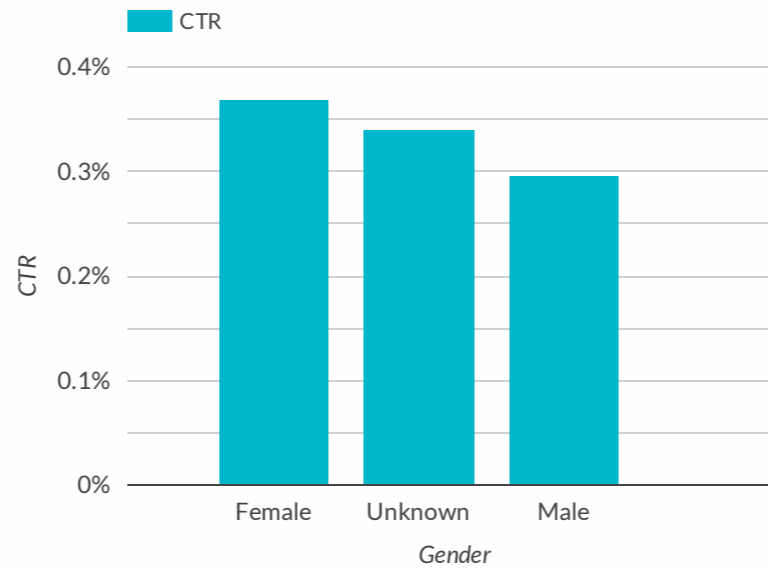
Retweets
28

Performance breakdown

	Parent ca...	Geo-target...	Demo-targ...	Language	Net media	Impression...	Clicks	CTR	CTR
1.			A18+	English	\$4,114.5	925,250	2,965	10.87	0.32%

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Performance by gender



Performance by age

