

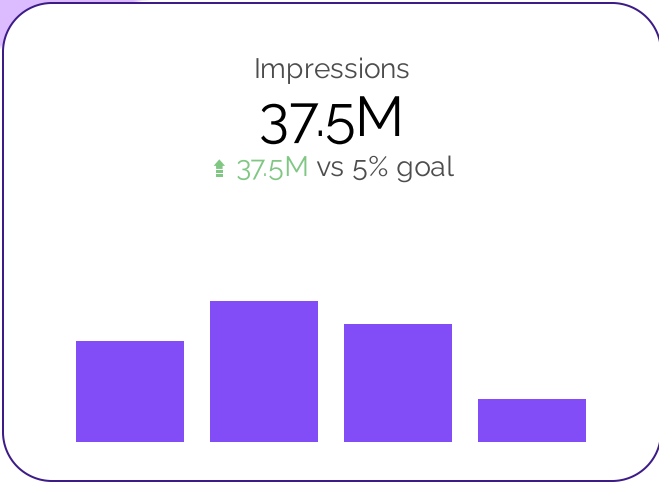
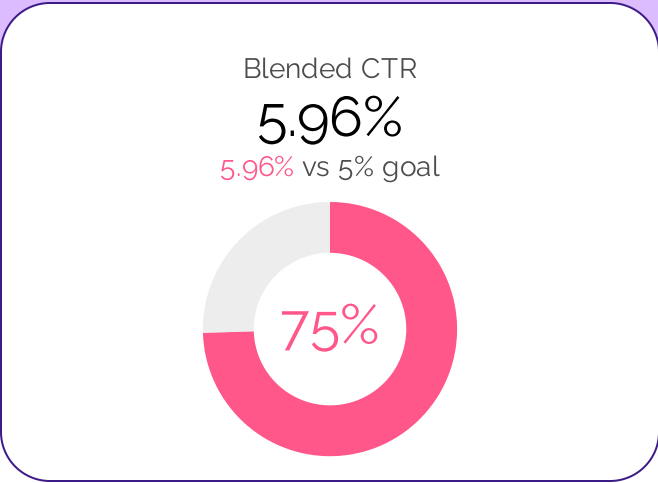
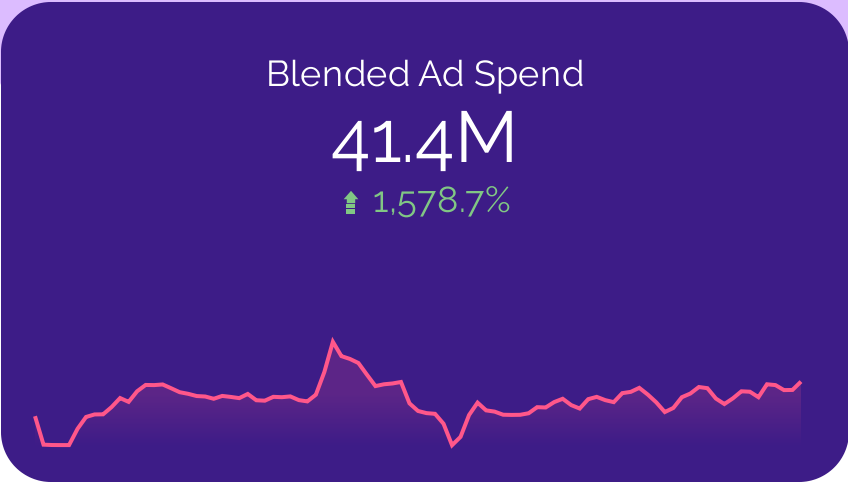
Your logo

