

Your Campaign Manager performance report



Report date: 26/08/2019 — 01/09/2019
Compared to: 19/08/2019 — 25/08/2019

Duration (days): 7

Impressions

The number of times your campaign was shown



909,836

Impressions

2.04%
 << 891,685

Company ABC

Sales

Amount of campaign-assisted transactions on your website during this period



269.24

Sales transactions

-63.74%
 << 742.46

Company ABC

Investment

Money spent on advertising campaigns during this period



€878,701.00

Invested in campaigns

-9.28%
 << €968,578.00

Company ABC

Revenue

Total amount of revenue generated from traffic brought by the campaigns



€377,220.00

Revenue

-40.91%
 << €638,394.00

Company ABC

Overall KPI's

1.	Sales	1,194.75	2.99%
2.	Conversion rate	45.35%	-41.36%
3.	Investment	€28,938.00	-96.71%

4.	Revenue	€494,272.00	1,509.12%
5.	ROAS	€391,439.00	300.81%
6.	Average order value	€67,169.00	-86.62%

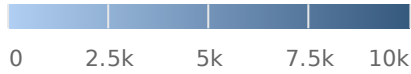
Company ABC

North America revenue

Total: €261,086.00



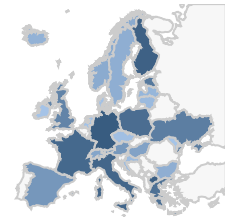
Total revenue



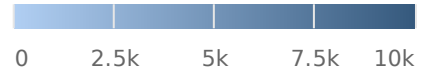
Company ABC

Europe revenue

Total: €227,567.00

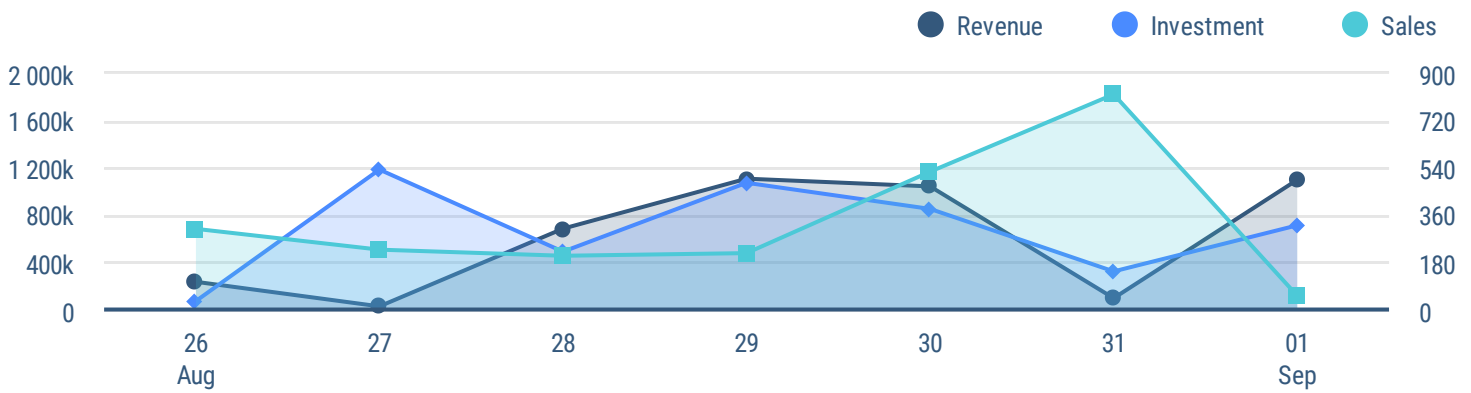


Total revenue



Company ABC

Evolution



Company ABC

KPIs Summary

Country	Impressions	Clicks	Sales	Investment	Revenue	ROAS	Conversion rate
United States	411,679	↓ 160,903	↓ 332.82	↓ €885,651.00	↑ €56,946.00	↓ €826,146.00	↑ 95.96% 474%
United Kingdom	358,520	241% 34,596	↓ 20.54	↓ €789,159.00	311% €19,524.00	↓ €232,556.00	725% 0.96% 39.13%
Austria	220,468	232% 648	-99.53% 13.14	↓ €631,683.00	↑ €17,256.00	↓ €126,322.00	↑ 0.63% 31.25%
Italy	216,581	677% 595	-98.84% 7.03	↓ €6,864.00	↓ €11,117.00	↓ €13,917.00	148% 0.61% 84.85%
Canada	166,360	↑ 264	-99.45% 6.22	↓ €1,561.00	↓ €7,146.00	↓ €12,601.00	209% 0.05% ↓
Lithuania	92,138	730% 146	-99.62% 5.95	-4.03% €842.00	-74.94% €4,495.00	↓ €4,245.00	1063% 0.49% 1125%
Germany	78,490	1010% 102	-99.35% 5.80	-5.54% €335.00	129% €4,324.00	-80.6% €1,881.00	553% 0.76% ↓
Sweden	5,108	36.14% 44	-97.37% 5.69	-3.07% €24.00	-22.58% €2,841.00	↓ €1,092.00	415% 0.47% ↓
France	4,633	36.79% 27	-97.91% 5.68	-2.91% €9.00	-43.75% €1,643.00	22.34% €830.00	4050% 0.63% ↓
Denmark	206	-89.07% 14	-97.69% 5.67	-1.73% €8.00	-42.86% €88.00	-87.5% €291.00	1840% 0.91% 1720%

Company ABC