



Video Campaigns - 1

1 Jul 2018 - 31 Oct 2018

Data Compare Type = Previous Period

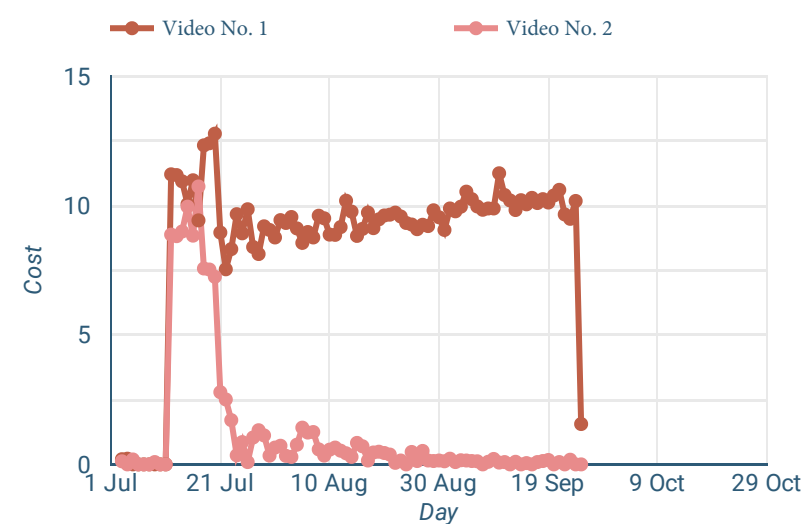
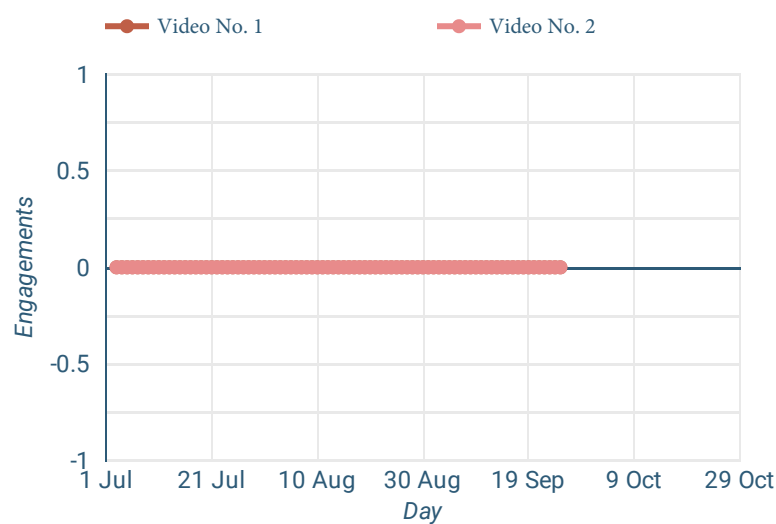
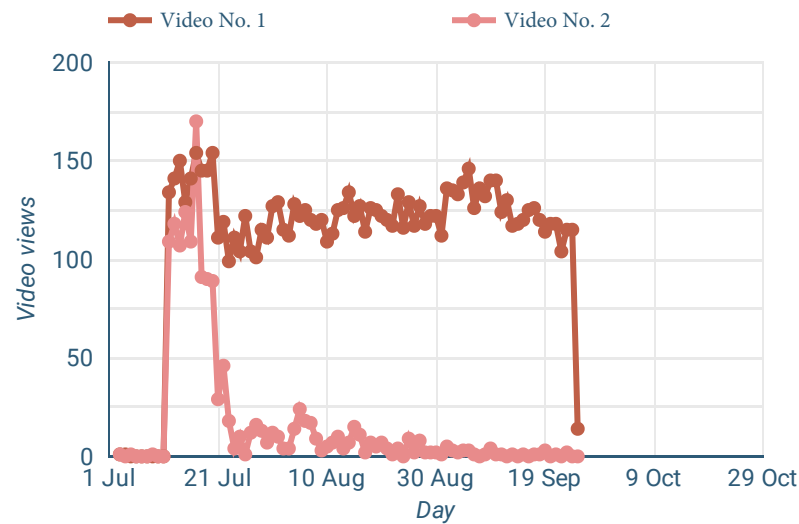
Video views 10.8K ↑ N/A	Video view rate 1.73% ↑ N/A	Avg. CPV \$0.1 ↑ N/A	Engagements 0.0 N/A	Engagement rate 0.00% N/A	Clicks 0.0 N/A	CTR 0.0% N/A	Cost \$841.04 ↑ N/A	Conversions 0.0 N/A
--------------------------------------	--	-----------------------------------	----------------------------------	--	-----------------------------	---------------------------	----------------------------------	----------------------------------

Campaign

Video Views

Engagements

Cost



Video title	Campaign	Video view rate	Video views	Avg. CPV	Engagements	Engagement rate	Clicks	CTR	Cost
... Video No. 1	13. YouTube Videos	1.9%	9,325	\$0.08	0	0%	0	0%	\$732.39
... Video No. 2	13. YouTube Videos	1.08%	1,430	\$0.08	0	0%	0	0%	\$108.65

Data Compare Type = Previous Period

YouTube Earned Likes
27.0
↑ N/A

YouTube Earned Shares
0
N/A

YouTube Earned Playlist Additions
45
↑ N/A

YouTube Earned Subscribers
77
↑ N/A

YouTube Earned Views
57
↑ N/A

Video played to 25%
2.3%
↑ N/A

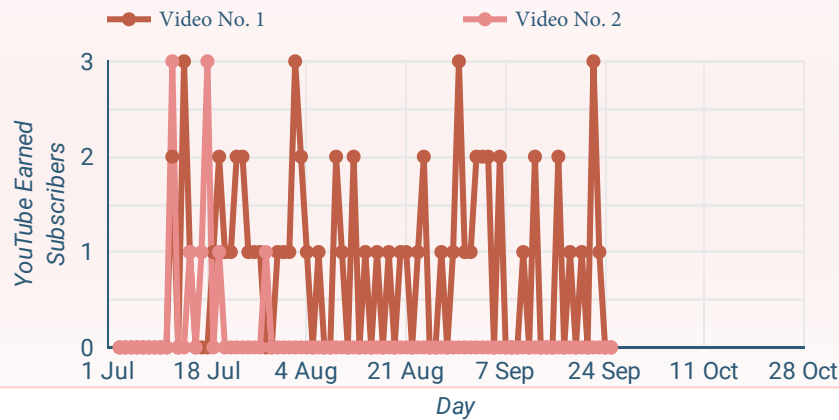
Video played to 50%
1.34%
↑ N/A

Video played to 75%
1.13%
↑ N/A

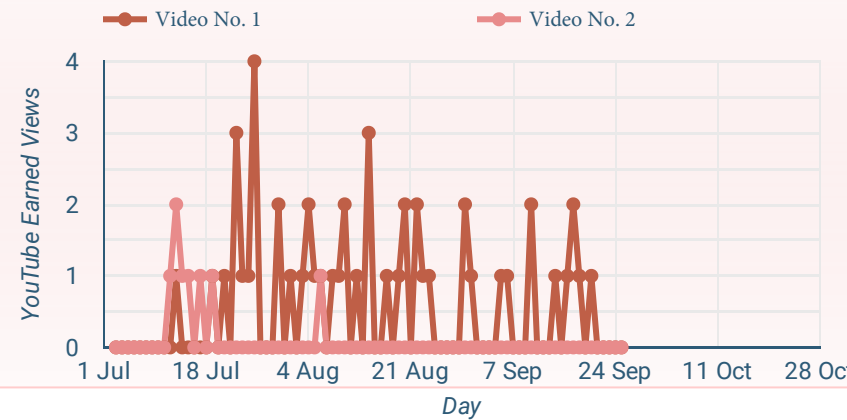
Video played to 100%
0.50%
↑ N/A

Campaign ▾

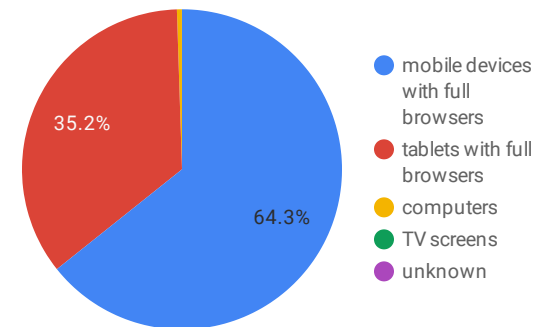
YouTube Earned Subscribers



YouTube Earned Views



Video Views by Device



Video title	Campaign	Video played to 25%	Video played to 50%	Video played to 75%	Video played to 100%	YouTube Earned Views	YouTube Earned Likes	YouTube Earned Shares	YouTube Earned Playlist Additions	YouTube Earned Subscribers
1. Video No. 1	13. YouTube Videos	2.36%	1.36%	0.86%	0.43%	8	4	0	7	10
2. Video No. 2	13. YouTube Videos	2.24%	1.33%	1.17%	0.51%	49	23	0	38	67



