

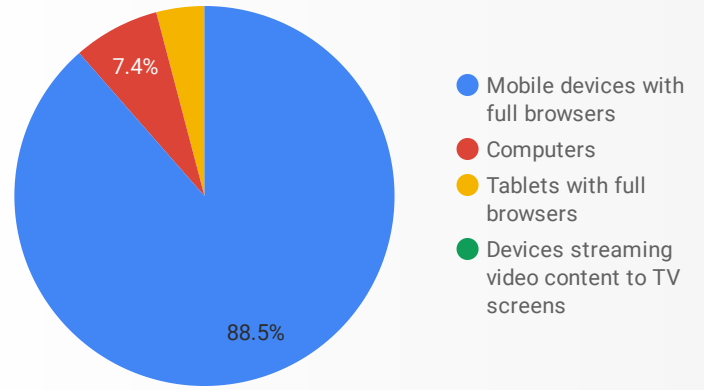
All Google Ads Campaigns Data From Google Ads

Cost <b>\$6,947,858.56</b> ↑ 38.8%	Impressions <b>127,507,772</b> ↑ 50.3%	Clicks <b>1,071,369</b> ↓ -9.3%	CPC <b>\$6.49</b> ↑ 53.0%	Conversions <b>479,326.36</b> ↑ 420.2%	Cost Per Conversions <b>\$14.50</b> ↓ -73.3%
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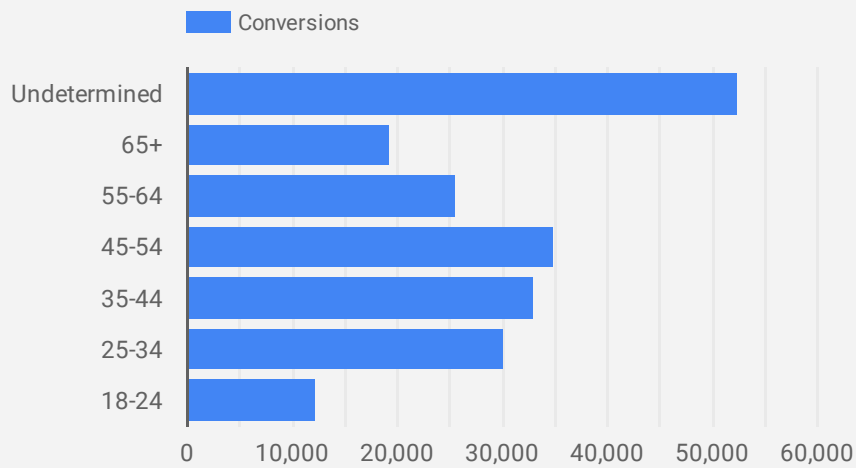
**Success By Campaign Type**

Advertising channel type	Clicks	Conversions
Display	502,342	1,538
Search	415,952	41,716.89
Multi Channel	124,745	22,580
Shopping	25,372	368
Video	2,958	5

