



Performance Overview

Summary of Key Performance & Trends

Campaign

Dec 1, 2023 - Dec 31, 2023

Key Metrics & Performance Trends

Cost

\$751

↓ -36.3%

Impressions

417.6K

↓ -27.7%

eCPC

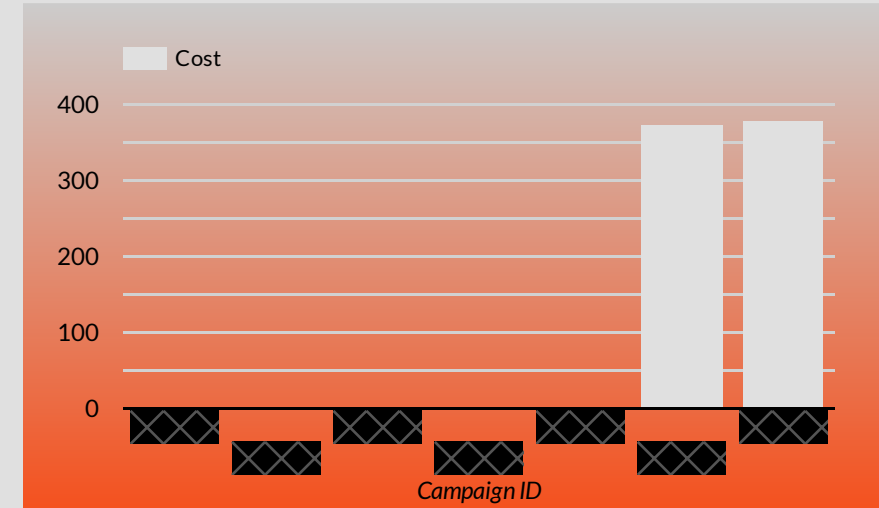
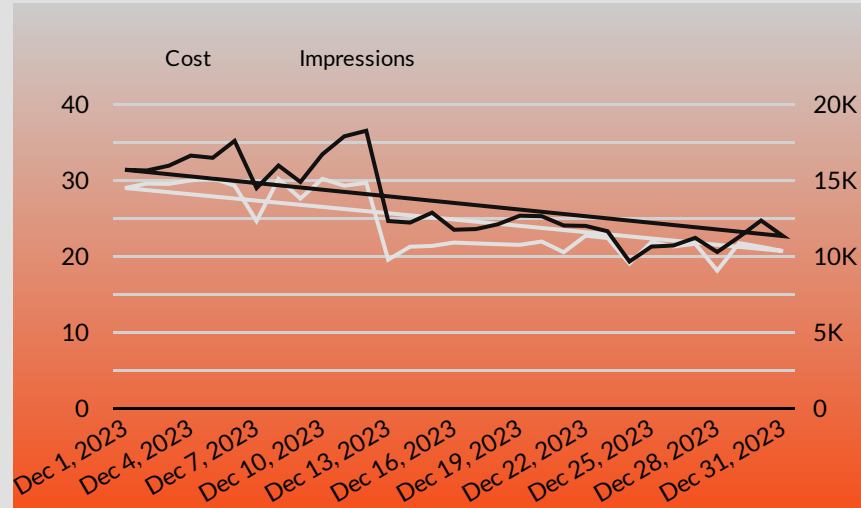
\$1

↓ -23.3%

Conversion rate

0

0.0%



Top Campaigns

	Campaign	Cost (\$) ▾	Impressions	eCPM (\$)	eCPC (\$)	Conversion rate	Cost per order (\$)
1.	[Redacted]	378	243,736	2	1	0	94
2.	[Redacted]	373	173,845	2	0	0	47
3.	[Redacted]	0	0	0	0	0	0
4.	[Redacted]	0	0	0	0	0	0



