

Campaign Summary

Date Range
2022/05/01 – 2022/10/31

Performance Metrics

CPC	CPM	VCPM	CTR	VCTR
\$0.42	\$0.20	\$0.60	0.06%	0.15%

Spent		
Spent		
\$691.00		
Clicks		
1,641		

Impressions		
Impressions		
2,353,710		
Visible Impressions		
1,075,540		

Account Performance Overview

Date	Campaign Name	Spent	Clicks	Impressions	Visible Impressions
May 4, 2022	Taboola_Android_US_LP1-WorkingMom	\$130.00	284	80,767	26,119
May 5, 2022	Taboola_Desktop_US_LP1-WorkingMom	\$94.00	187	242,131	79,703
May 5, 2022	Taboola_iOS_US_LP1-WorkingMom	\$133.00	378	399,640	79,656
May 7, 2022	Taboola_Android_US_LP1-WorkingMom	\$49.00	118	47,315	14,624
May 7, 2022	Taboola_Desktop_US_LP1-WorkingMom	\$37.00	76	194,107	54,524
May 7, 2022	Taboola_iOS_US_LP1-WorkingMom	\$46.00	127	171,984	32,166
May 12, 2022	Taboola N - PreLaunch - D	\$202.00	471	1,217,766	788,748
		\$691.00	1,641	2,353,710	1,075,540