Account Performance - 1

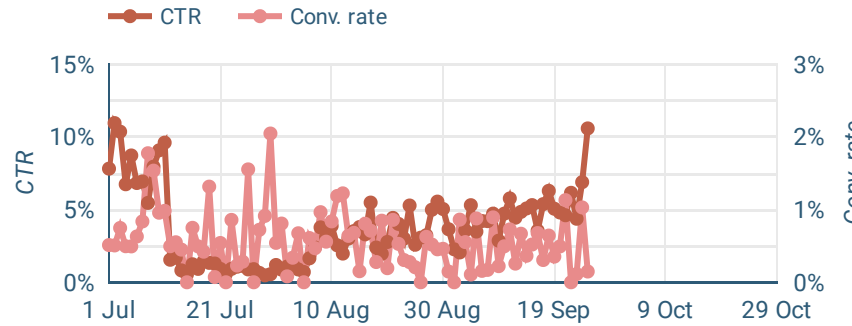
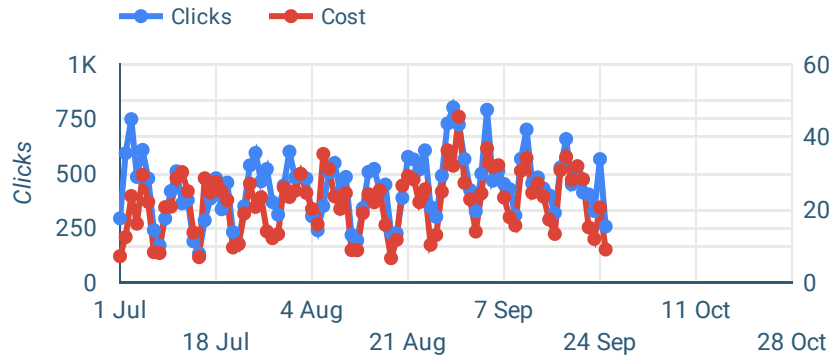
1 Jul 2018 - 31 Oct 2018

Data Compare Type = Previous Period

Impressions 1.7M ↑ 87.3%	Clicks 38,025 ↓ -21.6%	CTR 2.26% ↓ -58.1%	Avg. CPC \$0.50 ↓ -37.1%	All conv. 269 ↓ -49.2%	Cost \$19.16K ↓ -50.6%	Conv. rate 0.55% ↓ -49.6%	Cost / all conv. \$71.23 ↓ -2.7%
---------------------------------------	-------------------------------------	---------------------------------	---------------------------------------	-------------------------------------	-------------------------------------	--	---

Clicks & Cost

CTR & Conversion Rate



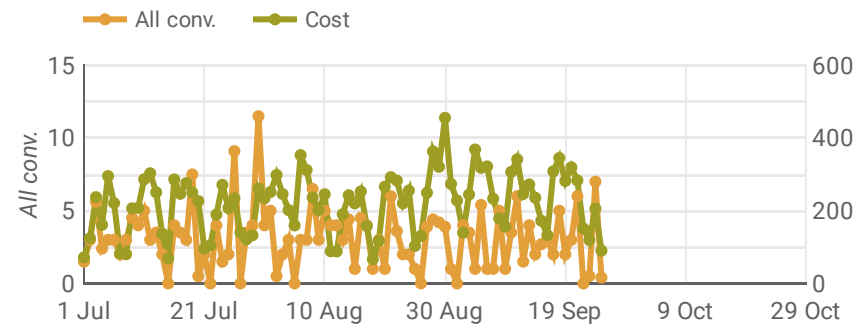
Campaign

Campaign Type

Device

All Conversions & Cost

Devices



Device	Impressions	Clicks	CTR	Avg. CPC	All conv.	Cost	Conv. rate	Cost / all conv.
1. computers	1,069,560	37,934	3.55%	\$0.48	269	\$18,181....	0.71%	\$67.59
2. tablets with full...	205,964	57	0.03%	\$7.5	0	\$427.52	0%	\$0
3. TV screens	4,376	34	0.78%	\$0.15	0	\$5.06	0%	\$0

1 - 5 / 5 < >

Campaigns

Campaign	Impressions	Clicks	CTR	Avg. CPC	All conv.	Cost	Conv. rate	Cost / all conv.
1. 10. Gmail	81,494	30,544	37.48%	\$0.04	5	\$1,182.2	0.02%	\$236.44
2. 12. GDN (Interests)	705,035	2,482	0.35%	\$0.21	0	\$532.79	0%	\$0
3. 3.1 Search_Best	39,375	1,202	3.05%	\$2.42	67.4	\$2,913.8	5.61%	\$43.23
4. 6. Search_US	40,363	749	1.86%	\$4.91	39	\$3,679.93	5.21%	\$94.36
5. 9. GDN	50,808	621	1.22%	\$0.17	0	\$106.76	0%	\$0

1 - 10 / 24 < >



Account Performance - 2

1 Jul 2018 - 31 Oct 2018



Impressions

Clicks

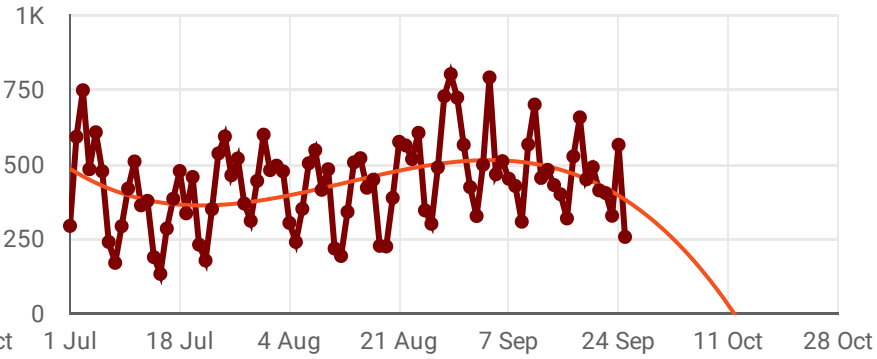
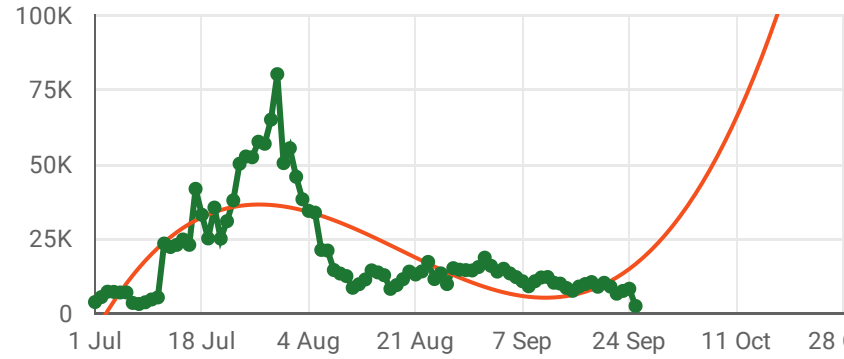
Campaign

Campaign Type

Device

Impressions

Clicks



CTR

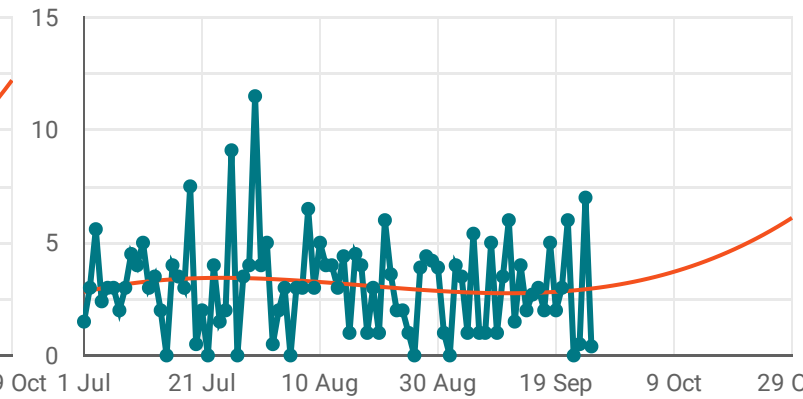
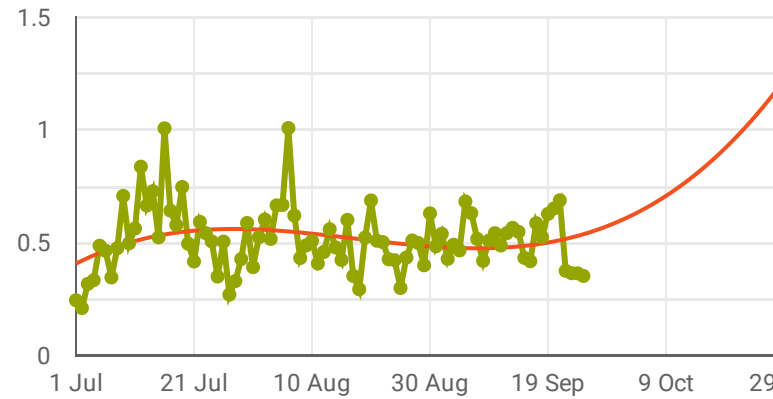
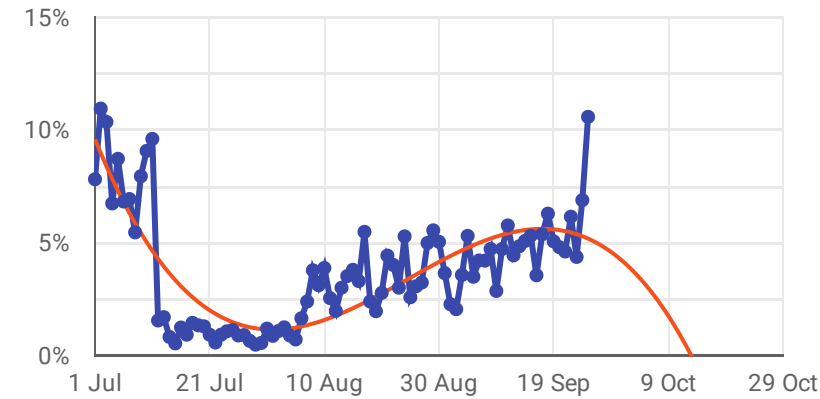
Avg. CPC

All Conversions

CTR

Avg. CPC

All conv.



