



Ads Performance Dashboard

Select date range



Brand

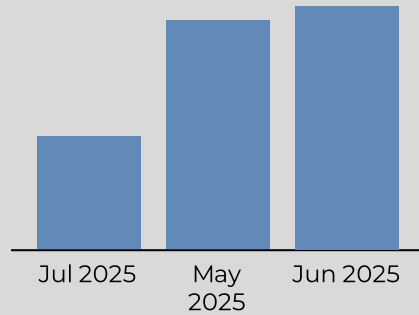
Non Brand

YouTube

Shopping

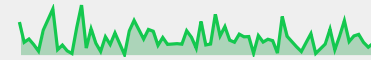
Revenue (USD)

417,305



Impressions

3,717,389



Clicks

433,916



Conversions

8,264



Cost (USD)

119,015.11



CPC (USD)

0.54

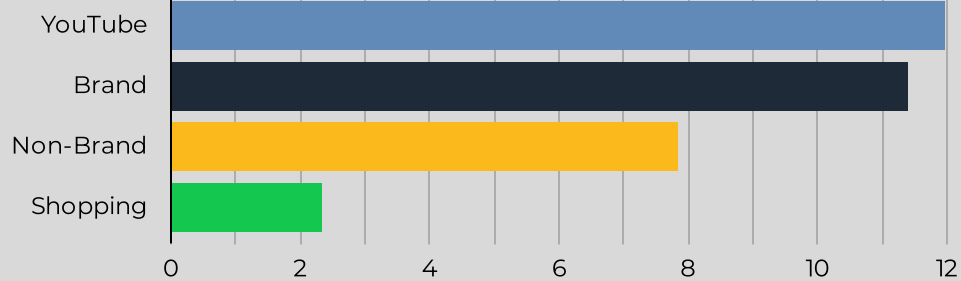


CTR

35.96%



YouTube Brand Non-Brand Shopping



Ads Sample Report Table

Device	Conversions	Clicks	Conversion Rate	Impressions	CTR
Mobile	3,019	153,165	1.87%	1,302,941	9.49%
Desktop	2,943	145,172	2.24%	1,348,726	10.69%
Tablet	2,302	135,579	1.67%	1,065,722	15.79%
Grand total	8,264	433,916	5.78%	3,717,389	35.96%

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