

Your Twitter Ads performance report



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

Duration (days): 7

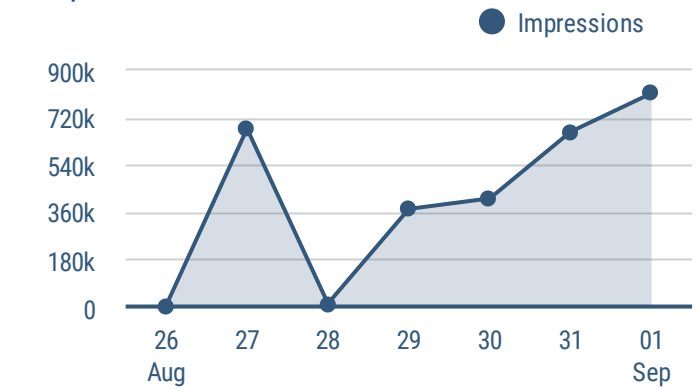
Impressions

The number of times your ad is shown to users during this period



Company ABC

Impressions chart



Company ABC

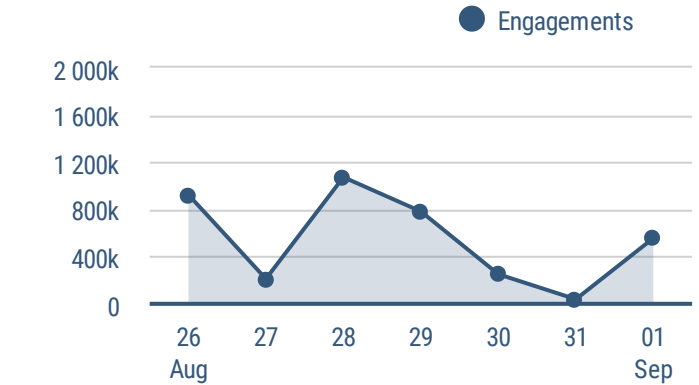
Engagement

Engagements with your campaign content



Company ABC

Engagement chart



Company ABC

Total spend

The total amount you've spent so far on Twitter ads during this period



Company ABC

Average overall CPC

Average cost per click



Company ABC

Average overall CTR

Average overall click through rate



79.82%

Click through rate

-0.76%
◀◀ 80.43%

Company ABC

Average CPM

Average overall cost per 1000 impressions



€664,217.00

CPM

-40.91%
◀◀ €1,124,141.00

Company ABC

Engaged users



886,401

Engagements

-11.29%
◀◀ 999,242

Company ABC

Engagement rate



32.20%

Engagement Rate

-43.79%
◀◀ 57.29%

Company ABC

Video views

Total number of video views



154,835

Video views

-82.81%
◀◀ 900,508

Company ABC

Cost per video views



€150,779.00

Cost per video views

-85.72%
◀◀ €1,055,790.00

Company ABC

Top campaigns

Campaign	Impressions	Clicks	Spent	CTR	CPC	CPM	Engagement Rate
A campaign	1,087,572 ↑	495,517 ↑	€1,017,380.00 ↑	20.37% 3.61%	€897,509.00 ↑	€263,770.00 ↑	1.89% ↓
B campaign	322,147 ↓	140,912 ↓	€647,770.00 ↑	1% 285%	€227,873.00 ↓	€195,765.00 268%	0.57% ↓
C campaign	297,318 115%	14,099 ↓	€454,124.00 ↑	0.23% ↑	€30,758.00 ↓	€73,445.00 ↓	114% 0.55% 511%
D campaign	114,506 ↑	3,441 ↓	€161,410.00 ↓	0.96% ↑	€15,901.00 380%	€68,944.00 ↓	0.67% 253%

Company ABC