



Your performance report for Centro integration

Report date: from 01/01/2019 to 16/05/2019
Compared to: from 18/08/2016 to 31/12/2017

Duration: 136 days

Campaigns

Campaign	Delivered impressions	Delivered viewable impressions	Delivered clicks	Click through rate	Total spend
Mar-2019-Engagement	122,981	0	203	0.17%	\$662.41
FEB-2019-Live Calendar	31,002	19,833	235	0.76%	\$533.12
April 2019	24,716	0	52	0.21%	\$536.12
March 2019	13,042	7,100	49	0.38%	\$345.80

Account: Centro 1

Line item performance

Line item	Delivered impressions	Delivered viewable impressions	Delivered clicks	Click through rate	Total spend
April 2019 Sales	122,981	0	203	0.17%	\$662.41
February 2019 Sales	31,002	19,833	235	0.76%	\$533.12
April 2019 Engagement	24,716	0	52	0.21%	\$536.12
March 2019 Engagement	13,042	7,100	49	0.38%	\$345.80

Account: Centro 1

Line item additional metrics

Line item	Total spend	ECPM	ECPC	ECPA	Projected balance	Total unspent
April 2019 Sales	\$662.41	\$5.39	\$3.26	\$0	\$0	\$87.59
April 2019 Engagement	\$536.12	\$21.69	\$10.31	\$0	\$0	\$2,463.88
February 2019 Sales	\$533.12	\$17.20	\$2.27	\$533.12	\$0	\$966.88
March 2019 Engagement	\$345.80	\$26.51	\$7.06	\$0	\$0	\$2,654.20

Account: Centro 1