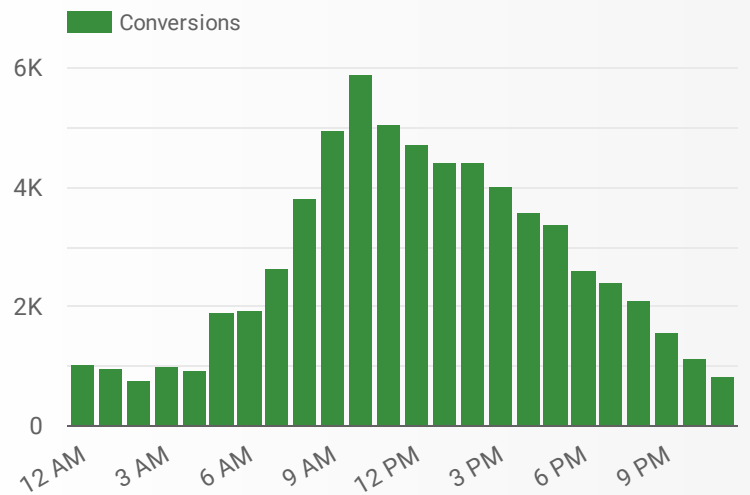
**Success By Device**



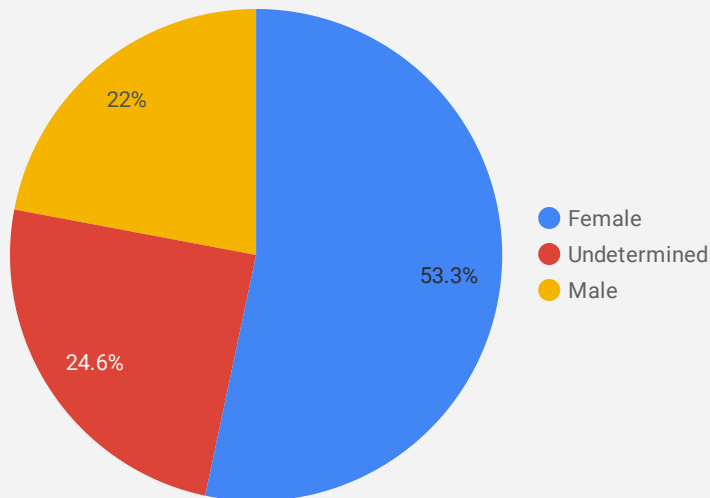
**Success By Age**



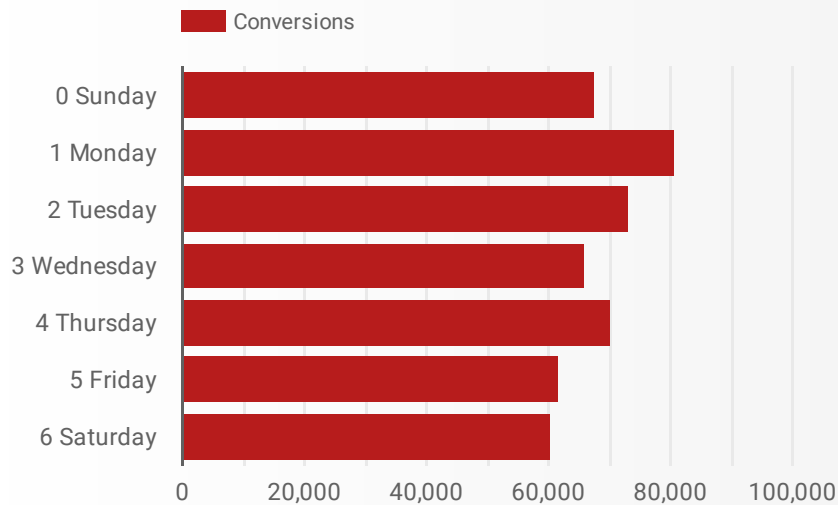
**Success By Hour Of The Day**



**Success By Gender**



**Success By Day Of The Week**



All Facebook Ads Campaigns

Data From Facebook Ads

Amount spent  
**\$894,110.39**  
↑ 169.7%

Reach  
**20,456,573**  
↑ 66.4%

Clicks (all)  
**1,150,370**  
↑ 51.4%

CPC (all)  
**\$0.78**  
↑ 78.2%

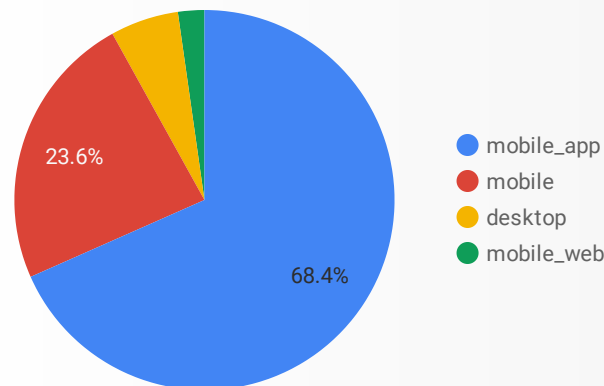