Data source ▾

Account name ▾

Jul 10, 2024 - Oct 8, 2024 ▾

Blended Campaign Name

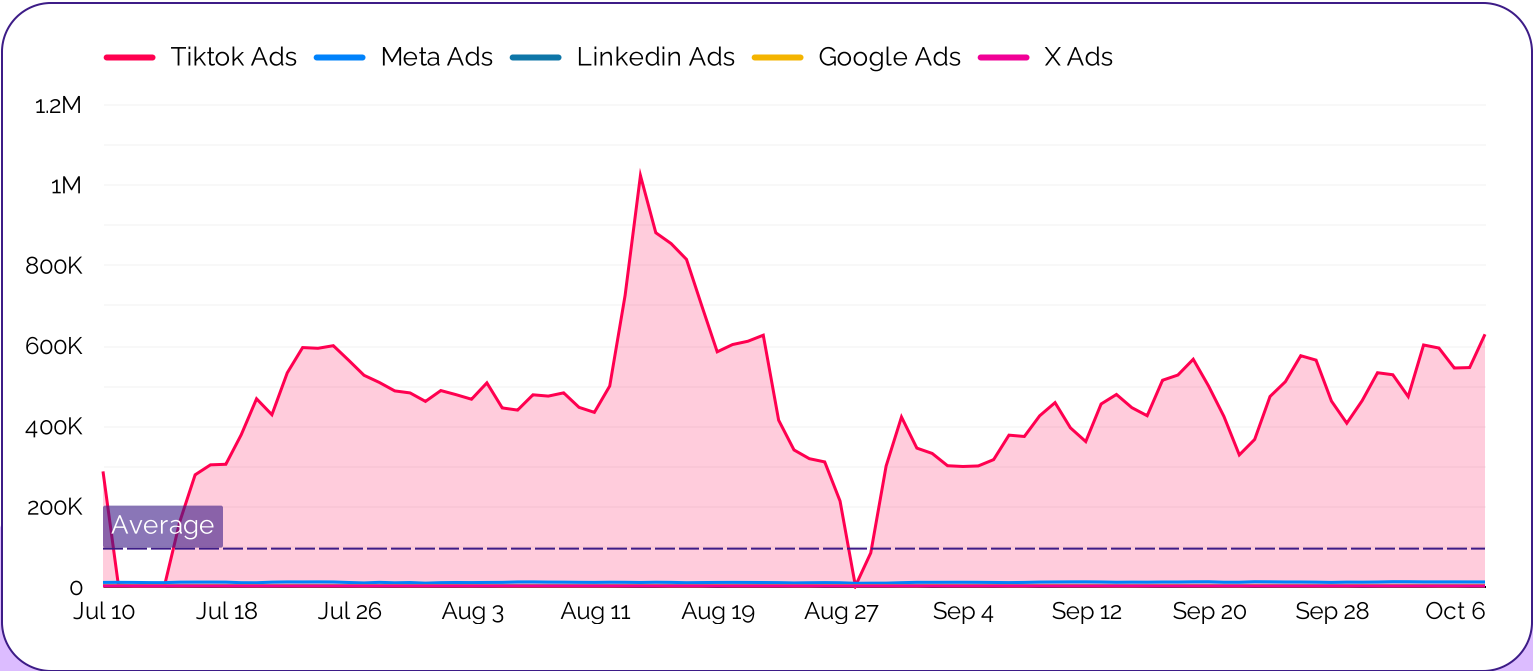


Channel performance

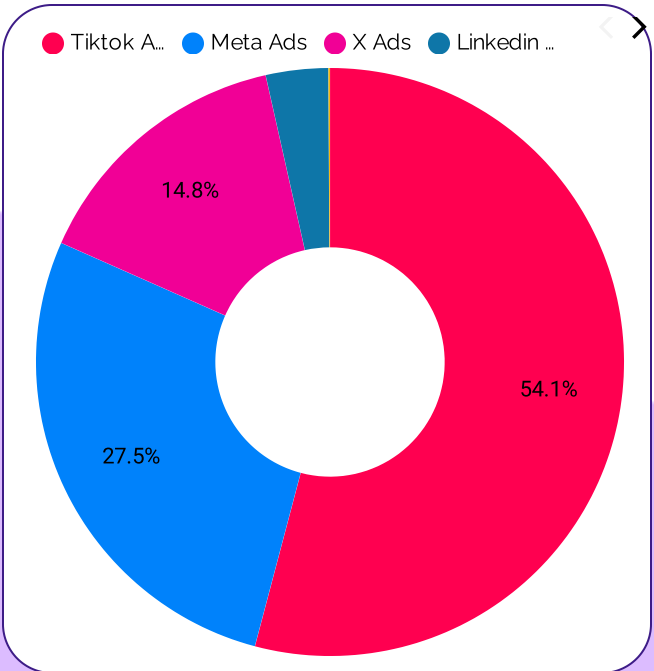
Channel	Blended Ad Spend ▾	Blended Clicks	Blended Conversions	Blended impressions
 Tiktok Ads	40.5M	2.1M	1	20.3M
 Meta Ads	840.9K	95.9K	0	10.3M
 LinkedIn Ads	37.9K	13.2K	8.8K	1.3M
 Google Ads	26.1K	1.8K	154	32.6K
 X Ads	2.4K	37.7K	0	5.6M
Grand total	41.4M	2.2M	9K	37.5M