Cost

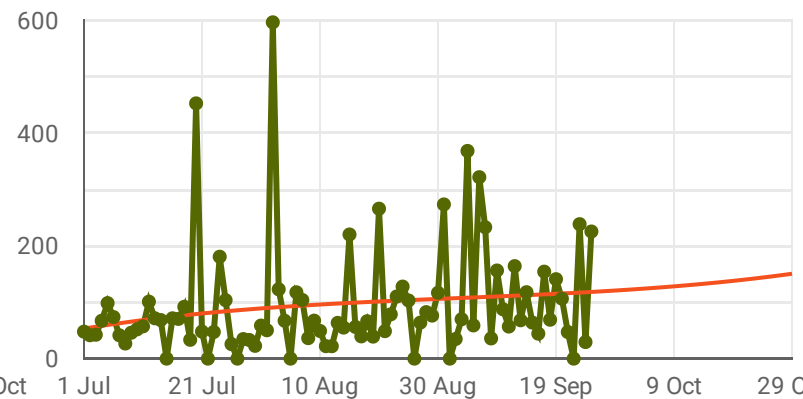
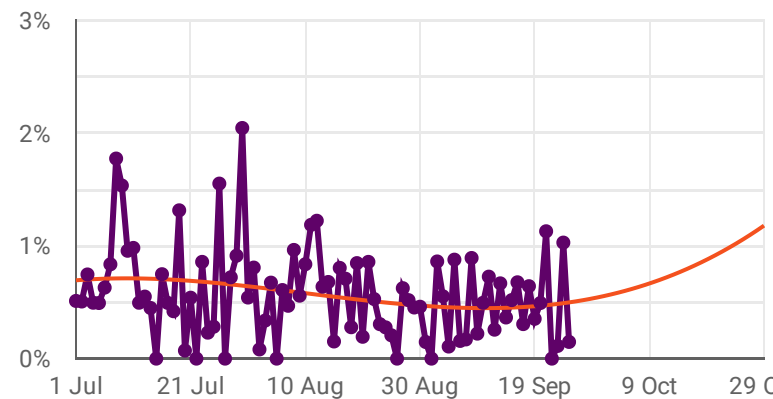
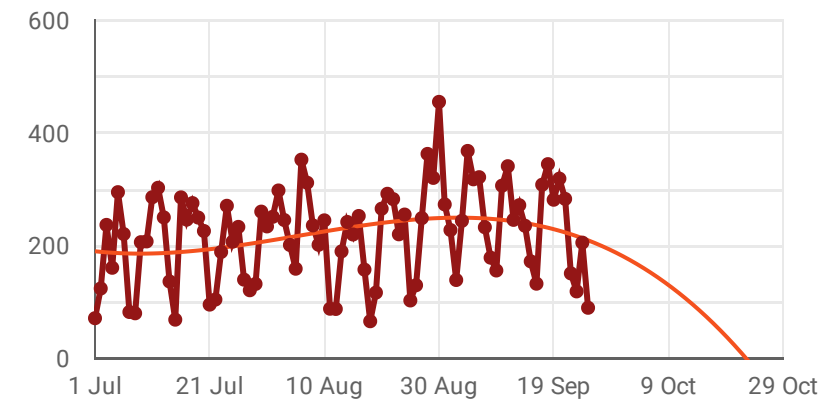
Conversion Rate

Cost / All Conversions

Cost

Conv. rate

Cost / all conv.





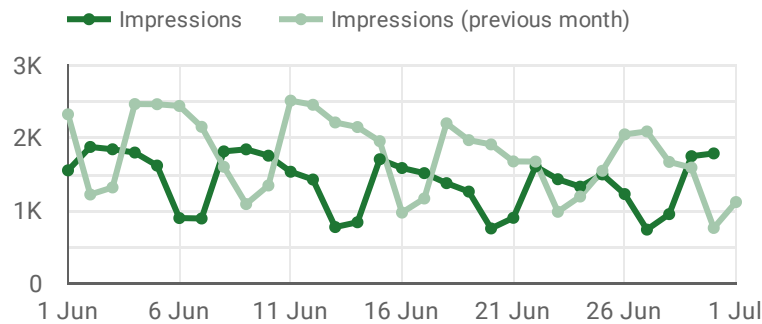
Last Month vs. Month Before Last Month

1 Jul 2018 - 31 Oct 2018

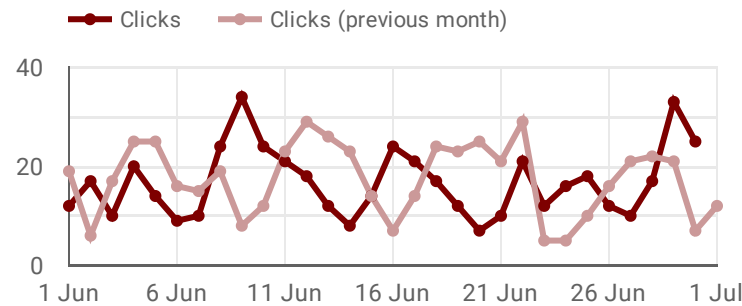
Impressions 41.9K ↓ -22.8%	Clicks 502 ↓ -6.9%	CTR 1.20% ↑ 20.7%	Avg. CPC \$2.53 ↑ 5.6%	All conv. 30 ↑ 15.4%	Cost \$1.27K ↓ -1.7%	Conv. rate 5.98% ↑ 23.9%	Cost / all conv. \$42.39 ↓ -14.8%
---	---------------------------------	--------------------------------	-------------------------------------	-----------------------------------	-----------------------------------	---------------------------------------	--

Please, ignore the date range picker on this page. It has to be there due to Data Studio limitations, but it is not affecting the data in charts below

