

Impressions	Reach	Link clicks	CTR (link click-through rate)	Frequency	Amount spent (USD)	Cost per results	CPM (cost per 1,000 impressions) (USD)	CPC (cost per link click) (USD)
277,643	67,297	2,245	0.81	4.13	$ 3,000.00	$ 1.92	$ 10.81	$ 1.34
367,347	67,270	2,208	0.60	5.46	$ 3,000.00	$ 1.36	$ 8.17	$ 1.36
319,881	72,535	2,394	0.75	4.41	$ 3,000.00	$ 1.79	$ 9.38	$ 1.25
1,042,324	127,467	7,195	0.69	8.18	$ 7,500.00	$ 1.04	$ 7.20	$ 1.04
328,887	63,516	3,634	1.10	5.18	$ 2,999.88	$ 1.16	$ 9.12	$ 0.83
456,214	69,826	3,020	0.66	6.53	$ 2,999.96	$ 0.99	$ 6.58	$ 0.99
991,596	160,051	7,722	0.78	6.20	$ 7,500.00	$ 0.97	$ 7.56	$ 0.97
324,891	61,834	3,687	1.13	5.25	$ 3,000.00	$ 1.15	$ 9.23	$ 0.81
505,333	106,515	3,630	0.72	4.74	$ 2,999.96	$ 0.94	$ 5.94	$ 0.83
631,887	90,676	4,636	0.73	6.97	$ 4,394.53	$ 1.08	$ 6.95	$ 0.95
638,841	85,929	4,020	0.63	7.43	$ 4,499.36	$ 1.23	$ 7.04	$ 1.12
1,418,414	153,511	9,080	0.64	9.24	$ 12,499.79	$ 2.32	$ 8.81	$ 1.38
1,135,419	175,620	10,018	0.88	6.47	$ 8,999.96	$ 0.90	$ 7.93	$ 0.90
746,131	139,440	6,280	0.84	5.35	$ 5,263.51	$ 1.03	$ 7.05	$ 0.84
442,387	77,324	3,851	0.87	5.72	$ 3,243.70	$ 1.44	$ 7.33	$ 0.84
641,813	**101,254**	**4,908**	**0.79**	**6.08**	**$ 4,993.38**	**$ 1.29**	**$ 7.94**	**$ 1.03**

Funnel Analysis

Impressions	641,813	$ 5,096.01	
Clicks	4,908	0.76%	CTR
Orders	98	2.00%	CR