

Your AdRoll performance report



Report date: from 3/25/19 to 3/31/19
Compared to: from 3/18/19 to 3/24/19

Duration: 7 days

Impressions

Total number of times your ads were shown



668,812
Impressions

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Clicks

Number of times users clicked on your ads



8,490
Clicks

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Click Revenue

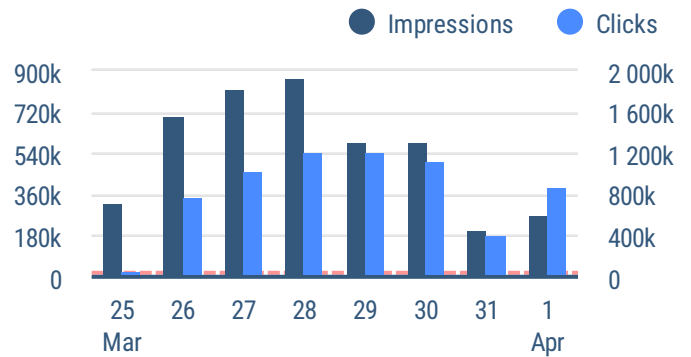
Total revenue that lead from ad clicks



\$385,095
Click Revenue

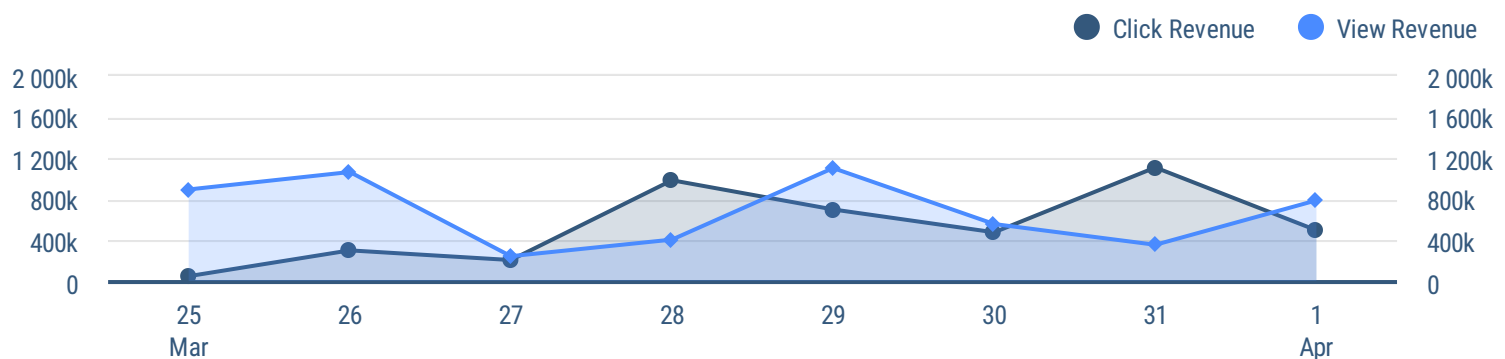
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Impressions vs. Clicks



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Click Revenue vs View Revenue



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Campaign performance

Campaign	Impressions		Clicks		Total cost	Click Revenue		View Revenue	
String A	972,011		799,527	20 %	\$992,994	\$379,477		\$390,460	
String B	733,937		89,860		\$989,449	\$41,135	96.1%	\$90,681	
String C	557,637	185%	76,608	12.89%	\$592,588	\$33,153	316%	\$15,791	
String D	487,132	206%	71,037	1023%	\$258,215	\$1,750	-88.96%	\$4,035	-89.74%
String E	257,601	223%	13,666	187%	\$230,660	\$923	-89.12%	\$1,586	-94.48%
String F	248,440	392%	1,173	-35.97%	\$158,928	\$165	-91.59%	\$531	-78.41%
String G	197,962	2992%	985	-31.31%	\$80,687	\$43	-80.09%	\$451	-78.62%
String H	130,644	2410%	249	315%	\$27,798	\$34	-79.39%	\$256	-14.95%
String I	113,130	2434%	154	381%	\$22,979	\$12	-87.88%	\$132	-44.07%
String J	77,726	1857%	25	400%	\$18,358	\$9	-82.35%	\$111	-0.89%
String K	45,935	4103%	23	360%	\$16,892	\$8	-81.82%	\$42	-61.47%
String L	32,518	6352%	16	220%	\$15,326	\$8	-76.47%	\$41	86.36%

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Ad performance

Ad	Impressions		Clicks		Total cost	Click Revenue		View Revenue	
String A	36,580		451,940		\$904,542	\$486,966	168%	\$380,434	
String B	23,725		324,970	485%	\$815,228	\$149,978	75.3%	\$322,344	
String C	16,271		118,181	151%	\$276,442	\$28,738		\$14,179	
String D	10,516		37,997	42.67%	\$52,278	\$1,102	-79.99%	\$7,264	-97.53%
String E	3,900	-33.73%	32,155	78.72%	\$42,406	\$956	-62.26%	\$7,176	65.73%
String F	2,831	-22.1%	23,337	90.4%	\$4,687	\$44	-97.94%	\$1,161	-15.63%
String G	2,264	7203%	4,882	-37.32%	\$1,355	\$10	-98.12%	\$1,101	3.87%
String H	907	15017%	2,826	508%	\$263	\$6	-97.83%	\$132	46.67%
String I	535	10600%	2,163	380%	\$246	\$5	-97.9%	\$33	-37.74%
String J	44	780%	496	96.83%	\$149	\$5	-89.13%	\$6	-81.25%
String K	17	240%	193	-4.46%	\$51	\$5	-85.71%	\$5	-44.44%
String L	13	160%	85	-56.19%	\$16	\$5	-84.38%	\$5	-44.44%

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