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Ad spend over time



Distribution



Your logo

Data source

Account name

Jul 10, 2024 - Oct 8, 2024

EFFICIENCY

EFFECTIVENESS

Blended impressions

37.5M

↑ 37.5M

Blended CPM

1.1K

↑ 1.1K

Blended Clicks

2.2M

↑ 2.2M

Blended CPC

18.5

↑ 18.5

Blended CTR

6.0%

↑ 0.96%

Blended Conversions

9.0K

↑ 9.0K

Blended CPA

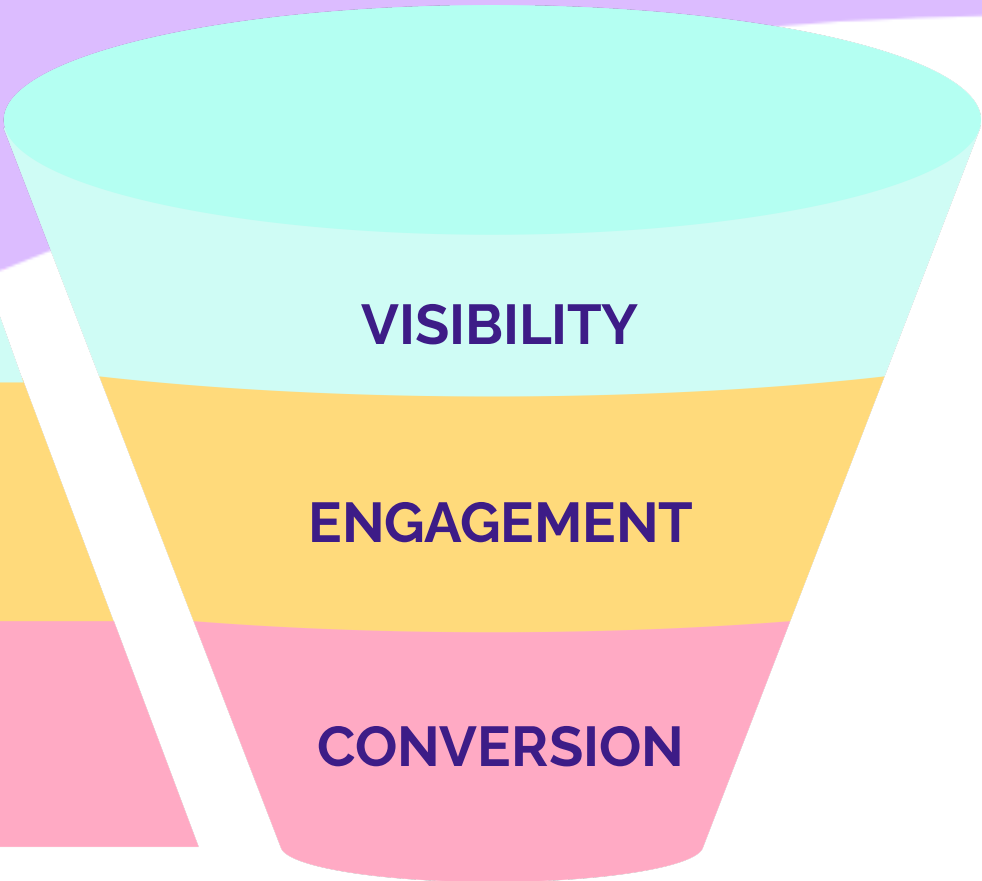
78.9M

↑ 78.9M

Conversion rate

0.4%

↓ -4.60%



Channel performance

Blended Data source name	Blended ad spend ▾	Blended Clicks	Blended Conversions	Blended impressions
Tiktok Ads	40.5M	2.1M	1	20.3M
Meta Ads	840.9K	95.9K	0	10.3M
Linkedin Ads	379K	13.2K	8.8K	1.3M
Google Ads	26.1K	1.8K	154	32.6K
X Ads	2.4K	37.7K	0	5.6M
Grand total	41.4M	2.2M	9K	37.5M

1 - 5 / 5 < >

Campaign performance

Campaign name	Blended Ad Spend ▾	Blended Clicks	Blended Conversions	Blended Post impressions
enron_tk_traffic_tofu_alwaysOn_v4	19.4M	964.3K	0	9.4M
deutscheBank_tk_traffic_retention_january_v2	17.7M	674.4K	0	7.8M
weWork_tk_leadGeneration_mofu_spring_v2	10.5M	573.5K	0	5.3M
deutscheBank_tk_sales_mofu_may_v4	7.4M	588.4K	1	4.3M
valeant_tk_engagement_tofu_thanks_giving_v4	6.1M	385K	0	3.4M
aig_fb_reach_bofu_january_v1	237.7K	27.6K	0	3M
Grand total	41.4M	2.2M	9K	37.5M

