

Overview

Click Through Rate & Impressions

by Clicks, CTR, and Impressions

Clicks
1.2K

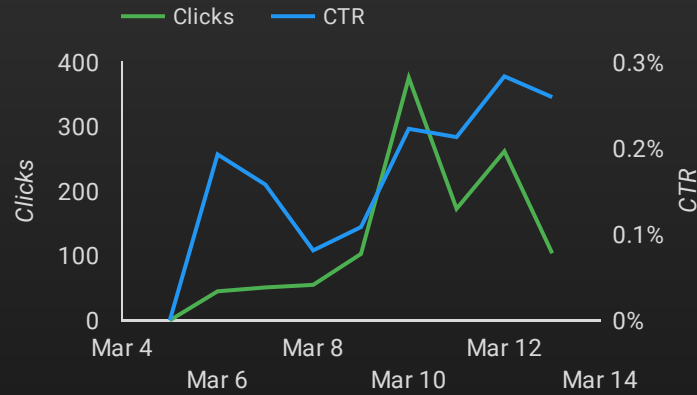
↑ N/A

CTR
0.2%

↑ N/A

Impressions
600.9K

↑ N/A



Conversion Rate & Cost

by Conversions Rate and Cost / Conv.

Conversions
0.0

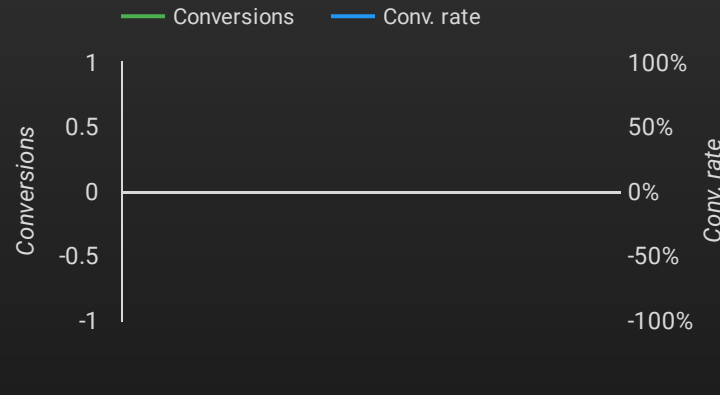
N/A

Conv. rate
0.0%

N/A

Cost / conv.
₹0.00

N/A



Cost Per Click

by Cost, CPC, and CPM

Cost
₹4.53K

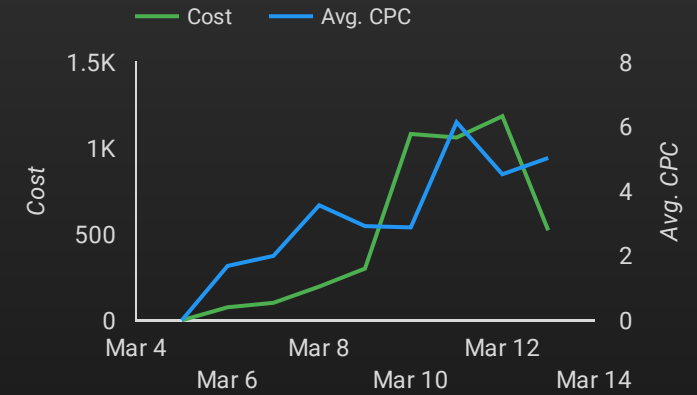
↑ N/A

Avg. CPC
₹3.88

↑ N/A

Avg. CPM (deprecated)
₹7.54

↑ N/A



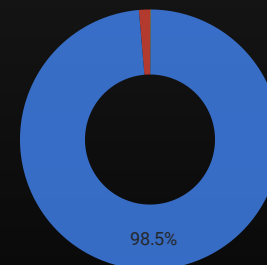
Top Campaigns

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

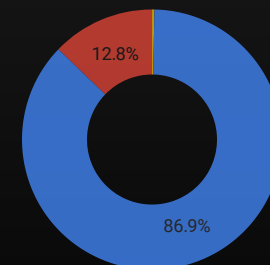
Campaign ▾	CTR	Avg. CPC	Cost / conv.
1. Toilet Paper	0.12%	₹5.46	₹0
2. Tissues	0.12%	₹2.64	₹0
3. Serviettes	0.25%	₹3.01	₹0
4. Kitchen Rolls	0.25%	₹3.65	₹0
5. Eco-Friendly	0%	₹0	₹0

Device Breakdown

by Clicks, Cost, and Conversions



Clicks



Cost

Conversions