Conversions  
**474,436**  
↑ 268.8%

Cost Per Conversion  
**\$1.88**  
↓ -26.9%

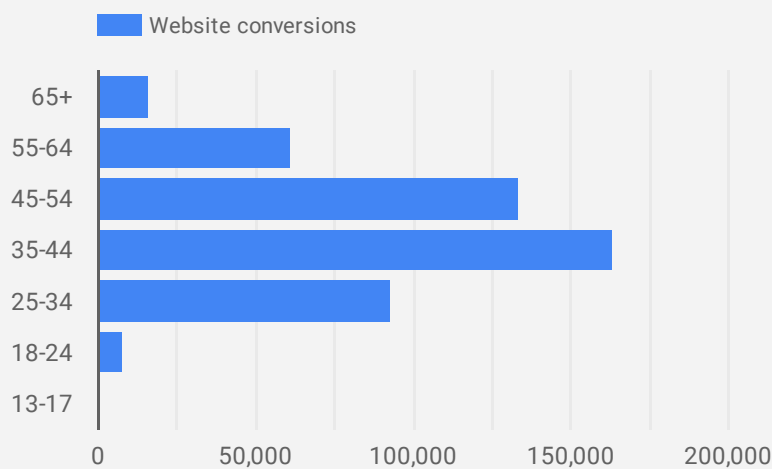
### Success By Campaign Type

Campaign objective	Conversions
PRODUCT_CATALOG_SALES	400,627
CONVERSIONS	45,016
LEAD_GENERATION	18,469
POST_ENGAGEMENT	6,751
LINK_CLICKS	3,524

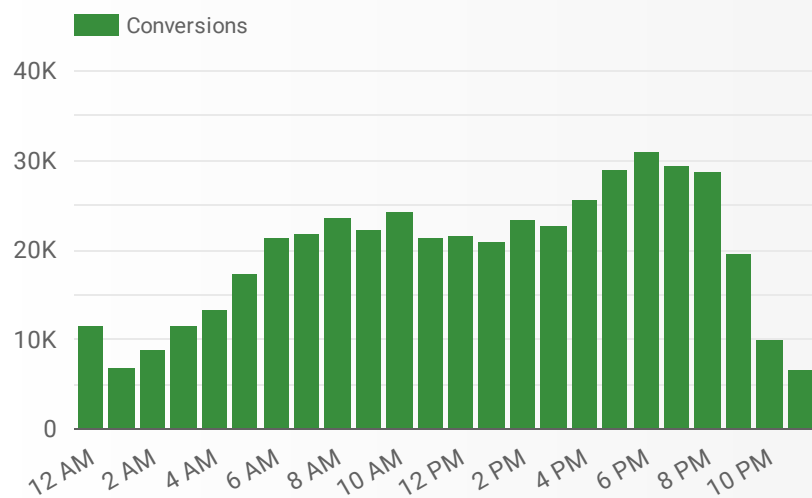
### Success By Device



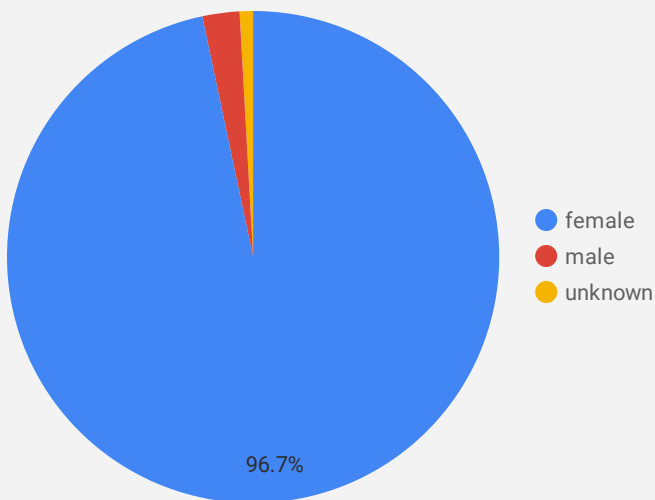
### Success By Age



### Success By Hour Of The Day



### Success By Gender



### Success By Day Of The Week

