



Date ▼
 08-05-2022 13-05-2022

Currency ▼
 USD

Campaign Number ▼
 15
 16

Performance Metrics

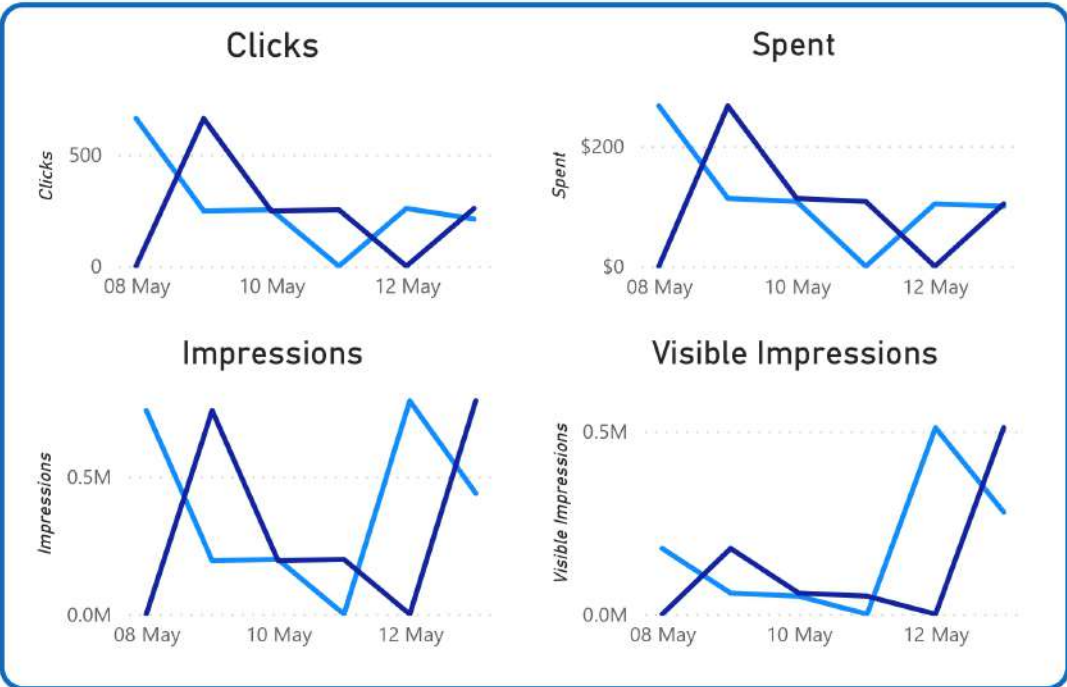
CPC	CPM	VCPM	CTR	VCTR
\$0.42	\$0.29	\$0.64	0.07%	0.15%

Clicks
1.64K
 136.27%

Spent
\$692.00
 240.89%

Impressions
2.36M
 425.64%

Visible Impressions
1.08M
 218.39%



Account Performance Overview

Date	Campaign Number	Click	Spent	Impressions	Visible Impressions	CPC	CPM	VCPM	CTR	VCTR
08 May 2022	15	663.00	\$267.00	7,42,660.00	1,79,616.00	\$0.40	\$0.36	\$1.49	0.09%	0.37%
09 May 2022	15	248.00	\$113.00	1,95,112.00	57,779.00	\$0.46	\$0.58	\$1.96	0.13%	0.43%
10 May 2022	15	253.00	\$108.00	1,99,515.00	49,475.00	\$0.43	\$0.54	\$2.18	0.13%	0.51%
11 May 2022	15	0.00	\$0.00	4.00	3.00	\$0.00	\$0.00	\$0.00	0.00%	0.00%
12 May 2022	16	259.00	\$104.00	7,77,539.00	5,09,739.00	\$0.40	\$0.13	\$0.20	0.03%	0.05%
13 May 2022	16	212.00	\$100.00	4,40,376.00	2,79,087.00	\$0.47	\$0.23	\$0.36	0.05%	0.08%



Date

Currency USD

Advertiser ID

Performance Metrics

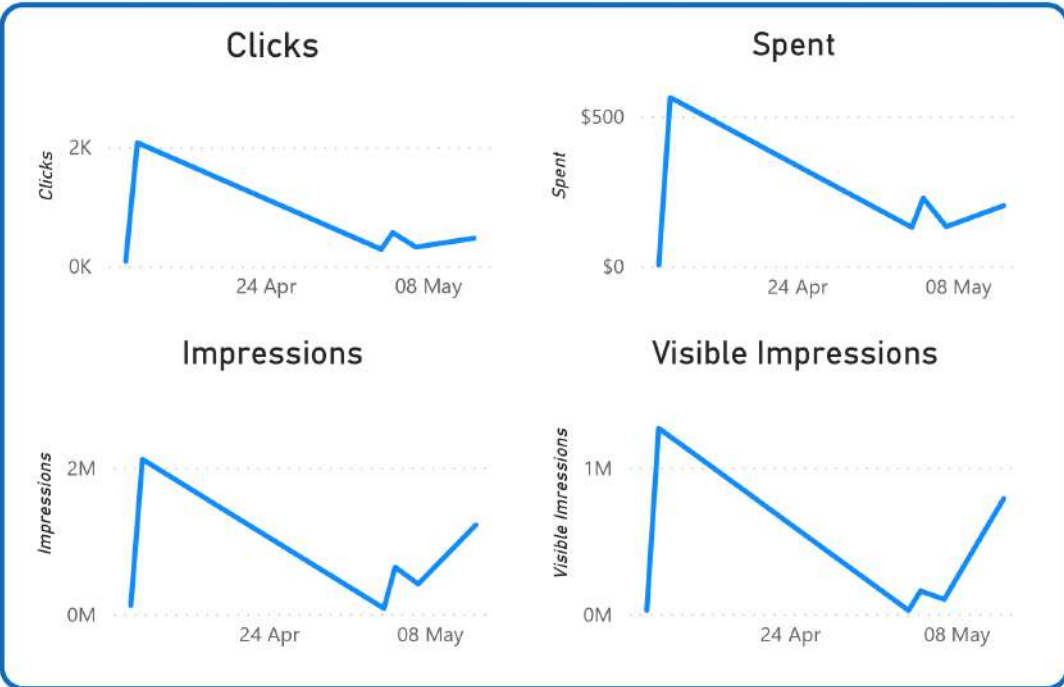
CPC	CPM	VCPM	CTR	VCTR
\$0.33	\$0.27	\$0.27	0.08%	0.16%

Clicks
3.80K
1346.39%

Spent
\$1.26K
2416.00%

Impressions
4.59M
2096.59%

Visible Impressions
2.37M
5035.52%



Account Performance Overview

Date	Advertiser ID	Click	Spent	Impressions	Visible Impressions	CPC	CPM	VCPM	CTR	VCTR
12 April 2022		0.00	\$0	2,716.00	492.00	\$0.00	\$0.00	\$0.00	0.00%	0.00%
12 April 2022		1.00	\$0	4,799.00	1,564.00	\$0.00	\$0.00	\$0.00	0.02%	0.06%
12 April 2022		2.00	\$0	4,818.00	1,001.00	\$0.00	\$0.00	\$0.00	0.04%	0.20%
12 April 2022		11.00	\$1	8,366.00	1,958.00	\$0.09	\$0.12	\$0.12	0.13%	0.56%
12 April 2022		1.00	\$0	10,774.00	2,386.00	\$0.00	\$0.00	\$0.00	0.01%	0.04%
12 April 2022		16.00	\$1	13,537.00	3,179.00	\$0.06	\$0.07	\$0.07	0.12%	0.50%