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Your logo

Data source ▾

Account name ▾

Jul 10, 2024 - Oct 8, 2024 ▾

Revenue & spend

Performance

Blended Conversions

9.0K

↑ 8.4%

Blended ad spend

41.4M

↑ 1,578.7%

Blended Clicks

2,236,412

↑ 2.2M

Blended Post impressions

37.5M

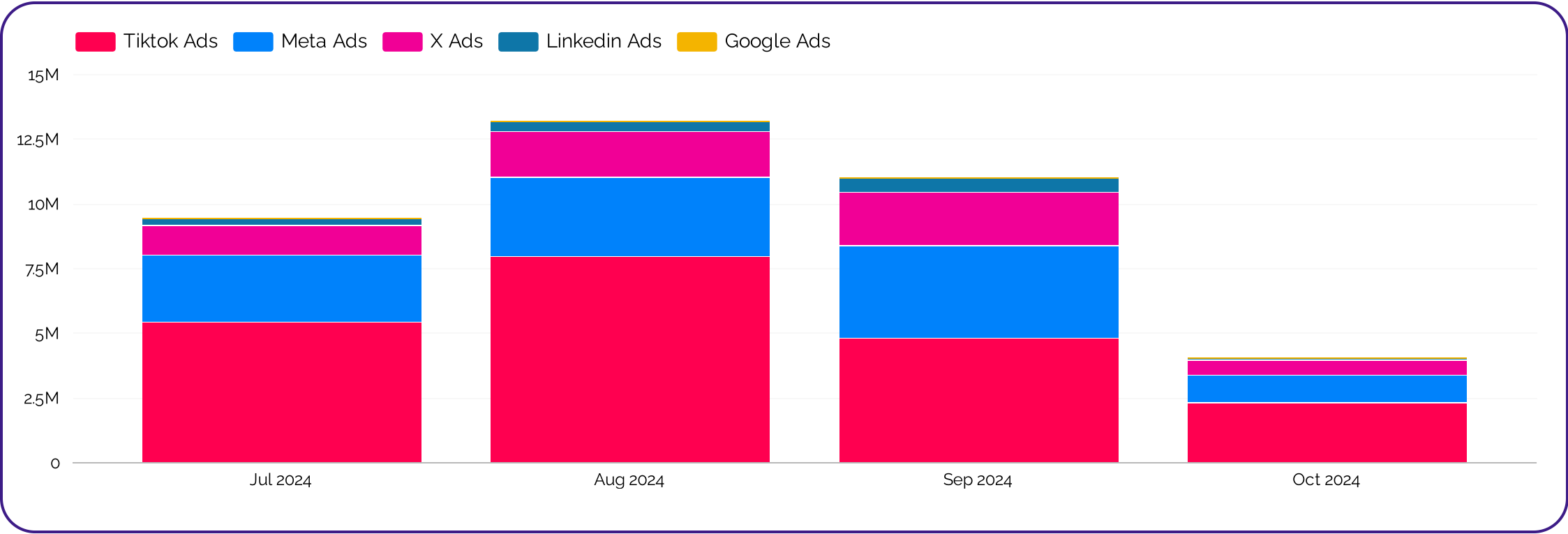
↑ 75,026,345,900.0%

Blended Post impressions

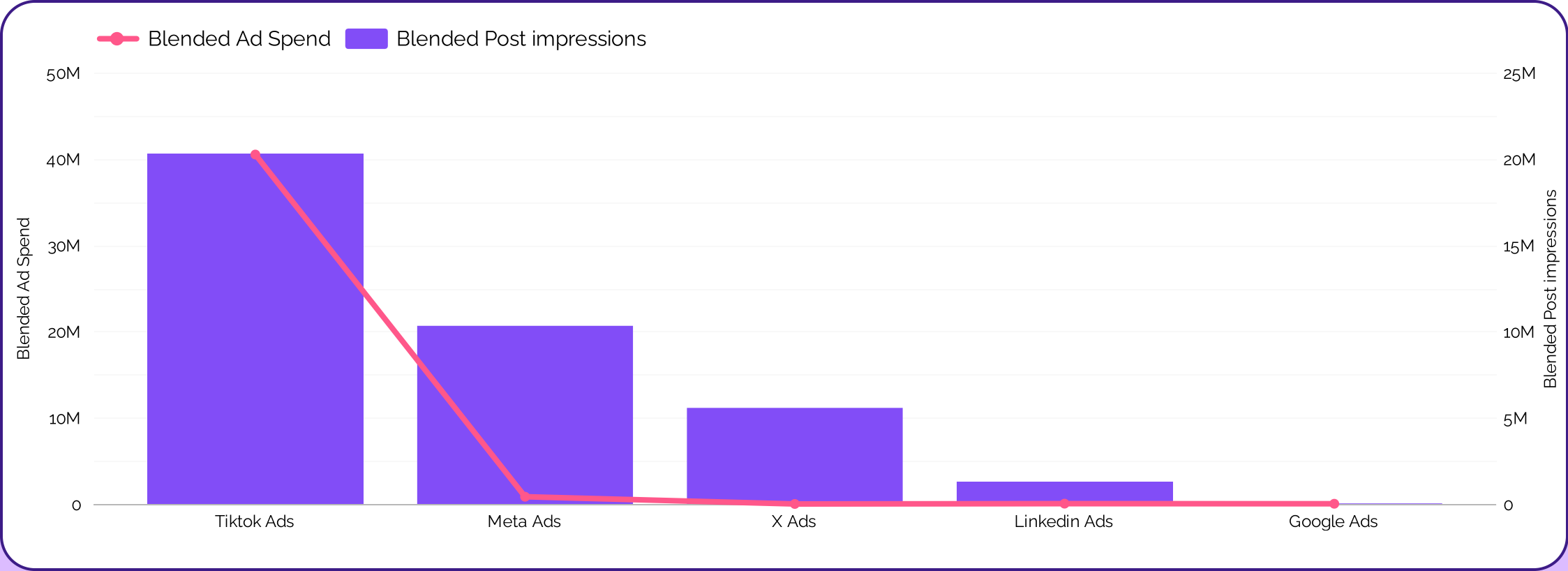
37.5M

↑ 75,026,345,900.0%

Spend by channel over time



