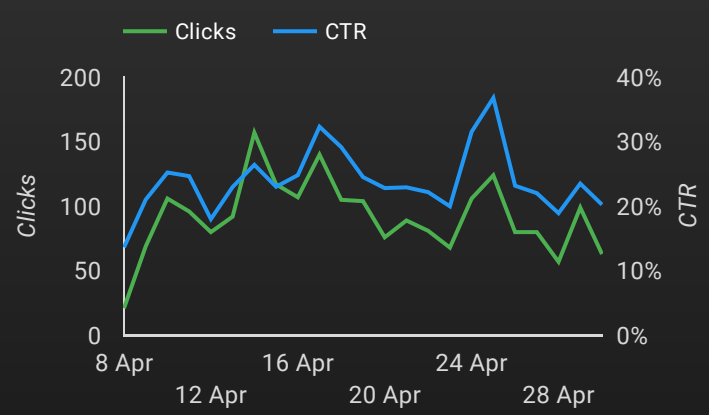


Overview

Click Through Rate & Impressions

by Clicks, CTR, and Impressions

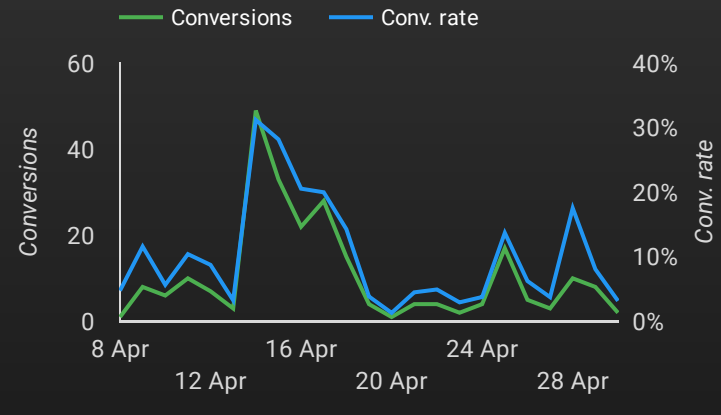
Clicks 2.1K ↑ N/A	CTR 24.3% ↑ N/A	Impressions 8.7K ↑ N/A
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Conversion Rate & Cost

by Conversions Rate and Cost / Conv.

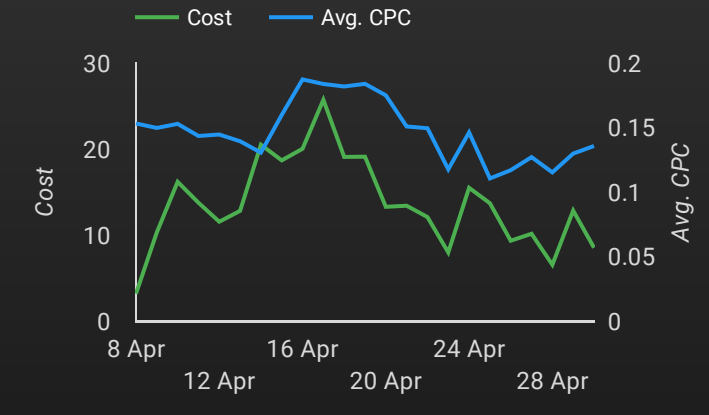
Conversions 246.0 ↑ N/A	Conv. rate 11.6% ↑ N/A	Cost / conv. 1.28 € ↑ N/A
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Cost Per Click

by Cost, CPC, and CPM

Cost 314.98 € ↑ N/A	Avg. CPC 0.15 € ↑ N/A	Avg. CPM 36.10 € ↑ N/A
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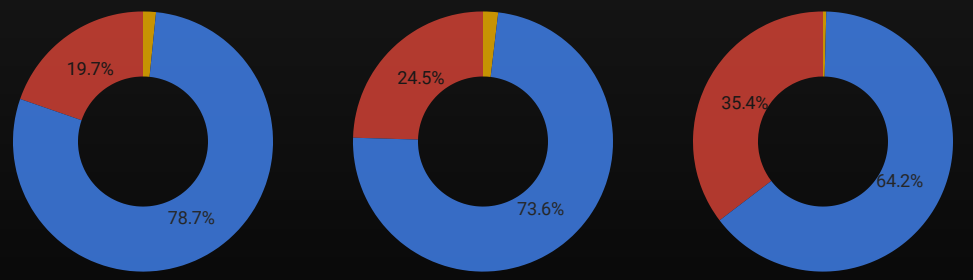
Top Campaigns

by CTR, Avg. CPC, and Cost / Conv.

Ad group	CTR	Avg. CPC	Cost / conv.	Bounce r...	Convers...	Cost
1. Sauskelnēs	60.75%	0.13 €	0.75 €	34.95%	31	23.33 €
2. Pure Mist	56.57%	0.07 €	0.48 €	11.54%	15	7.26 €
3. Kondicionieriai	32.31%	0.3 €	1.27 €	0%	5	6.33 €
4. Šampūnai	31.44%	0.29 €	7.89 €	57.08%	8	63.09 €
5. Tauro Pro Lin...	30.18%	0.24 €	3.97 €	47.06%	4	15.87 €
6. TOFU Kraikas	29.3%	0.1 €	0.52 €	2.9%	70	36.53 €
7. Sauskelnēs ir ...	28.87%	0.15 €	1.71 €	43.04%	6	10.26 €
8. Palos	24.59%	0.18 €	2.36 €	55.32%	28	66.01 €
9. Kraikas	17.28%	0.11 €	1.07 €	50.72%	69	73.53 €
... Velvet Paw (T...	17.01%	0.11 €	1.28 €	55.71%	10	12.77 €

