



Report date: 1/1/17 – 12/31/17

Compared to 1/1/16 – 12/31/16

Duration: 365 days

# Your Twitter Ads report

## Impressions

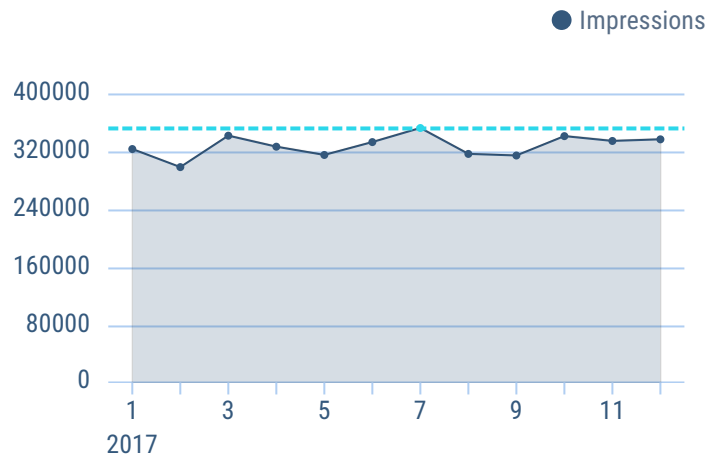
The number of times your ad is shown to users during this period



4 078 762  
Impressions

-2.13%  
Previous:  
4 167 641

Source: Whatagraph



## Engagements

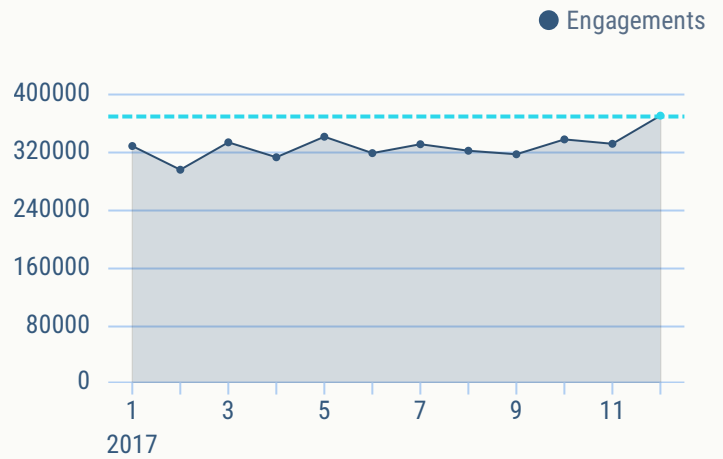
Engagements with your campaign content



4 086 470  
Engagements

+1.55%  
Previous:  
4 024 113

Source: Whatagraph



## Total spend

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



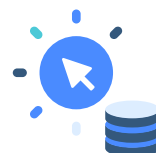
€30.68  
Spent

-69.31%  
Previous:  
€99.97

Source: Whatagraph

## Average overall CPC

Average cost per click



€0.01  
Average CPC

0%  
Previous:  
€0.01

Source: Whatagraph

## Average overall CTR

Average overall click through rate



60.17%

Average CTR

-50.66%

Previous:  
122%

## Average CPM

Average overall cost per 1000 impressions



€3.85

Average CPM

-63.71%

Previous:  
€10.61



Source: Whatagraph



Source: Whatagraph

## Engaged users



1 172

Engaged users

+25.73%

Previous:  
932



44.67%

Engagement rate

-53.34%

Previous:  
95.73%



Source: Whatagraph



Source: Whatagraph

## Video views

Total number of video views



9 841

Video views

+17.14%

Previous:  
8 401



€0.01

Cost per view

+100%

Previous:  
€0.00



Source: Whatagraph



Source: Whatagraph

## Top campaigns

	Impressions	Clicks	Spent	Engaged users	CTR	CPC	CPM	Engagement rate
1 A campaign	5 957	5 593	\$43.02	4 994	93.89%	\$0.01	\$7.22	83.83%
2 B campaign	5 630	5 138	\$36.11	3 755	91.26%	\$0.01	\$6.41	66.70%
3 C campaign	4 105	3 049	\$36.02	3 522	74.28%	\$0.01	\$8.78	85.80%
4 D campaign	3 475	3 003	\$33.55	3 009	86.42%	\$0.01	\$9.65	86.59%
5 E campaign	3 359	3 002	\$33.06	3 000	89.37%	\$0.01	\$9.84	89.31%



Source: Whatagraph