Impressions



Clicks

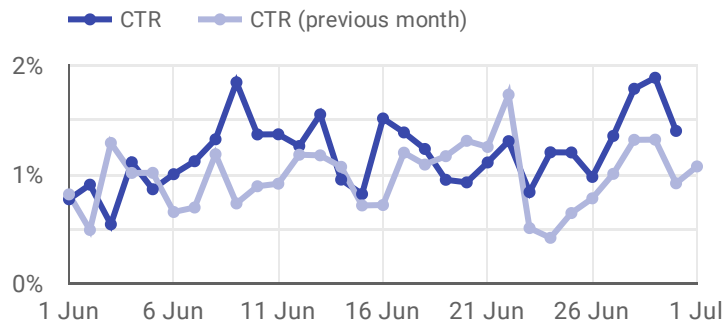


Campaign

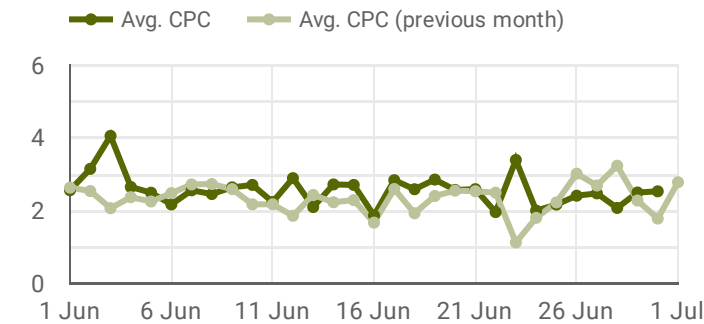
Campaign Type

Device

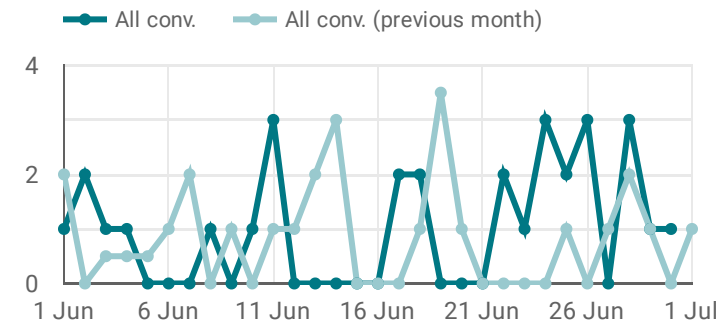
CTR



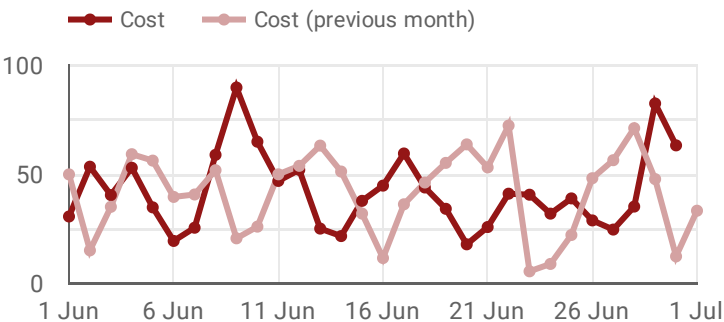
Avg. CPC



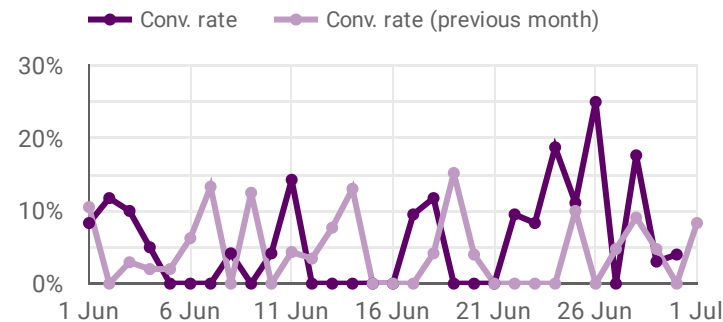
All Conversions



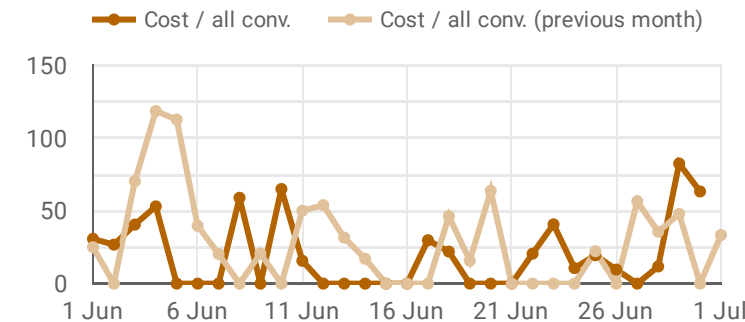
Cost



Conversion Rate



Cost / All Conversions





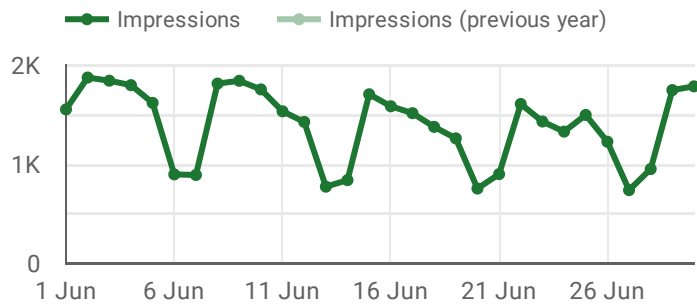
Last Month vs. Same Month Last Year

1 Jul 2018 - 31 Oct 2018

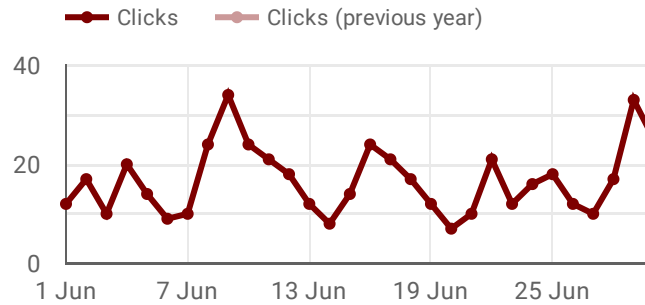
Impressions 41.9K ↑ N/A	Clicks 502 ↑ N/A	CTR 1.20% ↑ N/A	Avg. CPC \$2.53 ↑ N/A	All conv. 30 ↑ N/A	Cost \$1.27K ↑ N/A	Conv. rate 5.98% ↑ N/A	Cost / all conv. \$42.39 ↑ N/A
--------------------------------------	-------------------------------	------------------------------	------------------------------------	---------------------------------	---------------------------------	-------------------------------------	---

Please, ignore the date range picker on this page. It has to be there due to Data Studio limitations, but it is not affecting the data in charts below

