



01 | Link 1 02 | Link 2 03 | Link 3

Date

Quarter to date ...

Channel

Select..

Medium


Select..

Source


Select..

Campaign


(...)



Facebook-Ads
Last Updated 12/10/2020



Google AdWords
Last Updated 12/10/2020



Google Analytics
Last Updated 12/10/2020

Spend

\$143K
(\$104K)
▲ (\$38K)

Impressions

23M
(13M)
▲ 71.18%

CPM

\$6.23
(\$7.81)
▼ (\$-1.58)

Clicks

131,469
(81,125)

CTR

0.6 %
(0.6 %)
▼ (0.0 %)

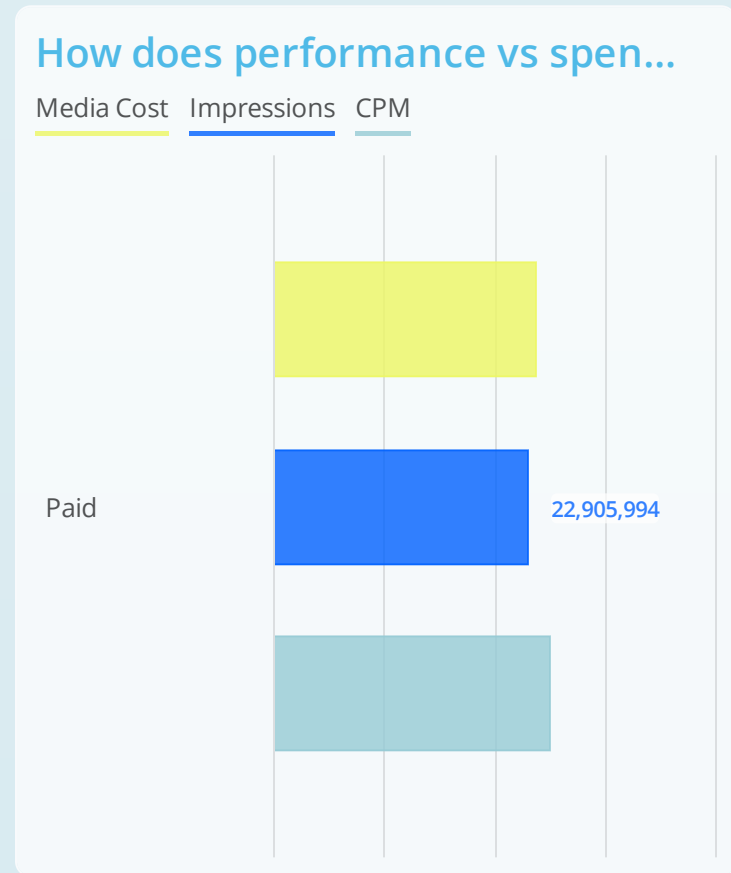
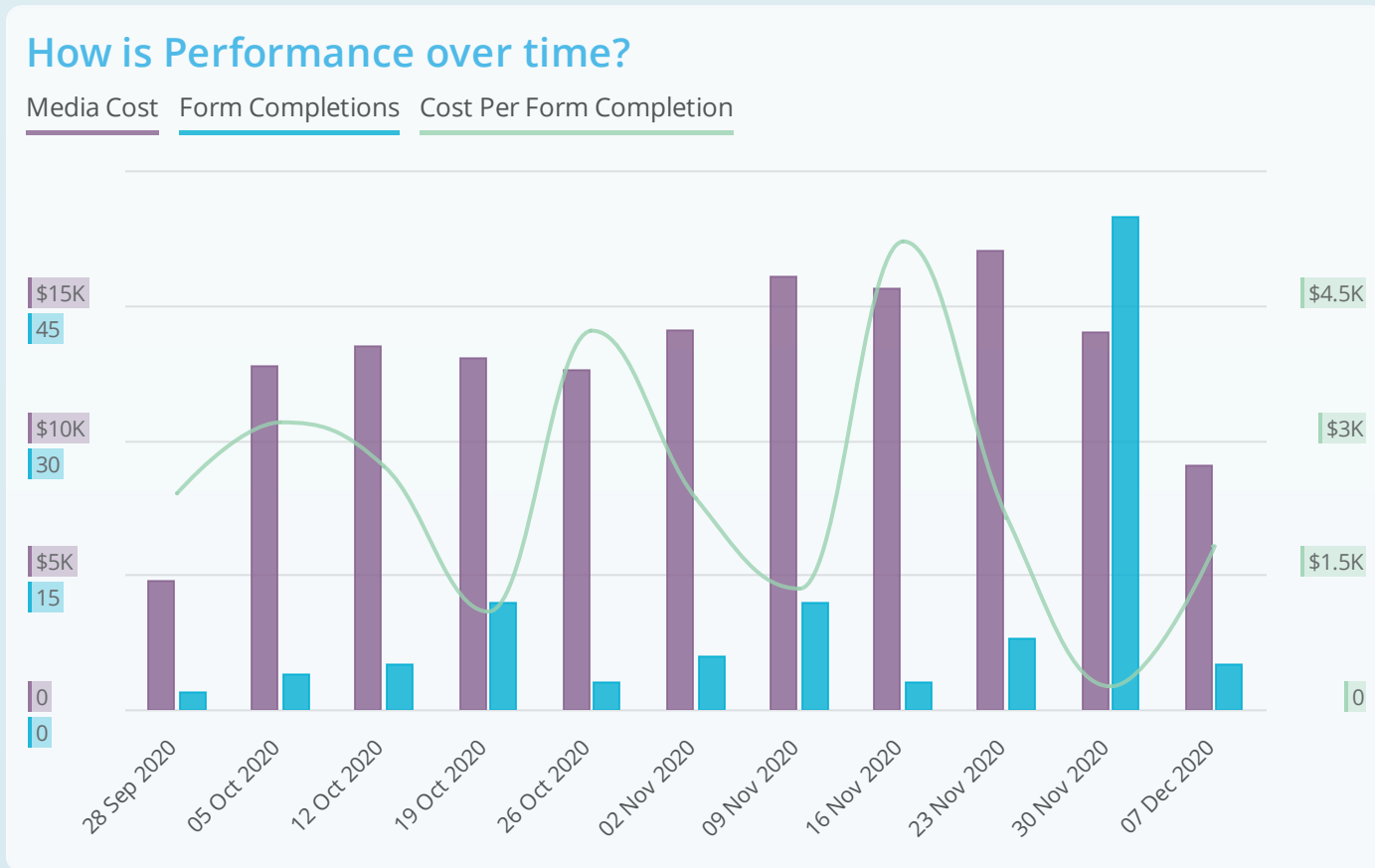
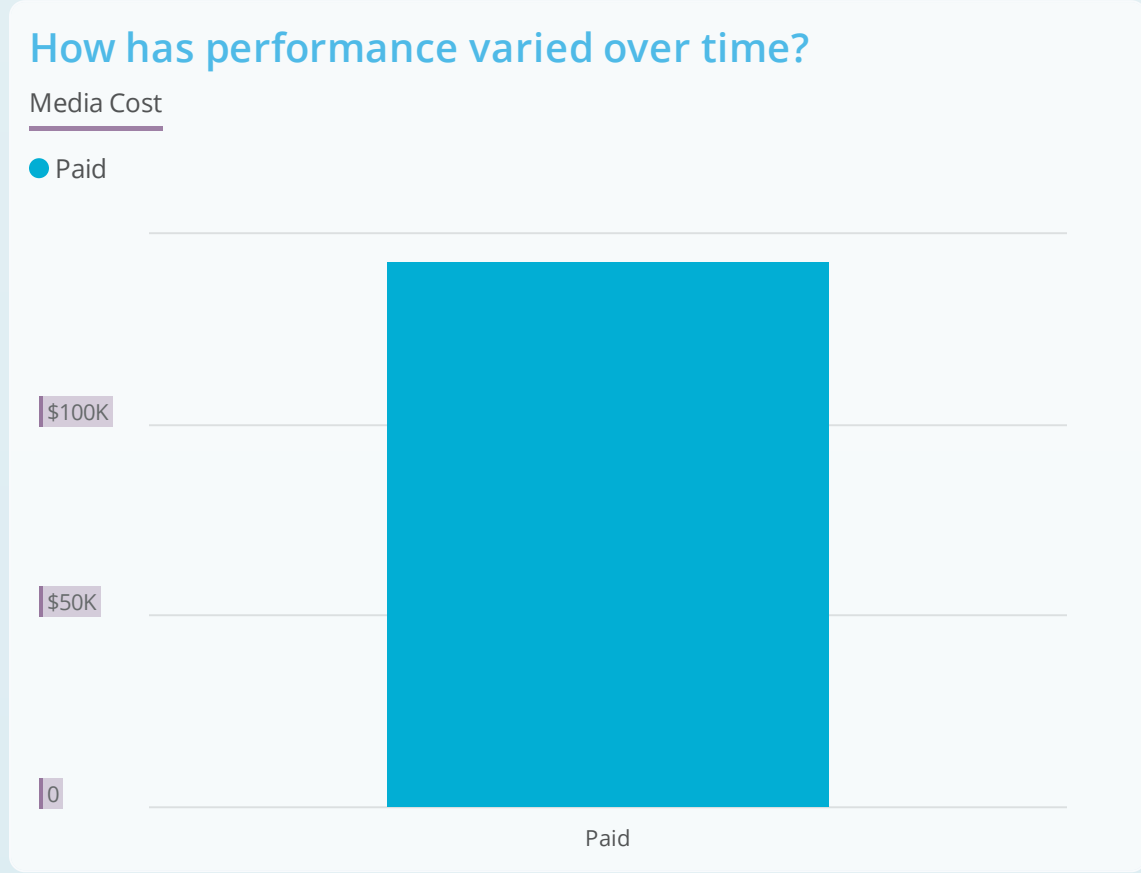
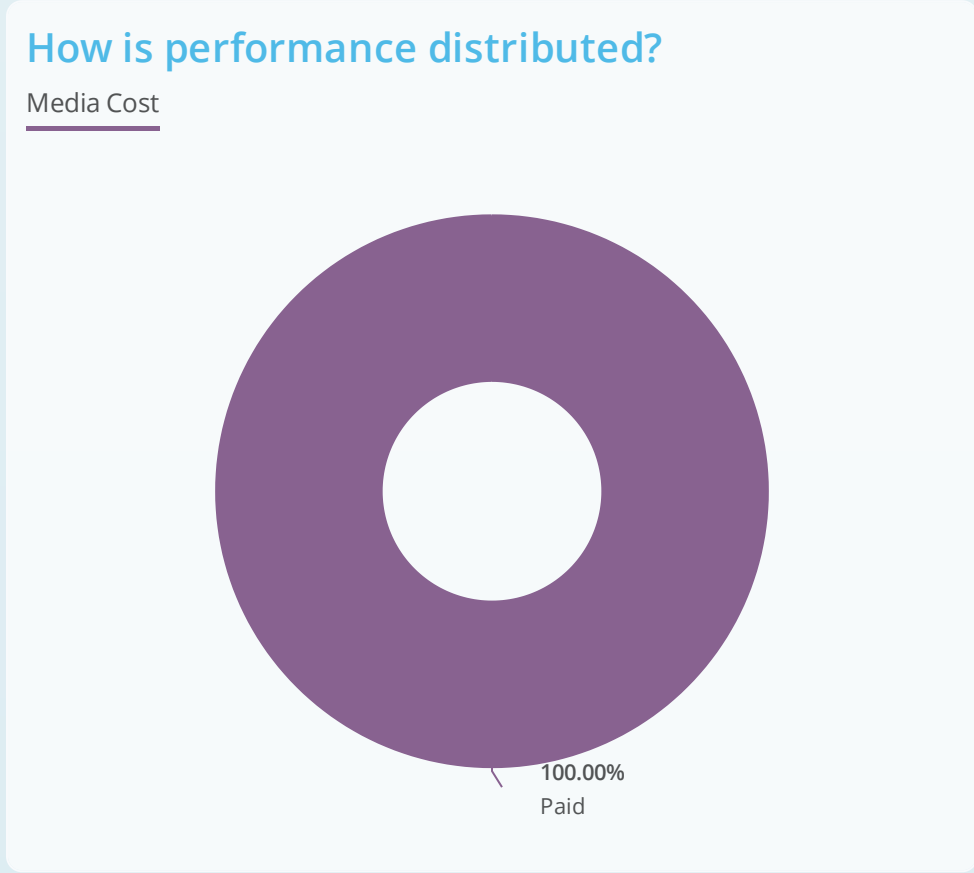
CPC

