

Campaign Performance Report



Created on

06/29/2023 at 05:31 pm

Created by



Media Outlet

Dates

05/01/2023 - 06/29/2023

Included Campaigns

1.

Display









2.



SEM





Campaign Performance Overview

Impressions  145,365	Clicks  1,247	Click Through Rate (CTR)  0.86%	Average CPC  \$2.93	Site Visits  1,247	Advertiser Media Spend  \$4,019.28
---	--	--	--	---	---

ORDER NAME	AD TYPE	STATUS	START DATE	END DATE	IMPRESSIONS	CLICKS	CTR	AVG CPC	COMPLETIONS	COMPLETION RATE	SITE VISITS
	Display	• Running	05/01/2023	07/31/2023	106,138	310	0.29%	N/A	N/A	N/A	310
	SEM	• Running	05/01/2023	07/31/2023	39,227	937	2.39%	\$2.93	N/A	N/A	937

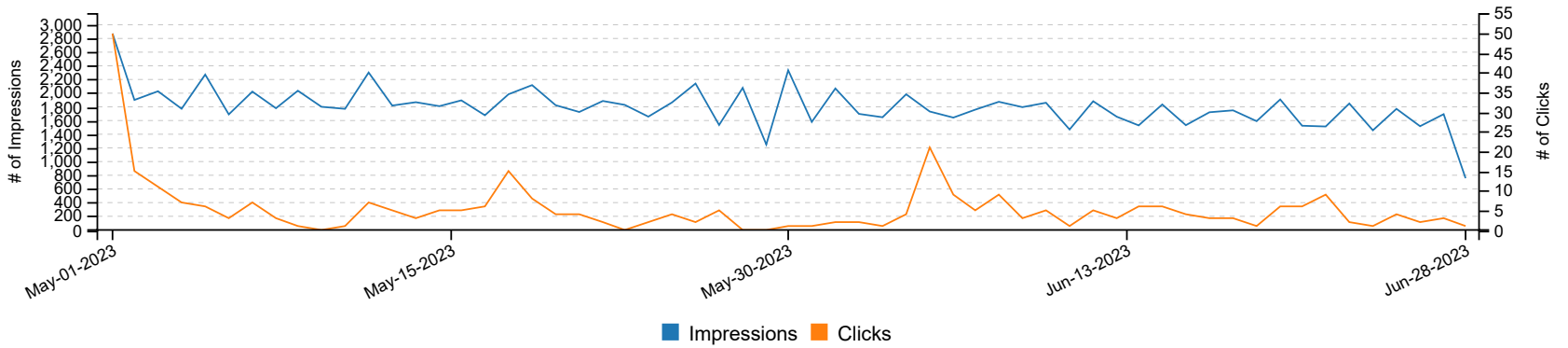
Display

05/01/2023 - 07/31/2023

Campaign Overview

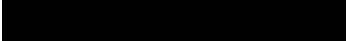
Impressions 106,138 150,000 33 days left	Clicks 310	Click Through Rate (CTR) 0.29%	Site Visits 310	Advertiser Media Spend \$1,273.66
--	----------------------	--	---------------------------	---

Impressions & Clicks





Display



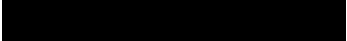
| 05/01/2023 - 07/31/2023

Geographical Info

CITY	IMPRESSIONS	CLICKS	CTR
[REDACTED], ID	50,853	147	0.29%
[REDACTED], ID	23,546	64	0.27%
[REDACTED], ID	9,293	32	0.34%
[REDACTED], ID	5,657	18	0.32%
[REDACTED], ID	4,327	6	0.14%
[REDACTED], WY	4,035	11	0.27%
[REDACTED], ID	1,877	11	0.59%
[REDACTED], ID	1,208	2	0.17%
[REDACTED], ID	877	2	0.23%
[REDACTED], ID	840	1	0.12%