Impressions



Clicks

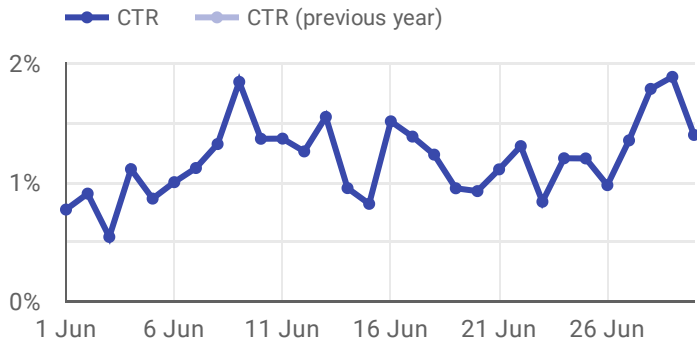


Campaign

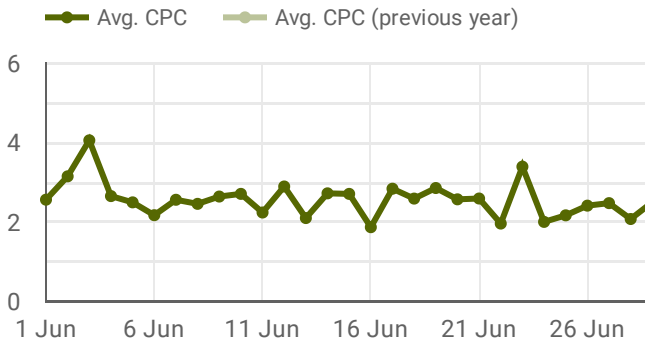
Campaign Type

Device

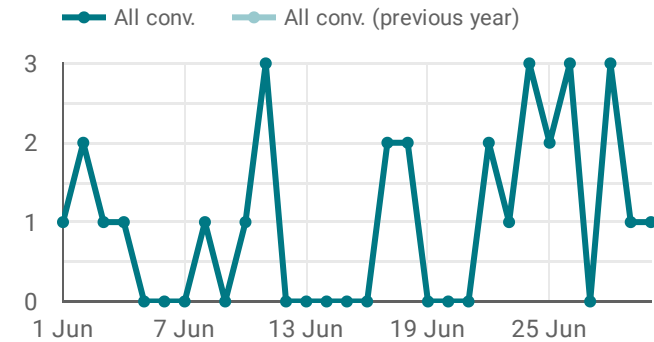
CTR



Avg. CPC

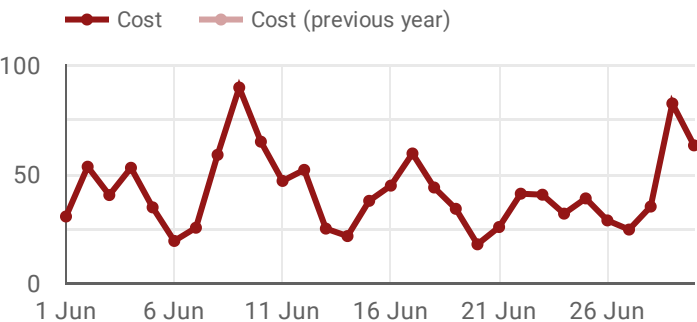


All Conversions

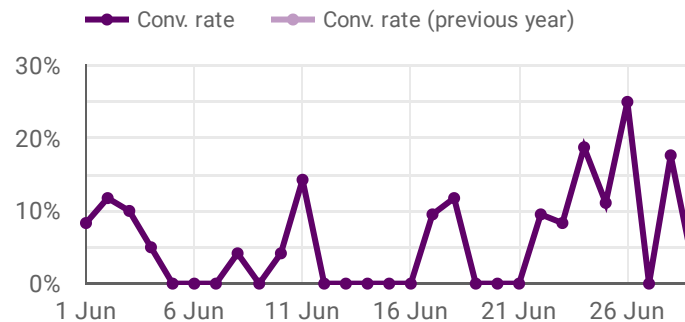


Cost

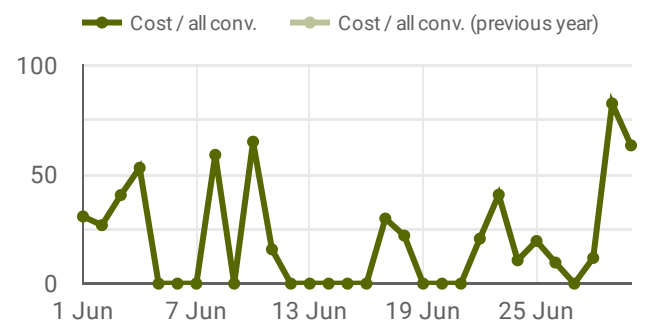
Cost



Conversion Rate



Cost / All Conversions





Hour of Day

1 Jul 2018 - 31 Oct 2018



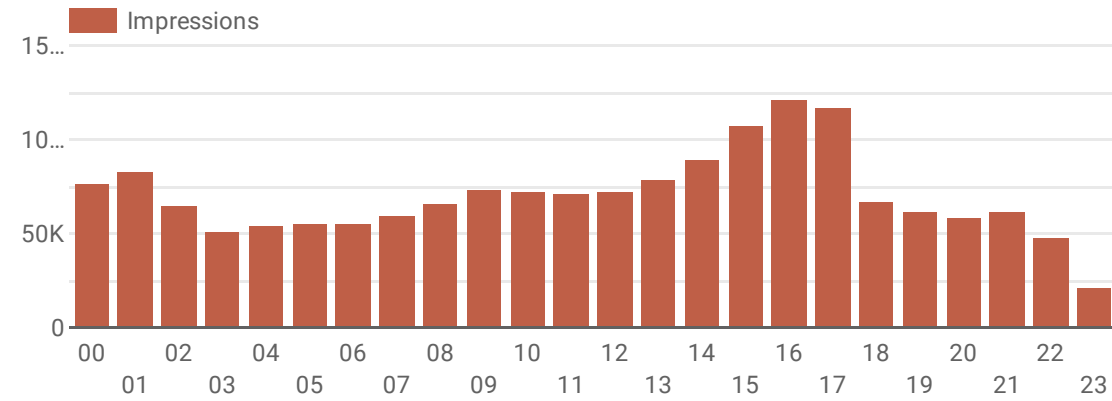
Campaign Type

Campaign

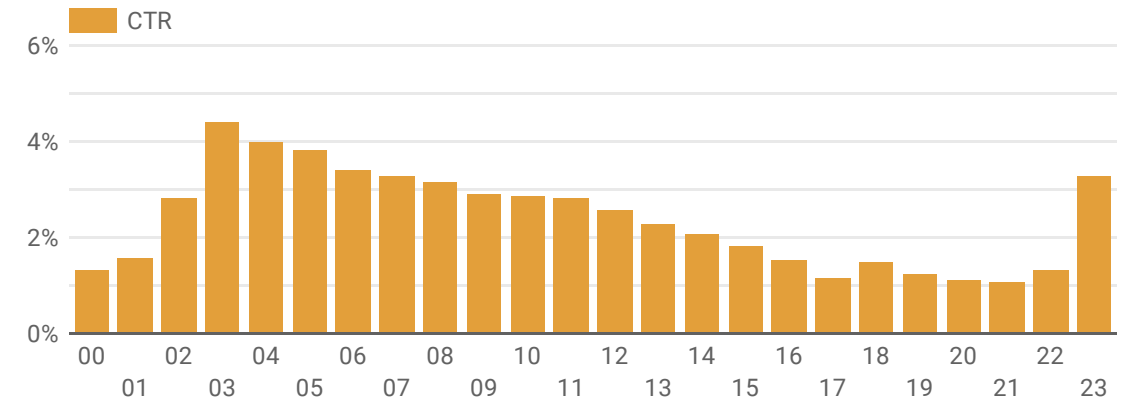
Device

Country/Territory

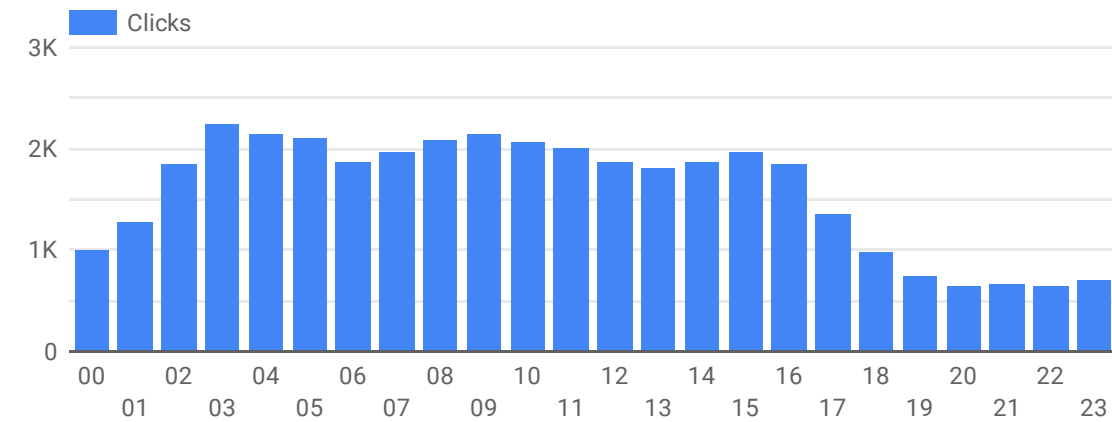
Impressions



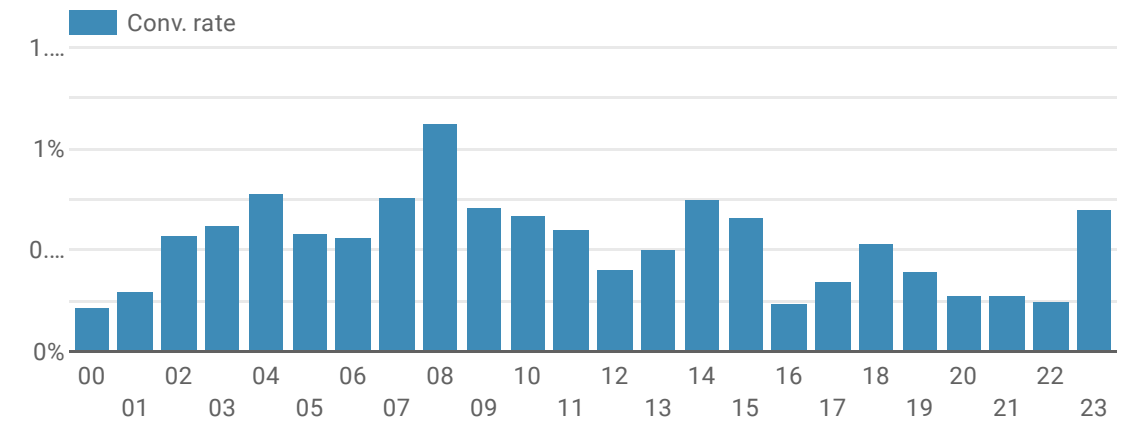
CTR



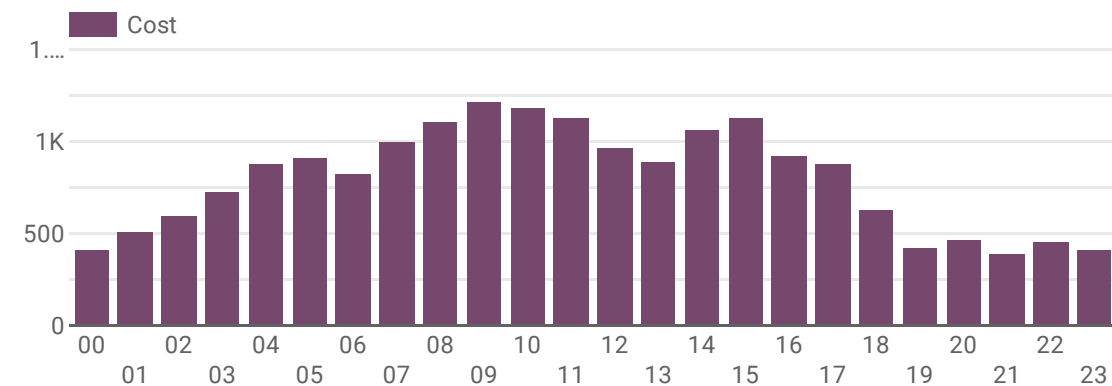
Clicks