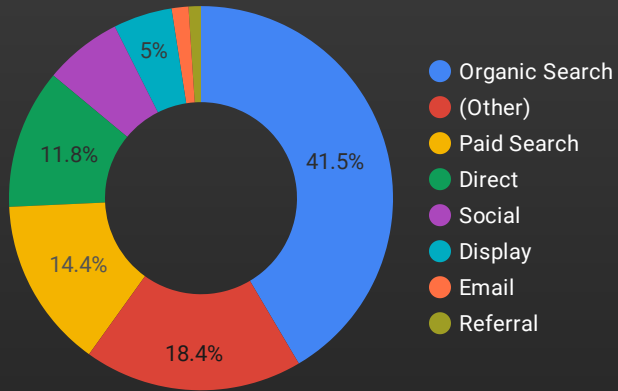
Device Breakdown

by Clicks, Cost, and Conversions

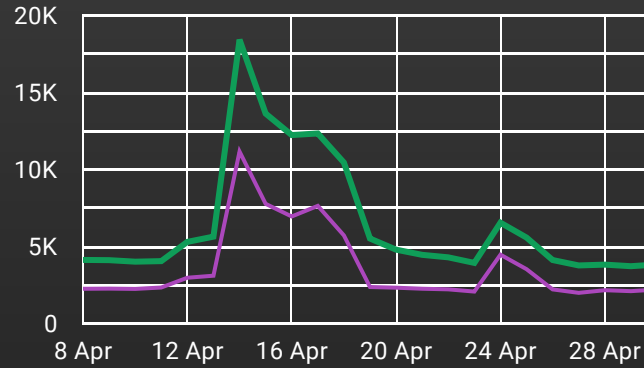


Overview

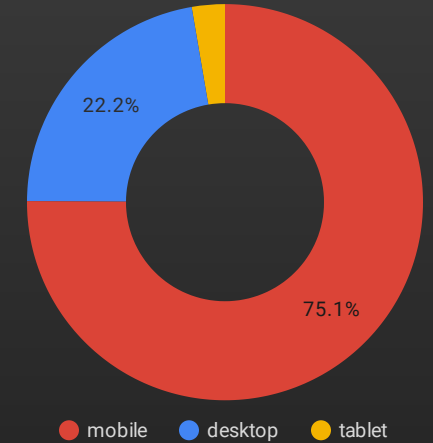
Top Acquisition Channels



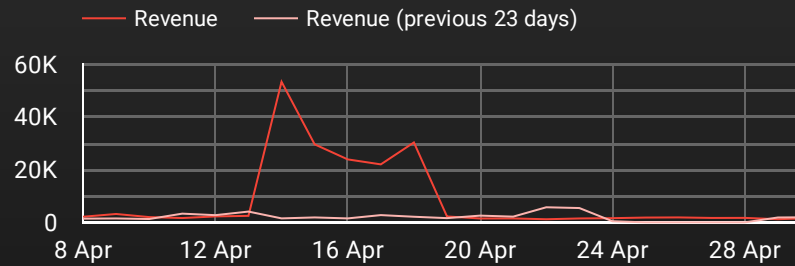
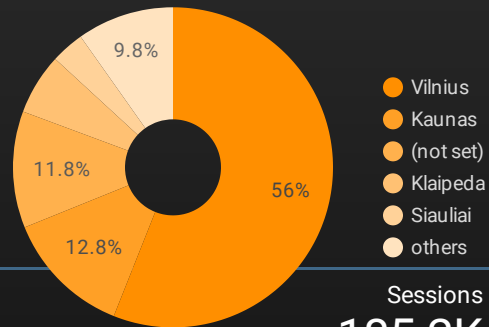
Users (vs. New Users)



What device are people using?



Revenue by City



Device	Users	New U...
1. mobile	82,088	63,988
2. desktop	24,287	17,592
3. tablet	2,949	2,341

Sessions **185.2K** Users **109.3K** New Users **83.8K** Bounce Rate **35.9%** Pages/Session **4.8** Avg. Session Duration **03:45** Goal Conversion Rate **21.1%** Goal Completions **39.1K** Goal Value **253.89K €**

Source/Medium	Sessions	Users	New Users	Bounce Rate	Pages/Session	Avg Session Dura...	Goal Conversion ...	Goal Completions	Goal Value
google / organic	82,997	50,510	31,676	29.05%	5.55	00:04:39	30.25%	25,106	128,625 €
google / cpc	35,181	22,820	12,084	42.18%	3.77	00:02:41	12.18%	4,285	39,729 €
(direct) / (none)	22,782	14,474	13,148	28.34%	5.68	00:04:36	21.15%	4,818	43,237 €
m.delfi.lt / visa.a...	8,989	8,229	7,749	87.7%	1.45	00:00:30	1.47%	132	528 €
facebook.com / ...	4,911	3,966	2,384	20.38%	7.63	00:05:49	28.04%	1,377	10,770 €
m.facebook.com...	4,549	3,856	2,672	21.7%	3.16	00:02:04	9.08%	413	5,542 €
facebook.com / ...	3,236	2,848	1,949	58.44%	3.1	00:01:33	6.43%	208	2,546 €
omnisend / email	2,972	1,746	799	35.13%	5.71	00:05:20	20.46%	608	4,604 €
facebook.com / ...	2,911	2,281	1,215	5.94%	3.23	00:01:58	11.51%	335	3,018 €