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Monthly Performance Report
Showing data from 4/1/17 to 4/30/17

Performance by Campaign								
CAMPAIGN	CLICKS	IMPRESSIONS	FREQUENCY	CTR	CPC	SPENT	FORM SUBMISSION ACTIONS	FORM SUBMISSION CPA
Denver - April 2017	259	16,755	1.9777	1.5458 %	\$2.07	\$535.65	20	\$26.78

Performance by Placement								
PLACEMENT	CLICKS	IMPRESSIONS	FREQUENCY	CTR	CPC	SPENT	FORM SUBMISSION ACTIONS	FORM SUBMISSION CPA
Mobile Feed	213	11,153	1.8745	1.9098 %	\$1.85	\$393.05	16	\$24.57
Desktop Feed	40	3,504	1.4686	1.1416 %	\$3.44	\$137.45	3	\$45.82
Right Hand	6	2,098	3.6937	0.286 %	\$0.86	\$5.15	1	\$5.15

Performance by Device Type								
DEVICE TYPE	CLICKS	IMPRESSIONS	FREQUENCY	CTR	CPC	SPENT	FORM SUBMISSION ACTIONS	FORM SUBMISSION CPA
Android Smartphone	106	4,864	1.9902	2.1793 %	\$1.71	\$181.74	6	\$30.29
Desktop	46	5,601	2.0032	0.8213 %	\$3.10	\$142.60	4	\$35.65
iPhone	63	4,118	1.723	1.5299 %	\$2.06	\$129.65	3	\$43.22
iPad	26	1,524	1.623	1.706 %	\$2.18	\$56.56	7	\$8.08
Android Tablet	11	443	1.4767	2.4831 %	\$1.57	\$17.30	0	\$0.00
Other	6	194	1.9796	3.0928 %	\$1.25	\$7.50	0	\$0.00
iPod	1	11	2.75	9.0909 %	\$0.30	\$0.30	0	\$0.00

Performance by Ad Set									
ADSET	CLICKS	IMPRESSIONS	FREQUENCY	CTR	CPC	SPENT	FORM SUBMISSION ACTIONS	FORM SUBMISSION CPA	
Denver - April 2017; 50 - 65; High intensity training	90	5,777	1.6101	1.5579 %	\$2.07	\$186.07	12	\$15.51	
Denver - April 2017; 50 - 65; Cycling	83	5,629	1.6005	1.4745 %	\$2.22	\$184.65	8	\$23.08	
Denver - April 2017; 50 - 65; Bodybuilding	15	867	1.2333	1.7301 %	\$2.37	\$35.55	0	\$0.00	
Denver - April 2017; 50 - 65; Outdoor recreation	21	1,726	1.1986	1.2167 %	\$1.68	\$35.30	0	\$0.00	
Denver - April 2017; 50 - 65; Personal trainer	19	1,031	1.2681	1.8429 %	\$1.83	\$34.70	0	\$0.00	
Denver - April 2017; 50 - 65; Crossfit Training	3	90	1.0714	3.3333 %	\$1.05	\$3.14	0	\$0.00	

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Denver - April 2017; 50 - 65; Muscle & Fitness	1	74	1	1.3514 %	\$3.09	\$3.09	0	\$0.00
Denver - April 2017; 50 - 65; Knee cartilage replacement therapy	1	71	1.0758	1.4085 %	\$3.00	\$3.00	0	\$0.00
Denver - April 2017; 50 - 65; Tennis	1	91	1.0706	1.0989 %	\$2.96	\$2.96	0	\$0.00
Denver - April 2017; 50 - 65; Fitness and wellness	3	68	1.0462	4.4118 %	\$0.98	\$2.93	0	\$0.00
Denver - April 2017; 50 - 65; Shoulder problem	3	101	1.0745	2.9703 %	\$0.97	\$2.90	0	\$0.00
Denver - April 2017; 50 - 65; High-intensity interval training		95	1.0326			\$2.89	0	\$0.00
Denver - April 2017; 50 - 65; Weight training		74	1.0571			\$2.89	0	\$0.00
Denver - April 2017; 50 - 65; Triathlons	1	80	1.1111	1.25 %	\$2.86	\$2.86	0	\$0.00
Denver - April 2017; 50 - 65; Joint issue	2	98	1.0208	2.0408 %	\$1.42	\$2.83	0	\$0.00
Denver - April 2017; 50 - 65; Mountain biking	2	80	1.0526	2.5 %	\$1.40	\$2.80	0	\$0.00
Denver - April 2017; 50 - 65; Strength training	1	85	1.0625	1.1765 %	\$2.79	\$2.79	0	\$0.00
Denver - April 2017; 50 - 65; Hiking	1	69	1.0615	1.4493 %	\$2.78	\$2.78	0	\$0.00
Denver - April 2017; 50 - 65; Spine -health	2	75	1.0135	2.6667 %	\$1.39	\$2.78	0	\$0.00
Denver - April 2017; 50 - 65; Functional training	1	91	1.0341	1.0989 %	\$2.75	\$2.75	0	\$0.00
Denver - April 2017; 50 - 65; Fitness boot camp	2	69	1.0147	2.8986 %	\$1.37	\$2.73	0	\$0.00
Denver - April 2017; 50 - 65; Hunting		76	1.0133			\$2.72	0	\$0.00
Denver - April 2017; 50 - 65; Knee arthritis	3	94	1.0805	3.1915 %	\$0.89	\$2.67	0	\$0.00
Denver - April 2017; 50 - 65; CrossFit	1	87	1.0482	1.1494 %	\$2.65	\$2.65	0	\$0.00
Denver - April 2017; 50 - 65; General fitness training	2	73	1	2.7397 %	\$1.31	\$2.61	0	\$0.00
Denver - April 2017; 50 - 65; Weight loss (Fitness And wellness)	1	84	1.0769	1.1905 %	\$2.61	\$2.61	0	\$0.00

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