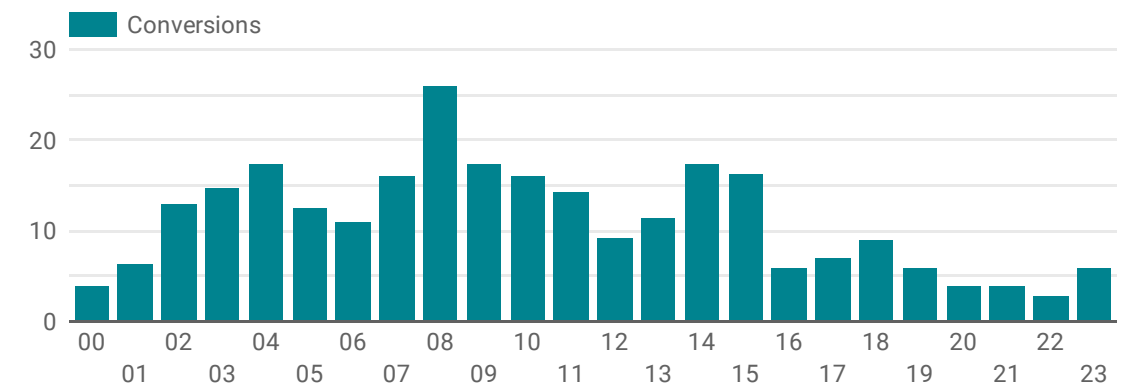
Conversion rate



Cost



Conversions





Day of Week

1 Jul 2018 - 31 Oct 2018



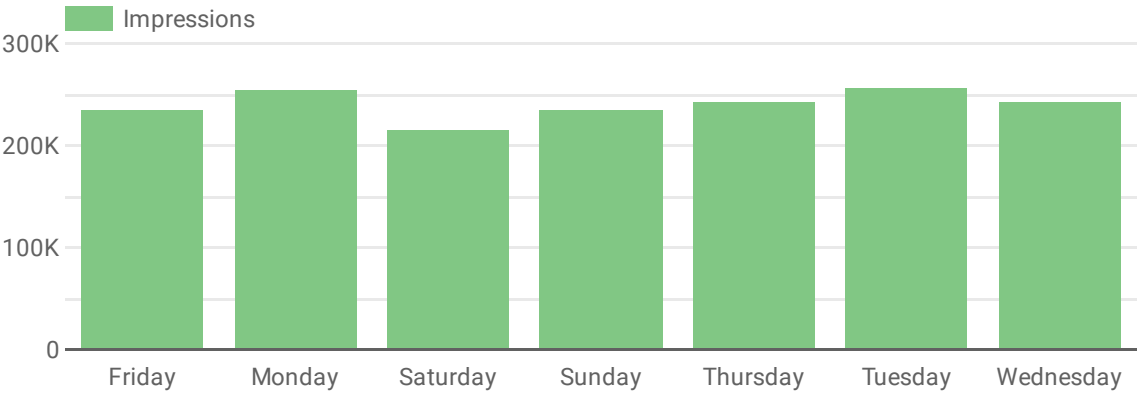
Campaign Type ▾

Campaign ▾

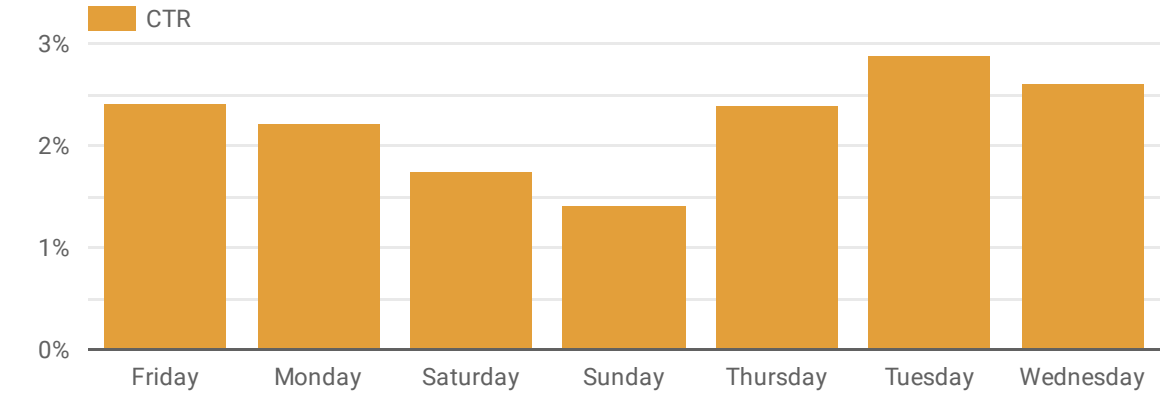
Device ▾

Country/Territory ▾

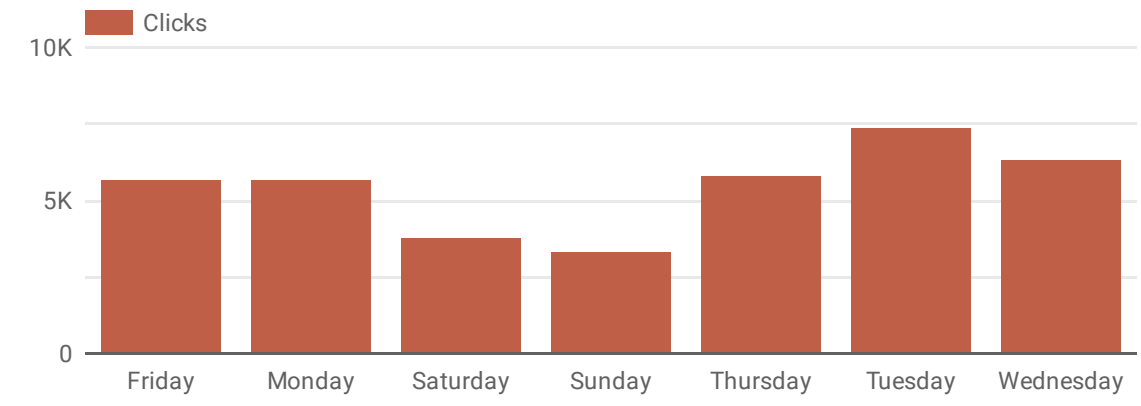
Impressions



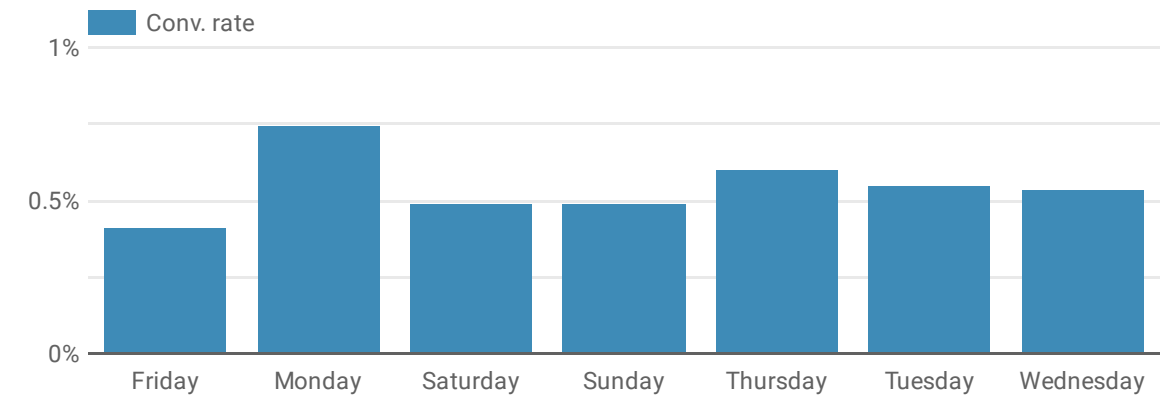
CTR



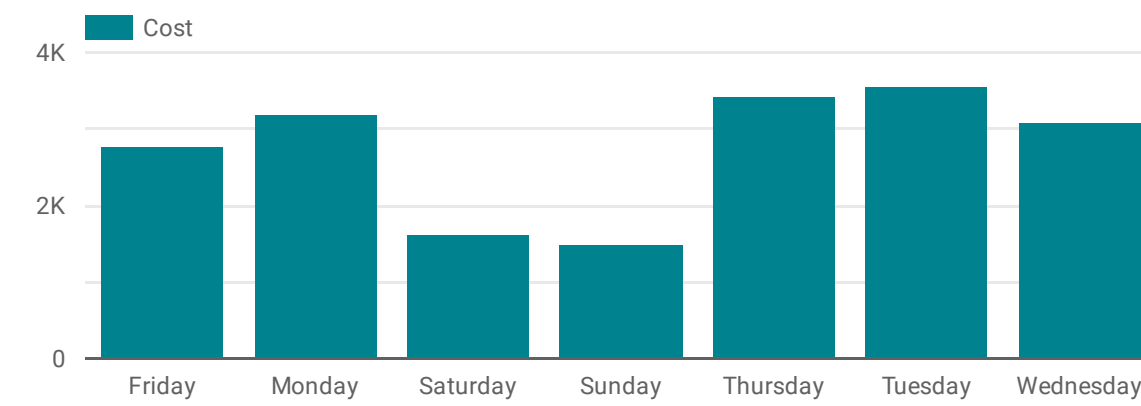
Clicks



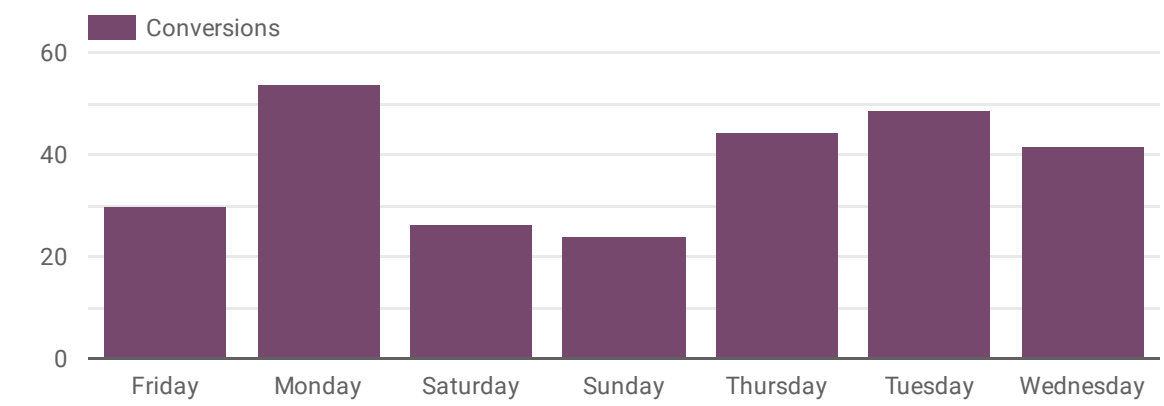
Conversion rate



Cost



Conversions



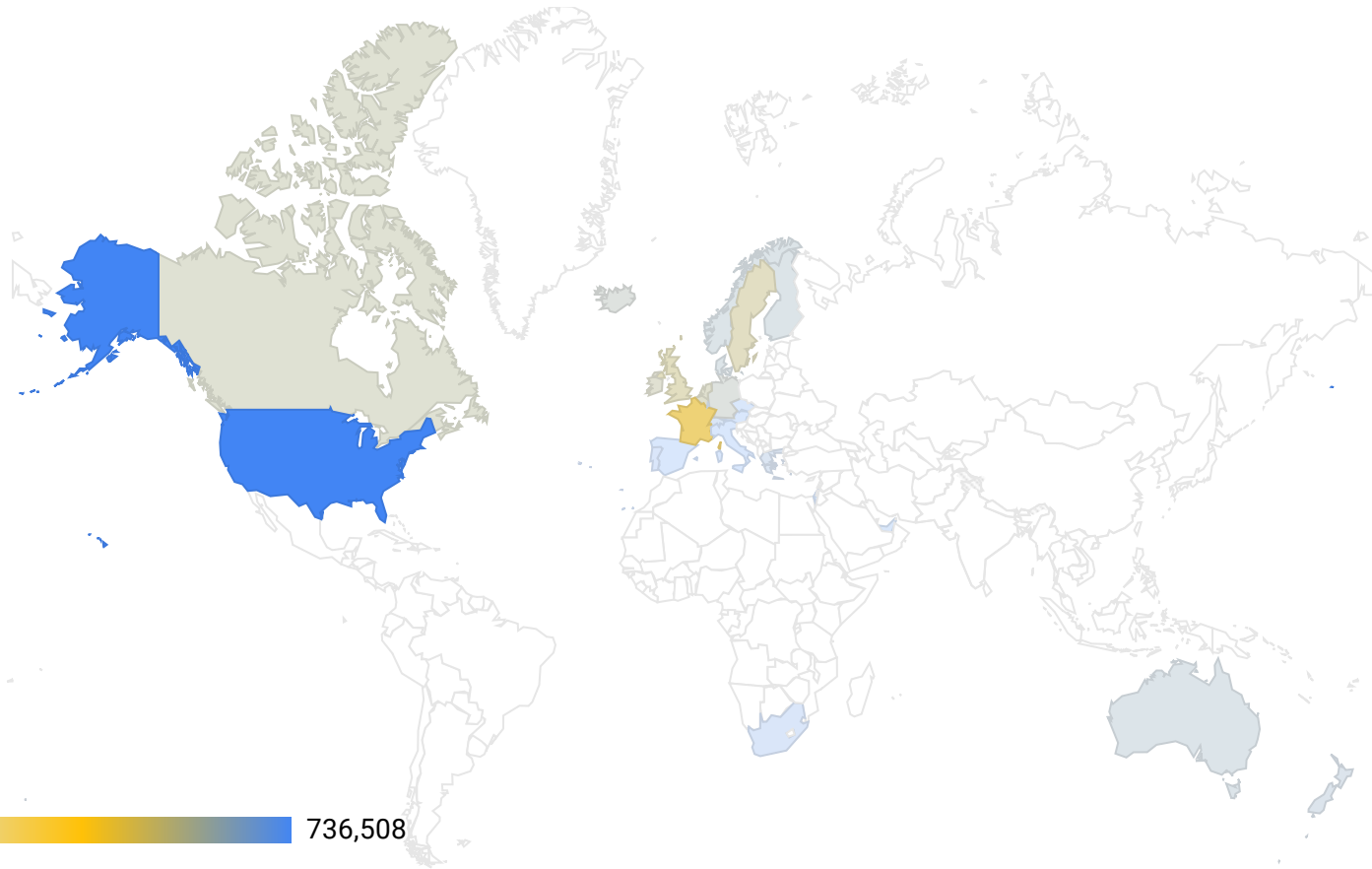


Geo Location - 1

1 Jul 2018 - 31 Oct 2018

Impressions

- Campaign ▾
- Campaign Type ▾
- Device ▾
- Country/Territory ▾
- Town/City ▾



	Country/Territory	Town/City	Cost	Clicks ▾	Conv. rate	CTR	Impressions	Cost / conv.	Conversions