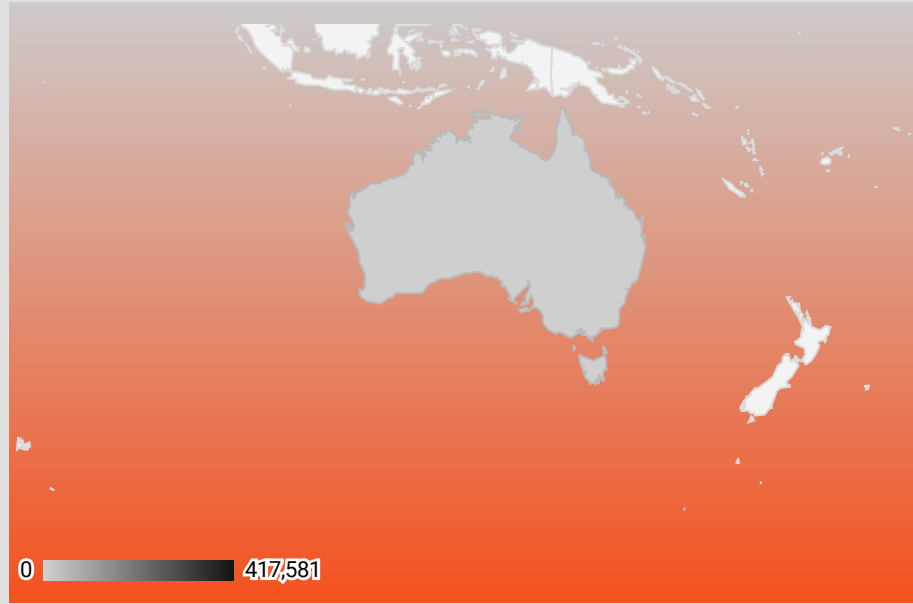
Audience & Product Performance

Analyzing the impact on different audience segments & product categories

Campaign

Dec 1, 2023 - Dec 31, 2023

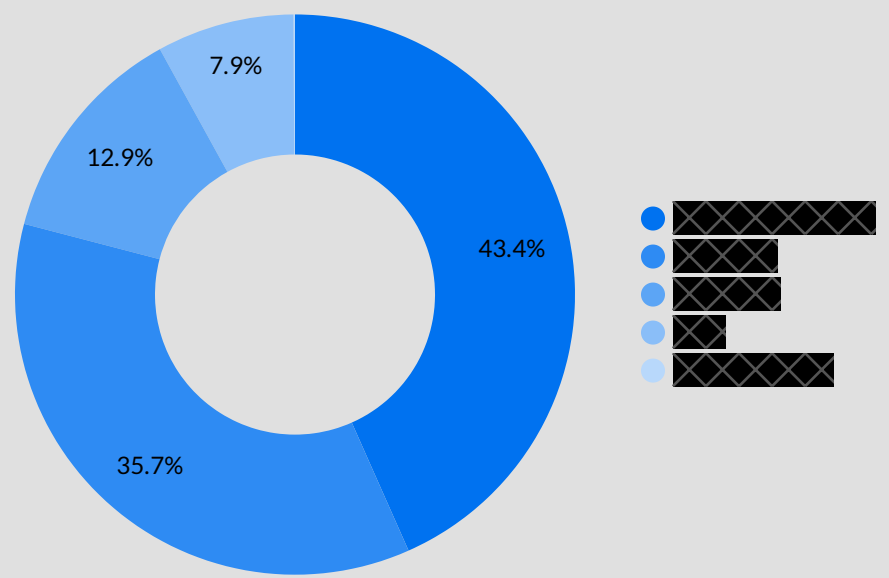
Audience by Geographical Segmentation



	Targeting ...	Cost (\$)	Impressions...	eCPM (\$)	eCPC (\$)	Conversio...	Cost per order (\$)
1.	█	751	417,581	4	1	0	141
2.	█	0	0	0	0	0	0

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Product Categories by Impressions



Device & Platform Analysis by Impressions