Display



| 05/01/2023 - 07/31/2023

Geographical Info

ZIPCODE	IMPRESSIONS	CLICKS	CTR
████	16,849	36	0.21%
████	15,475	37	0.24%
████	13,674	37	0.27%
████	11,069	52	0.47%
████	8,957	31	0.35%
████	7,344	22	0.30%
████	5,649	17	0.30%
████	5,255	14	0.27%
████	4,321	6	0.14%
████	4,004	12	0.30%

Display

| 05/01/2023 - 07/31/2023

Apps & Websites

APP	IMPRESSIONS	CLICKS	CTR
Happy Color® – Color by Number	10,144	17	0.17%
Solitaire	1,978	2	0.10%
Calm Color - Color By Number	1,516	2	0.13%
Sudoku - Classic Sudoku Puzzle	1,234	3	0.24%
com.xflow.happycolor.amzn	1,183	4	0.34%
Musi - Simple Music Streaming	1,168	1	0.09%
Solitaire - Classic Card Games	1,160	3	0.26%
Daily Mail Online	1,063	4	0.38%
Solitaire Verse	1,023	6	0.59%
Wordle!	894	2	0.22%

Display

██████████ | 05/01/2023 - 07/31/2023

Apps & Websites

WEBSITE	IMPRESSIONS	CLICKS	CTR
www.dailymail.co.uk	4,307	31	0.72%
www.yahoo.com	1,951	1	0.05%
www.microsoftcasualgames.com	1,688	1	0.06%
www.usatoday.com	1,485	4	0.27%
www.the-sun.com	1,407	0	0.00%
nypost.com	1,315	1	0.08%
weather.com	1,047	2	0.19%
www.idahostatesman.com	783	0	0.00%
www.mirror.co.uk	774	0	0.00%
www.thedailybeast.com	735	1	0.14%