\$1.09
(\$1.29)
▼ (\$-0.20)

Performance Analysis

Channel Medium Source Campaign

Media Cost Impressions Clicks Form Completions MQLs SALs SQLs



Drill-Down Table

Select Dimensions

*Channel *Medium *Source *Campaign Month **1. Week** Day

Select Measurements

Media Cost Impressions CPM Clicks CTR CPC Form Completions
MQLs SALs SQLs Cost Per Form Completion Cost Per MQL

What are my detailed performance stats?

Week ↑	# Media Cost	# Impressi...	# CPM	# Clicks	# CTR	# CPC	# Form Co...	# Cost Per ...
w40 2020	\$4,808.53	691,854	\$6.95	4,021	0.58 %	\$1.20	2	\$2,404.3
w41 2020	\$12,778.14	1,356,190	\$9.42	9,199	0.68 %	\$1.39	4	\$3,194.5
w42 2020	\$13,501.10	1,305,217	\$10.34	8,801	0.67 %	\$1.53	5	\$2,700.2
w43 2020	\$13,057.75	1,242,190	\$10.51	8,843	0.71 %	\$1.48	12	\$1,088.1
w44 2020	\$12,644.04	1,401,212	\$9.02	8,905	0.64 %	\$1.42	3	\$4,214.7
w45 2020	\$14,088.68	2,728,529	\$5.16	10,469	0.38 %	\$1.35	6	\$2,348.1
w46 2020	\$16,120.07	3,405,391	\$4.73	18,223	0.54 %	\$0.88	12	\$1,343.3
w47 2020	\$15,624.81	3,304,332	\$4.73	19,031	0.58 %	\$0.82	3	\$5,208.3
w48 2020	\$17,021.32	3,268,459	\$5.21	16,650	0.51 %	\$1.02	8	\$2,127.7
Total	\$142,771.28	22,905,994	\$6.23	131,469	0.57 %	\$1.09	115	\$1,241.5