Spend vs conversions



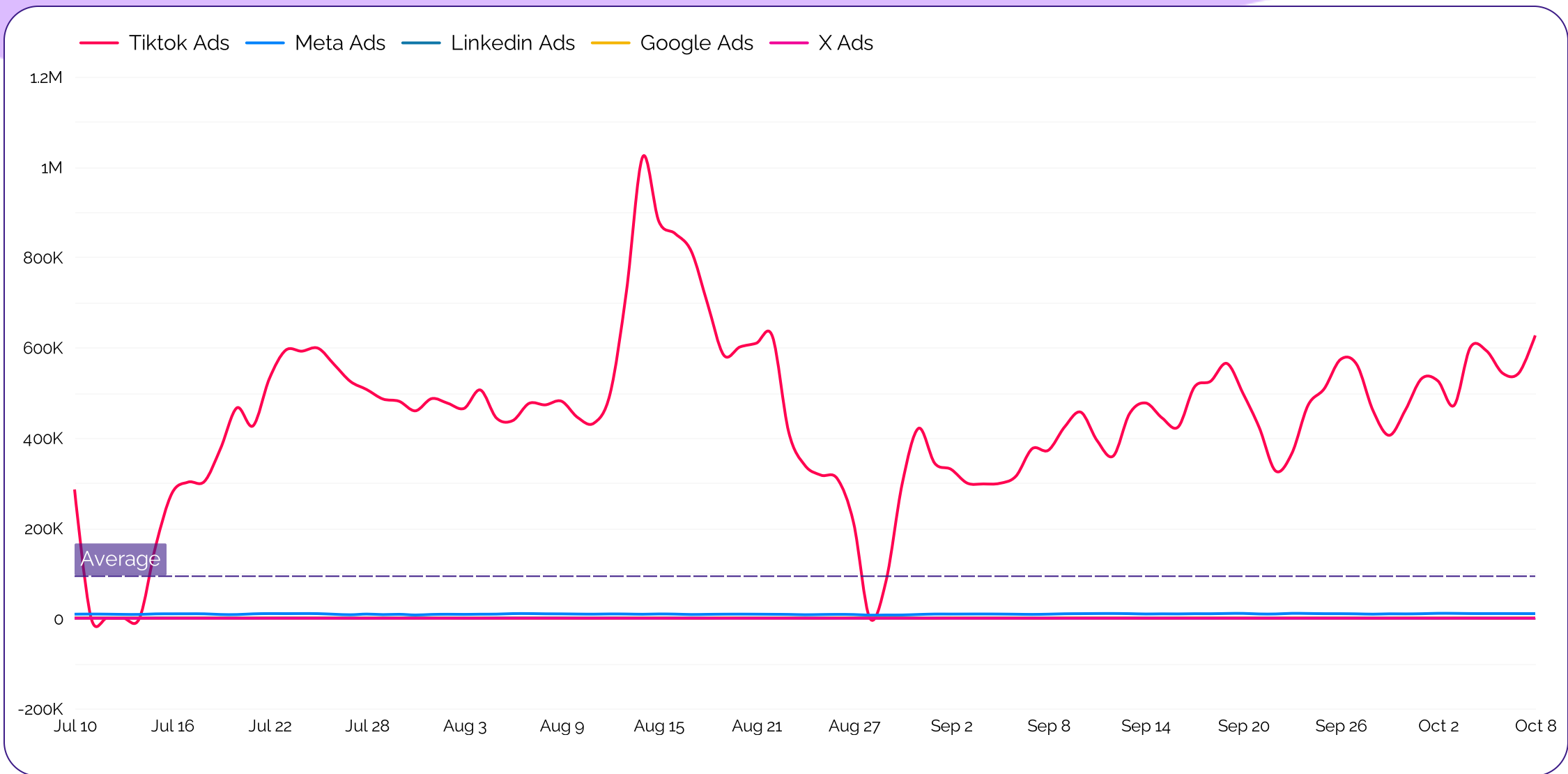
Your logo

Data source

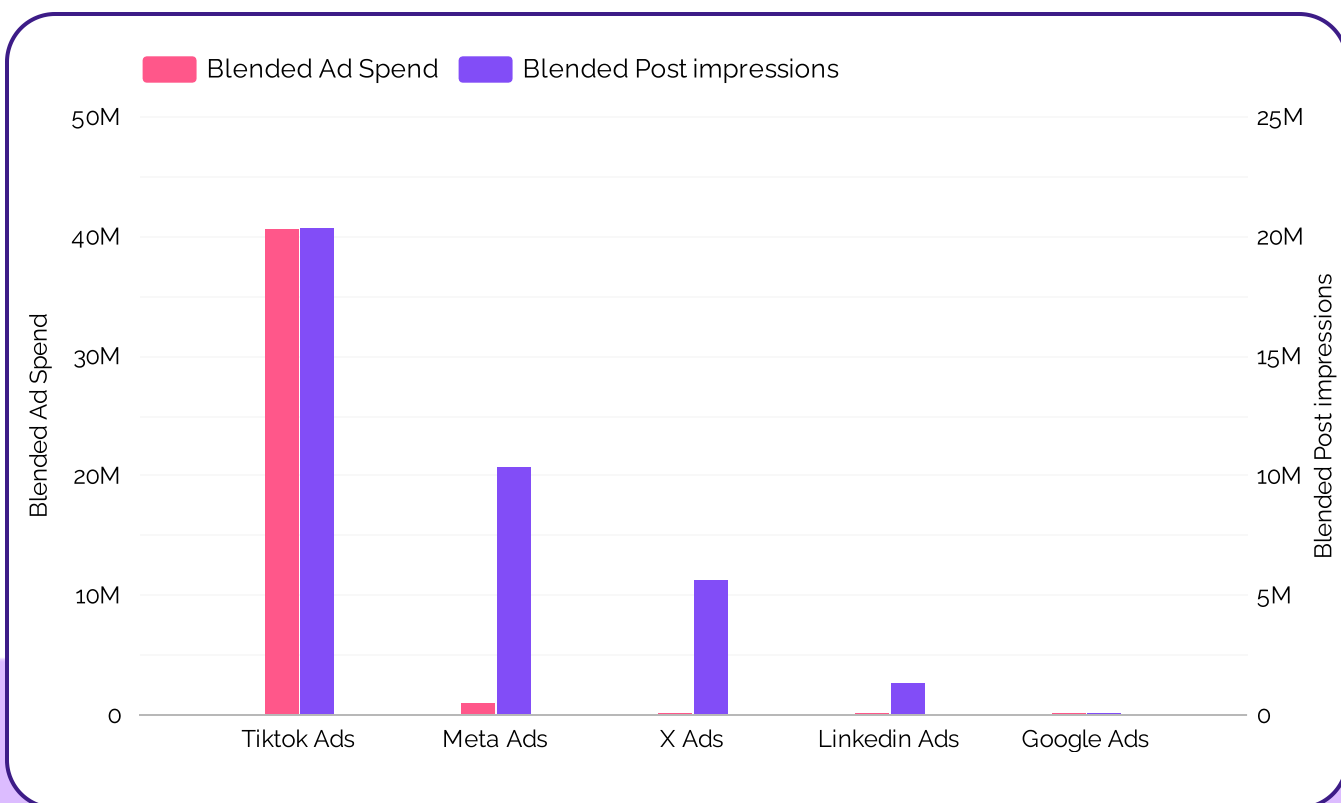
Account name

Jul 10, 2024 - Oct 8, 2024

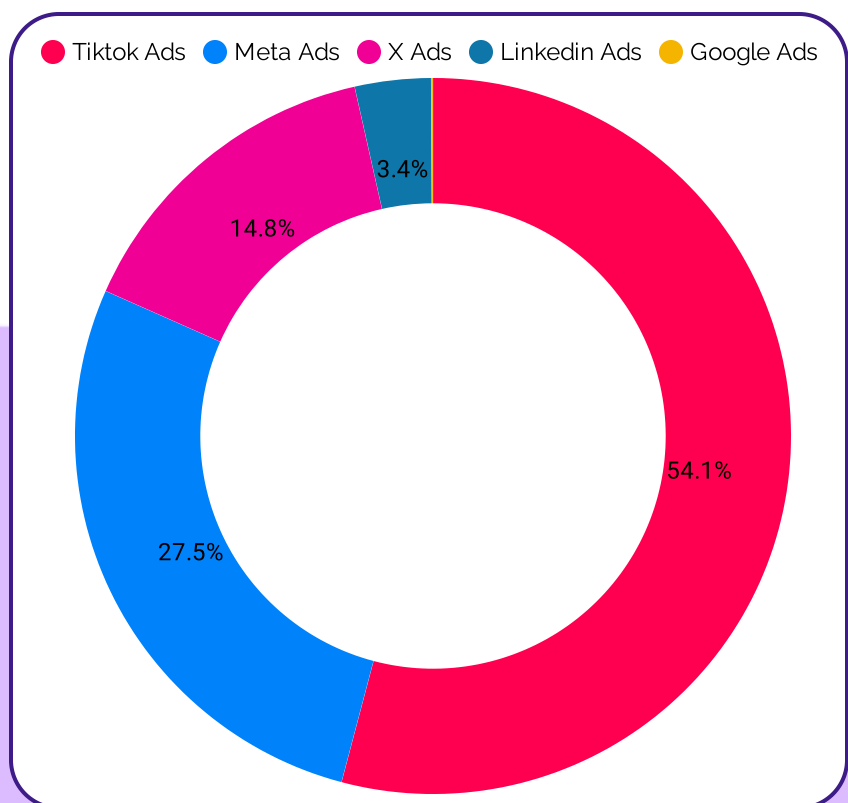
Ad spend over time



Spend vs conversions



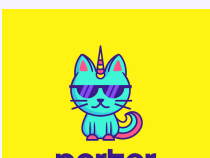
Distribution



Channel performance

Blended Data source name	Blended Campaign Name	Blended Ad Spend		Blended Clicks		Blended Conversions	Blended Post impressions