Display

| 05/01/2023 - 07/31/2023

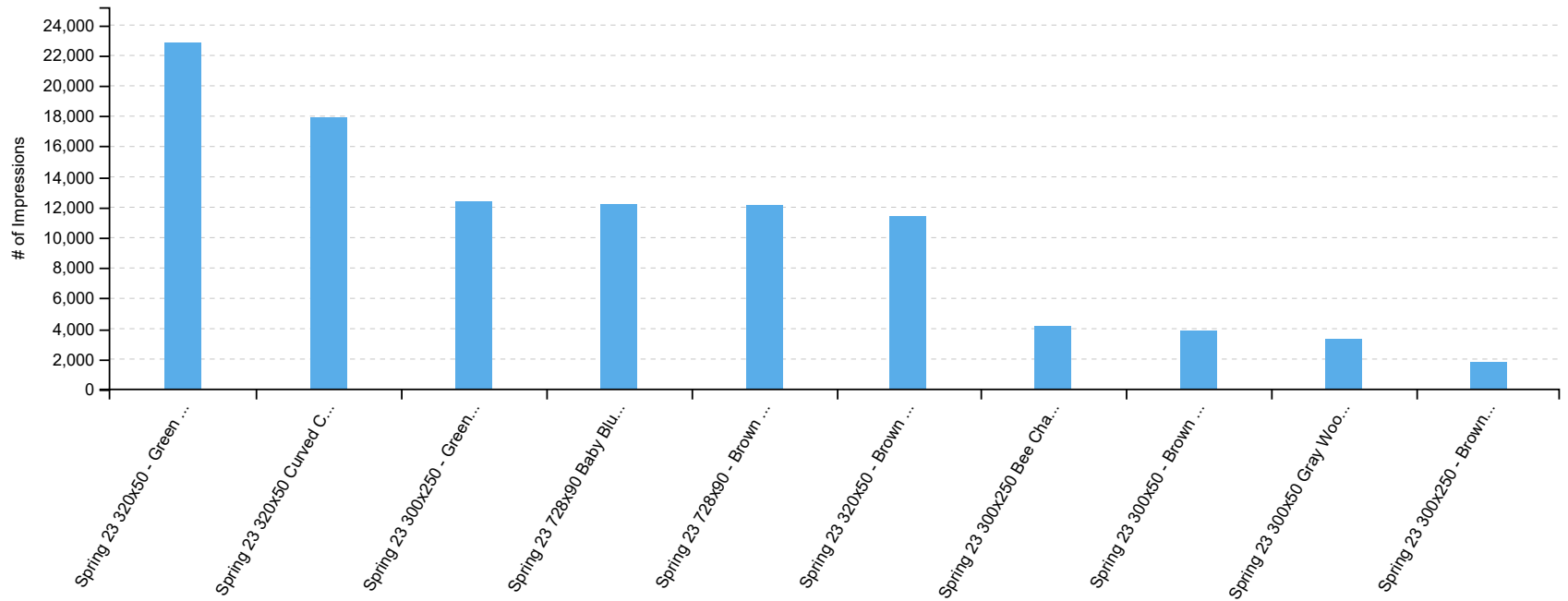
Creatives

CREATIVE	IMPRESSIONS	CLICKS	CTR
Spring 23 320x50 - Green Couch	22,844	50	0.22%
Spring 23 320x50 Curved Couch	17,914	31	0.17%
Spring 23 300x250 - Green Couch	12,350	34	0.28%
Spring 23 728x90 Baby Blue Couch	12,205	37	0.30%
Spring 23 728x90 - Brown Couch	12,124	34	0.28%
Spring 23 320x50 - Brown Couch	11,386	23	0.20%
Spring 23 300x250 Bee Chair	4,165	19	0.46%
Spring 23 300x50 - Brown Couch	3,859	17	0.44%
Spring 23 300x50 Gray Wood Couch	3,296	13	0.39%
Spring 23 300x250 - Brown Couch	1,776	12	0.68%

Display

| 05/01/2023 - 07/31/2023

Creatives








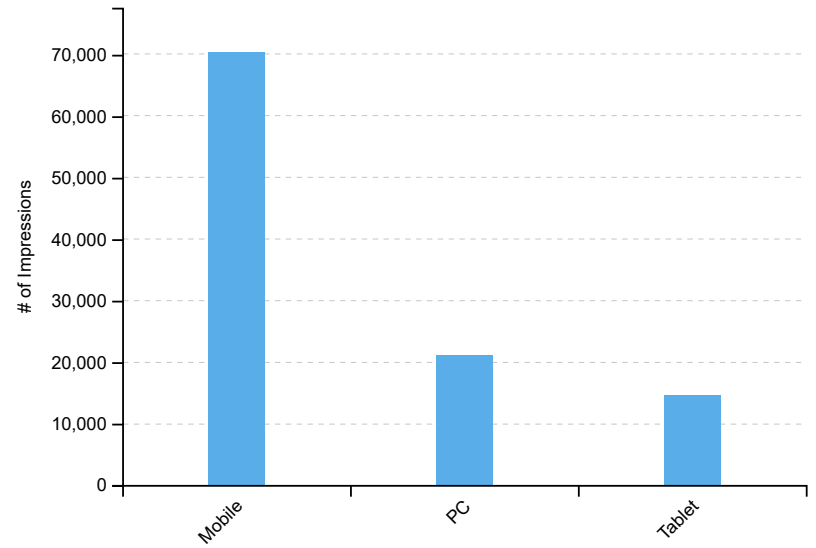
Display



| 05/01/2023 - 07/31/2023

Devices

DEVICE TYPE	IMPRESSIONS	CLICKS	CTR
 Mobile	70,311	178	0.25%
 PC	21,130	80	0.38%
 Tablet	14,697	52	0.35%