1.	New Zealand	Auckland	\$230.89	1,011	0.3%	9.12%	11,089	\$76.96	3
2.	Finland	Helsinki	\$78.42	669	0%	8.39%	7,971	\$0	0
3.	Canada	Toronto	\$454.4	648	0.63%	5.72%	11,319	\$112.58	4
4.	Sweden	Stockholm	\$106.78	566	0%	4.26%	13,300	\$0	0
5.	France	Paris	\$147.63	383	0.26%	2.18%	17,546	\$147.25	1
6.	Australia	Melbourne	\$193.42	376	0.8%	7.14%	5,268	\$64.39	3
7.	Sweden	Gothenburg	\$30.58	368	0%	5.48%	6,713	\$0	0
8.	Australia	Sydney	\$289.46	358	0.56%	4.85%	7,381	\$144.73	2
9.	Ireland	Dublin	\$158.67	299	0%	1.14%	26,312	\$0	0



Geo Location - 2

1 Jul 2018 - 31 Oct 2018



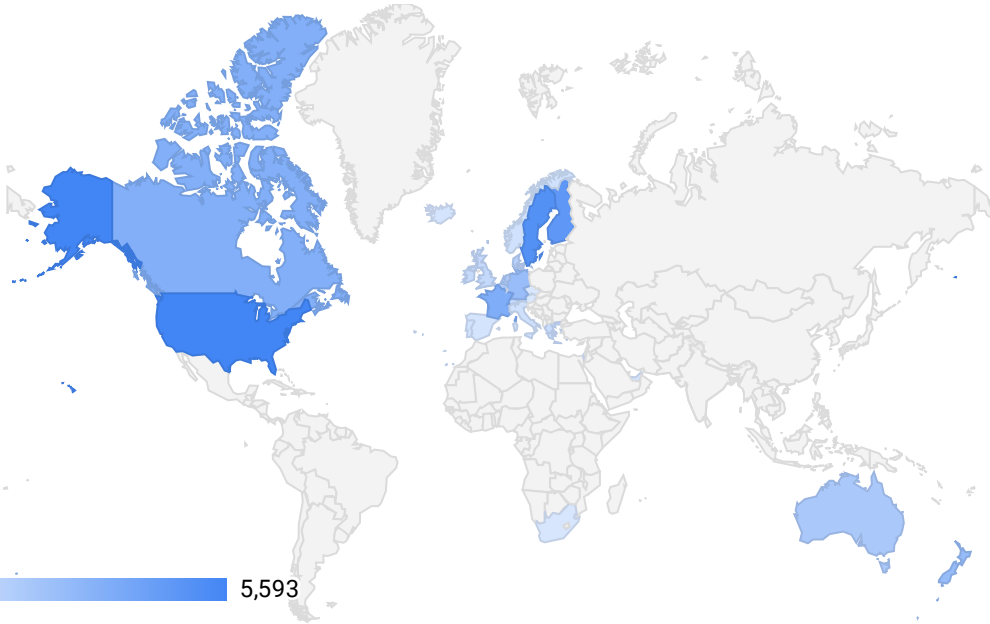
Campaign ▾

Campaign Type ▾

Device ▾

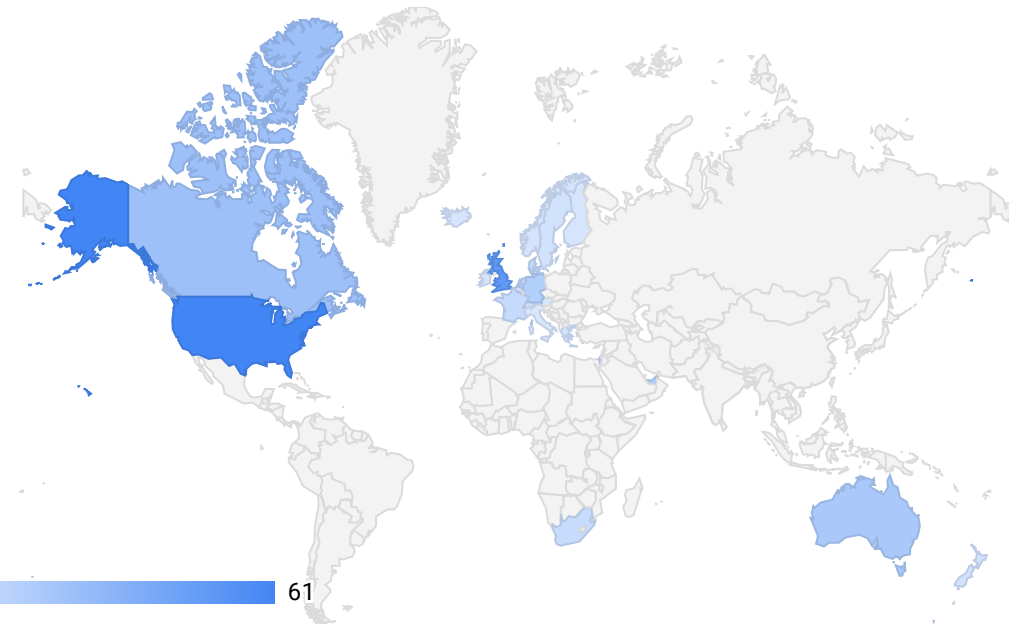
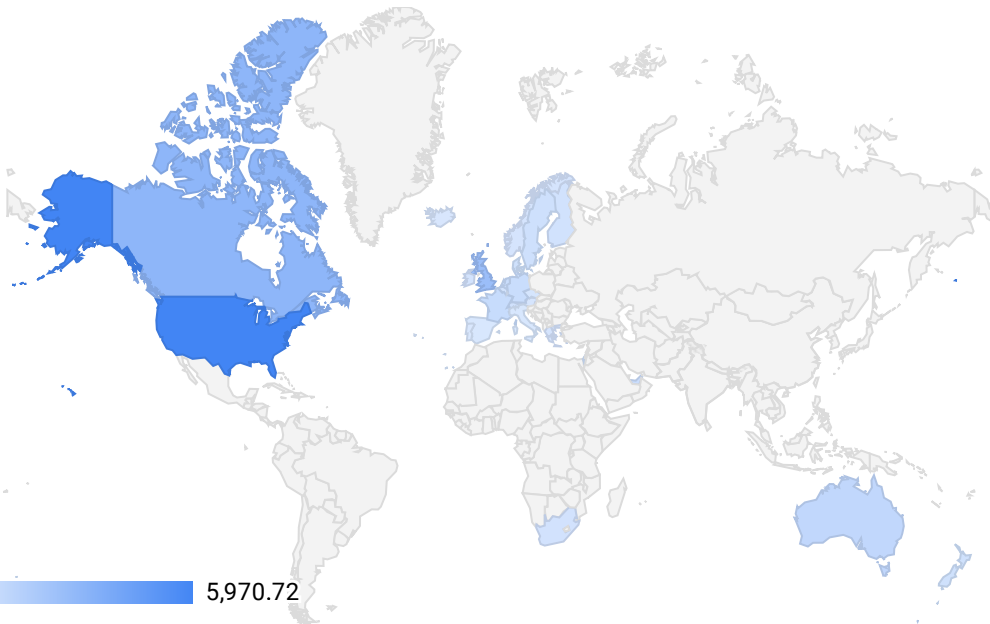
Clicks