Tiktok Ads	enron_tk_traffic_tofu_alwaysOn_v4	19.4M		964.3K		0	9.4M
	deutscheBank_tk_traffic_retention_january_v2	17.7M		674.4K		0	7.8M
	weWork_tk_leadGeneration_mofu_spring_v2	10.5M		573.5K		0	5.3M
	deutscheBank_tk_sales_mofu_may_v4	7.4M		588.4K		1	4.3M
	valeant_tk_engagement_tofu_thanksgiving_v4	6.1M		385K		0	3.4M
	Total	61.1M		3.2M		1	30.1M
Meta Ads	aig_fb_reach_bofu_january_v1	237.7K		27.6K		0	3M
	aig_fb_increaseLocalAwareness_tofu_february_v4	163.5K		18.5K		0	1.9M
	uber_fb_increaseLocalAwareness_mofu_2024_v1	94.6K		10.7K		0	1.2M
	volkswagen_fb_brandAwareness_bofu_september_v5	51.4K		5.7K		0	596,000
	Total	547.1K		62.5K		0	6.7M
Linkedin Ads	uber_li_videoViews_bofu_winter_v3	11.1K		3.8K		2.9K	327,000
	weWork_li_offSiteConversions_retention_iuliv_v1	9.3K		3.9K		2.5K	384,000
Grand total		61.7M		3.3M		9K	43.8M

Channel performance

	Ble...	Blended Data source name	Blended Ad Im...	Blended Ad Text	Blended Ad Sp... ▾	Blended Clicks	Blended Conversi...	Blended Post imp...
1.		Tiktok Ads		Text description of the ad	21.6M	1M	0	10.1M
2.		Tiktok Ads		Text description of the ad	19.4M	1.1M	1	9.7M
3.		Tiktok Ads		Text description of the ad	10.6M	734.2K	0	5.8M
4.		Tiktok Ads		Text description of the ad	9.5M	353.4K	0	4.6M
5.		Meta Ads		iKonta.com te soluciona ...	90.7K	9.8K	0	1.1M
6.		Meta Ads		iKonta.com te soluciona ...	62.3K	6.7K	0	775.5K
7.		Meta Ads		iKonta.com te soluciona ...	62K	6.7K	0	908.8K
8.		Meta Ads		iKonta.com te soluciona ...	53.9K	5.9K	0	683.1K