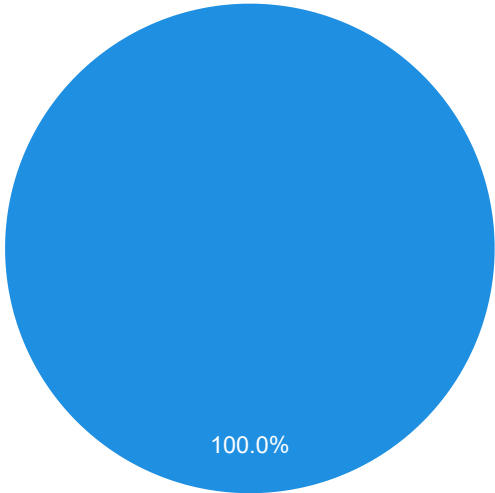
Display



| 05/01/2023 - 07/31/2023

Impression Type

IMPRESSION TYPE	IMPRESSIONS	CLICKS	CTR	SITE VISITS
Audience Targeted	106,138	310	0.29%	310



■ Audience Targeted

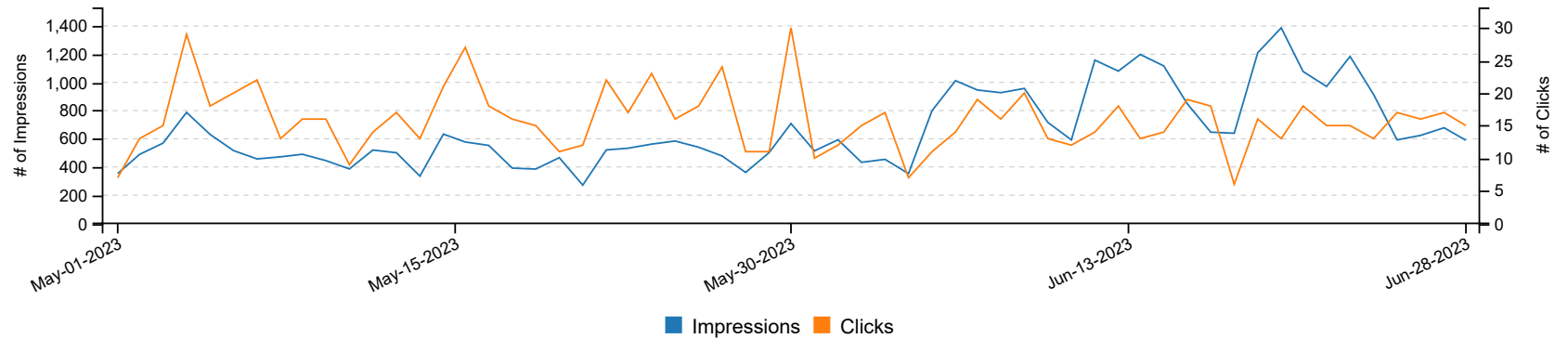
SEM

05/01/2023 - 07/31/2023

Campaign Overview

Impressions 39,227 N/A 33 days left	Clicks 937	Click Through Rate (CTR) 2.39%	Average CPC \$2.93	Advertiser Media Spend \$2,745.62
---	----------------------	--	------------------------------	---

Impressions & Clicks



SEM

██████████ | 05/01/2023 - 07/31/2023

Keywords

KEYWORDS	IMPRESSIONS	CLICKS	CTR	AVG CPC
home furniture	4,807	165	3.43%	\$3.08
hooker furniture	3,713	11	0.30%	\$2.88
bedroom furniture	3,526	97	2.75%	\$2.86
home furnishings	3,167	104	3.28%	\$2.67
kincaid furniture	2,157	14	0.65%	\$2.46
Data not shared by the publisher	2,094	7	0.33%	\$1.70
dining room furniture	1,763	36	2.04%	\$2.78
purchase furniture	1,311	13	0.99%	\$2.77
dining room furniture sets	1,280	20	1.56%	\$2.93
home furnishing	1,177	48	4.08%	\$3.01