



# 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%

## 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% ↑
10.	Account 10	105	-	1,528	-	6.87%	-	0%	-
11.	Account 11	75	-	289	-	25.95%	-	0%	-
12.	Account 12	0	-	0	-	0%	-	0%	-
13.	Account 13	0	-	0	-	0%	-	0%	-
14.	Account 14	0	-	0	-	0%	-	0%	-
15.	Account 15	0	-	0	-	0%	-	0%	-
16.	Account 16	0	-	0	-	0%	-	0%	-
17.	Account 17	0	-	0	-	0%	-	0%	-
18.	Account 18	0	-	0	-	0%	-	0%	-



# 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%

## 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%	-
10. Account 10	0	-	0	-	0%	-	0%	-
11. Account 11	0	-	0	-	0%	-	0%	-
12. Account 12	0	-100.0% ↓	0	-100.0% ↓	0%	-100.0% ↓	0%	-100.0% ↓
13. Account 13	1,760	-29.2% ↓	45,632	-95.2% ↓	3.86%	1,365.6% ↑	24.43%	3.5% ↑
14. Account 14	0	-	0	-	0%	-	0%	-
15. Account 15	0	-100.0% ↓	0	-100.0% ↓	0%	-100.0% ↓	0%	-
16. Account 16	0	-	0	-	0%	-	0%	-
17. Account 17	11,294	169.4% ↑	1,082,555	240.9% ↑	1.04%	-21.0% ↓	3.99%	32.4% ↑
18. Account 18	0	-100.0% ↓	0	-100.0% ↓	0%	-100.0% ↓	0%	-100.0% ↓
19. Account 19	0	-	0	-	0%	-	0%	-