



Performance Compared to Previous Period

Jun 15, 2020 - Jul 14, 2020

Clicks 892.8K ↑ 29.2%	Impressions 46.1M ↓ -12.7%	CTR 1.94% ↑ 47.9%	Conv. rate 2.28% ↑ 29.0%	Cost \$632.10K ↑ 66.3%	All conv. value 2.1M ↑ 8.1%	All conv. value / cost 3.36 ↓ -35.0%
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Clicks, Impressions, CTR & Conversion Rate

Account name / description	Clicks	% Δ	Impressions	% Δ	CTR	% Δ	Conv. rate	% Δ
1. Account 1	598,071	73.4% ↑	10,545,374	79.9% ↑	5.67%	-3.6% ↓	2.62%	20.3% ↑
2. Account 2	195,885	-28.3% ↓	29,734,745	-29.5% ↓	0.66%	1.7% ↑	0.72%	0.3% ↑
3. Account 3	36,404	42.6% ↑	3,450,238	95.9% ↑	1.06%	-27.2% ↓	6.32%	-6.5% ↓
4. Account 4	30,000	323.2% ↑	200,028	224.7% ↑	15%	30.3% ↑	0.21%	-76.7% ↓
5. Account 5	13,044	-6.7% ↓	515,073	-15.7% ↓	2.53%	10.7% ↑	1.49%	7.0% ↑
6. Account 6	11,294	-29.9% ↓	1,082,555	-32.0% ↓	1.04%	3.1% ↑	3.99%	-7.9% ↓
7. Account 7	5,615	-15.0% ↓	474,099	-14.4% ↓	1.18%	-0.7% ↓	0.58%	-15.6% ↓
8. Account 8	1,760	-49.3% ↓	45,632	-65.0% ↓	3.86%	45.0% ↑	24.43%	707.9% ↑
9. Account 9	502	1.4% ↑	41,746	-7.3% ↓	1.2%	9.5% ↑	6.18%	42.2% ↑

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Cost, All Conv. Value & All Conv. Value / Cost

Account name / description	Cost	% Δ	All conv. value	% Δ	All conv. value / cost	% Δ
1. Account 1	\$444,547.82	139.5% ↑	954,872.21	112.6% ↑	2.15	-11.2% ↓
2. Account 2	\$91,705.45	-18.1% ↓	865,121.75	-30.3% ↓	9.43	-14.9% ↓
3. Account 3	\$29,663.14	39.2% ↑	200,583.79	58.2% ↑	6.76	13.7% ↑
4. Account 4	\$24,083.47	-5.6% ↓	15	-6.3% ↓	0	-0.9% ↓
5. Account 5	\$20,951.33	442.0% ↑	14,754.36	0.8% ↑	0.7	-81.4% ↓
6. Account 6	\$15,660.28	-37.0% ↓	58,253.59	-37.8% ↓	3.72	-1.3% ↓
7. Account 7	\$3,426.58	-12.0% ↓	26,789.54	-24.3% ↓	7.82	-14.0% ↓

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Performance Compared to Previous Year

Jun 15, 2020 - Jul 14, 2020

Clicks 892.8K ↑ 122.3%	Impressions 46.1M ↑ 107.5%	CTR 1.94% ↑ 7.1%	Conv. rate 2.28% ↓ -17.3%	Cost \$632.10K ↑ 30.5%	All conv. value 2,121,404.99 ↑ 91.9%	All conv. value / cost 3.36 ↑ 46.9%
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Clicks, Impressions, CTR & Conversion Rate

Account name / description	Clicks	% Δ	Impressions	% Δ	CTR	% Δ	Conv. rate	% Δ
1. Account 1	0	-	0	-	0%	-	0%	-
2. Account 2	0	-	0	-	0%	-	0%	-
3. Account 3	0	-	0	-	0%	-	0%	-
4. Account 4	0	-	0	-	0%	-	0%	-
5. Account 5	0	-	0	-	0%	-	0%	-
6. Account 6	75	-99.7% ↓	289	-100.0% ↓	25.95%	1,831.3% ↑	0%	-100.0% ↓
7. Account 7	0	-	0	-	0%	-	0%	-
8. Account 8	0	-	0	-	0%	-	0%	-
9. Account 9	0	-	0	-	0%	-	0%	-

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Cost, All Conv. Value & All Conv. Value/Cost

Account name / description	Cost	% Δ	All conv. value	% Δ	All conv. value / cost	% Δ
1. Account 1	\$444,547.82	120.2% ↑	954,872.21	122.0% ↑	2.15	0.9% ↑
2. Account 2	\$91,705.45	167.9% ↑	865,121.75	139.8% ↑	9.43	-10.5% ↓
3. Account 3	\$29,663.14	-13.9% ↓	200,583.79	256.5% ↑	6.76	314.1% ↑
4. Account 4	\$24,083.47	34.0% ↑	15	15.4% ↑	0	-13.9% ↓
5. Account 5	\$20,951.33	-73.3% ↓	14,754.36	-93.6% ↓	0.7	-76.1% ↓
6. Account 6	\$15,660.28	225.1% ↑	58,253.59	265.0% ↑	3.72	12.3% ↑
7. Account 7	\$3,426.58	96.9% ↑	26,789.54	152.5% ↑	7.82	28.3% ↑

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