Total conversion value



Cost

Conversions





Gender

1 Jul 2018 - 31 Oct 2018

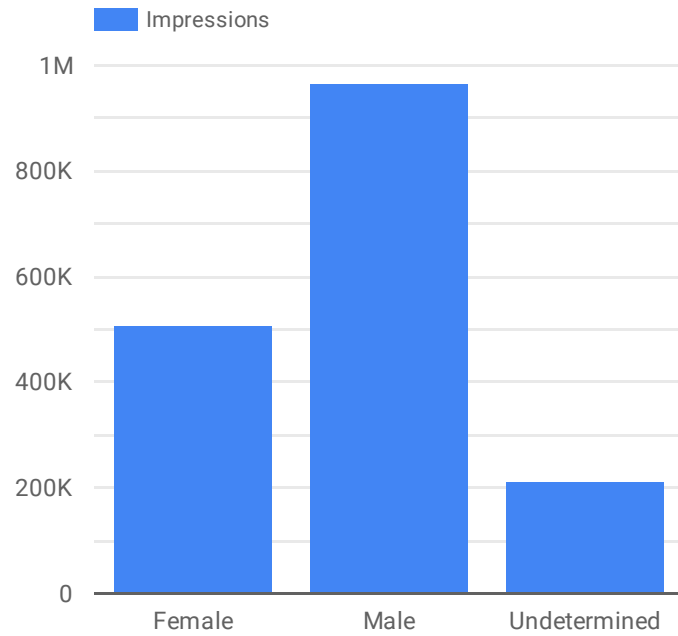


Campaign

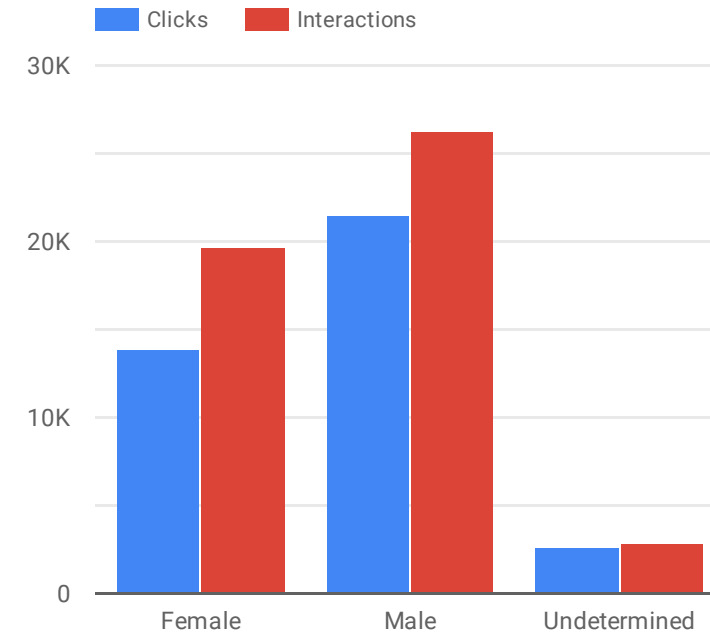
Campaign Type

Device

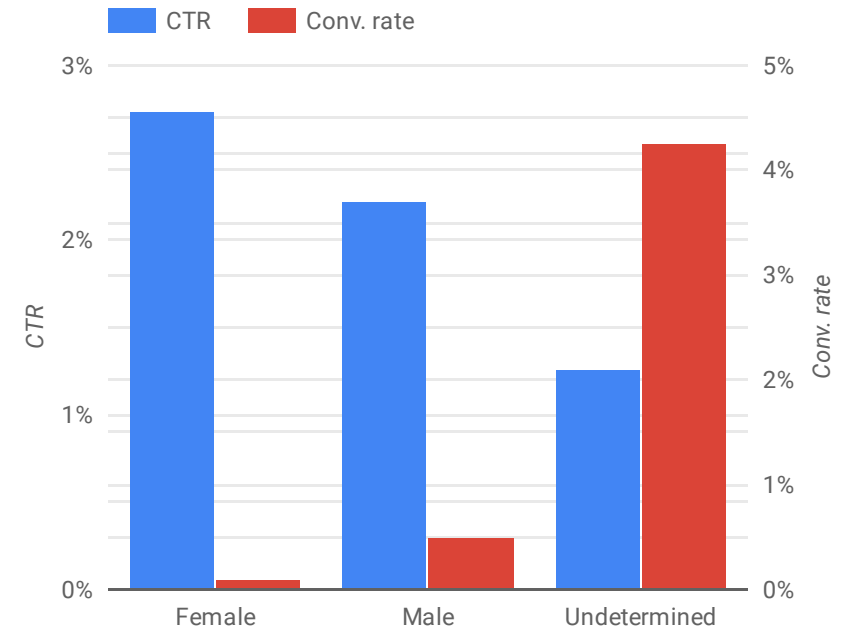
Impressions



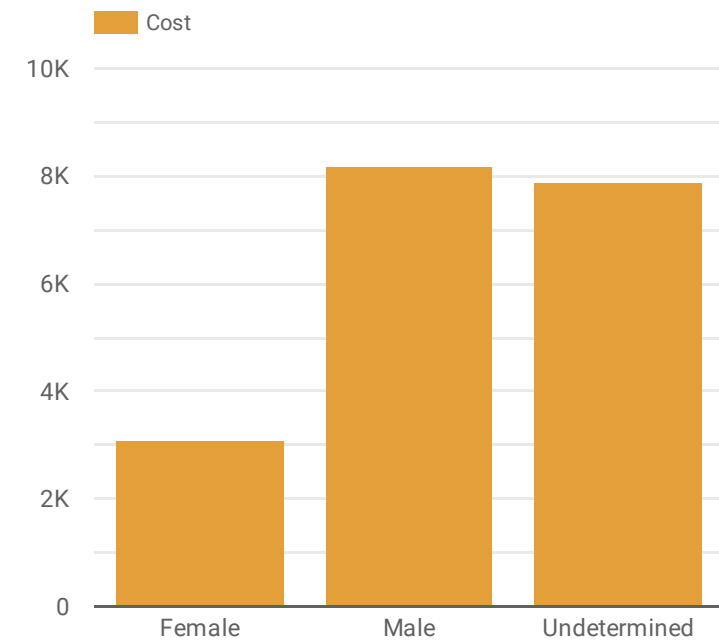
Clicks



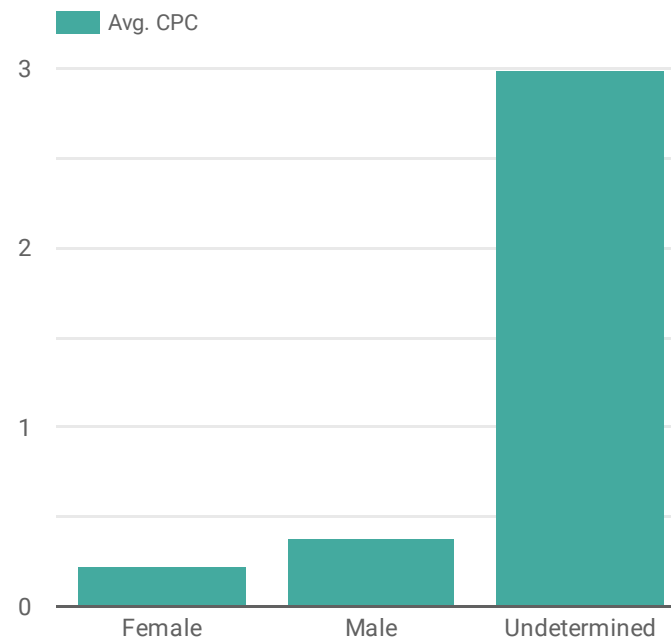
CTR & Conv. rate



Cost



CPC



Conversions

