

Geo-Conversion Lift

FILTERS Campaign ID is any value Date is in the past 23 complete days

Campaign Details

Company Count	1
Campaign Count	2
Ad Count	40
Distinct Target Geo Fence Count	10
Billing Organization	Propellant Media

Budget Details

Total Budget	██████████
Monthly Budget	\$0.00
Total Impression Cap	0
Daily Estimated Budget	██████████

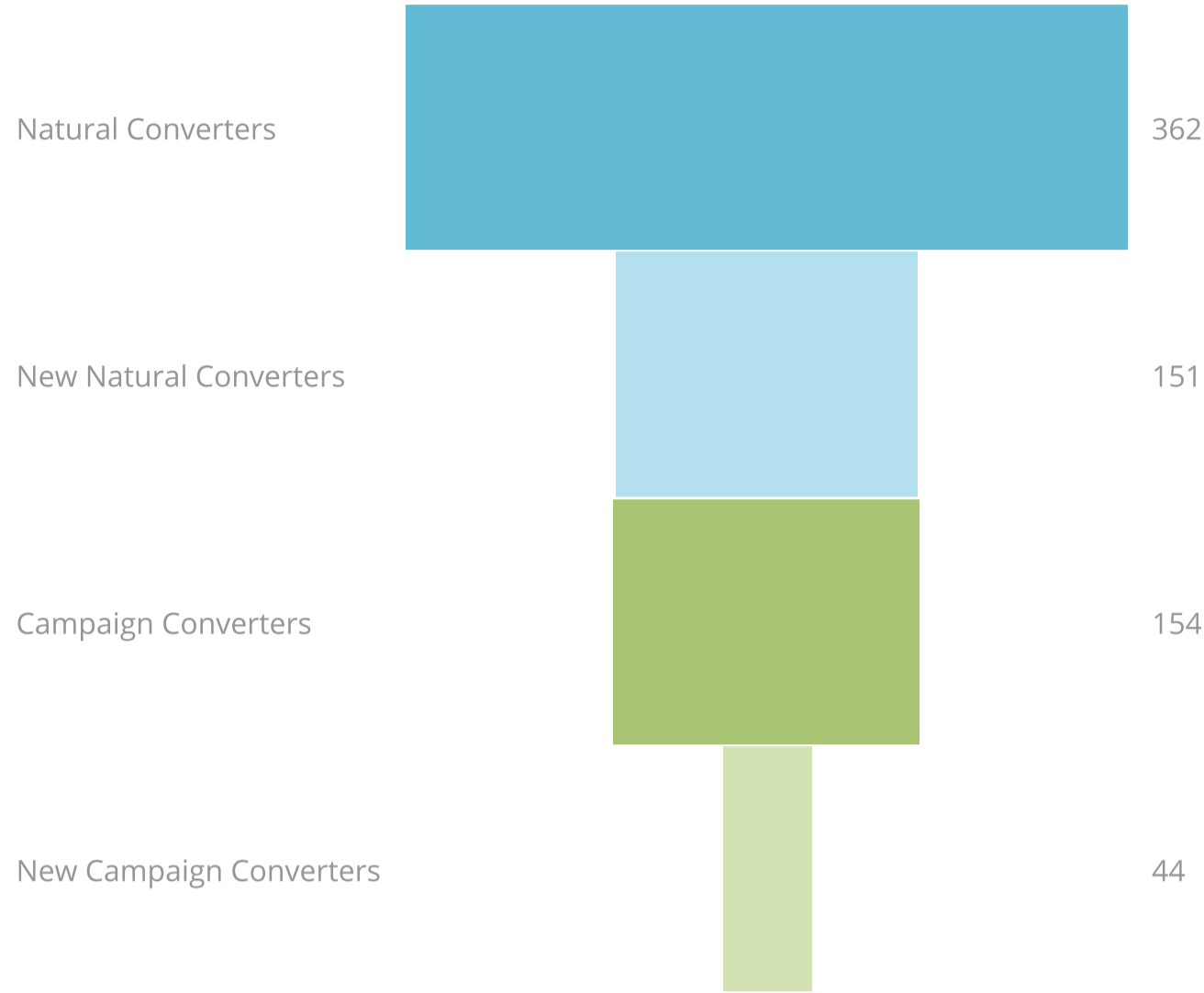
159.73%
Geo-Conversion Lift

77.91% New User Conversion Lift

Conversion Event Metrics

Viewthrough Visits	159
Clickthrough Visits	4
Viewthrough Total	159
Clickthrough Total	4
Weighted Actions	163
CPA	\$1.54

Converter Funnel



Performance Metrics

Impressions	89,365
Clicks	211
CTR	0.24%
Total Spend	██████████
eCPM	██████████

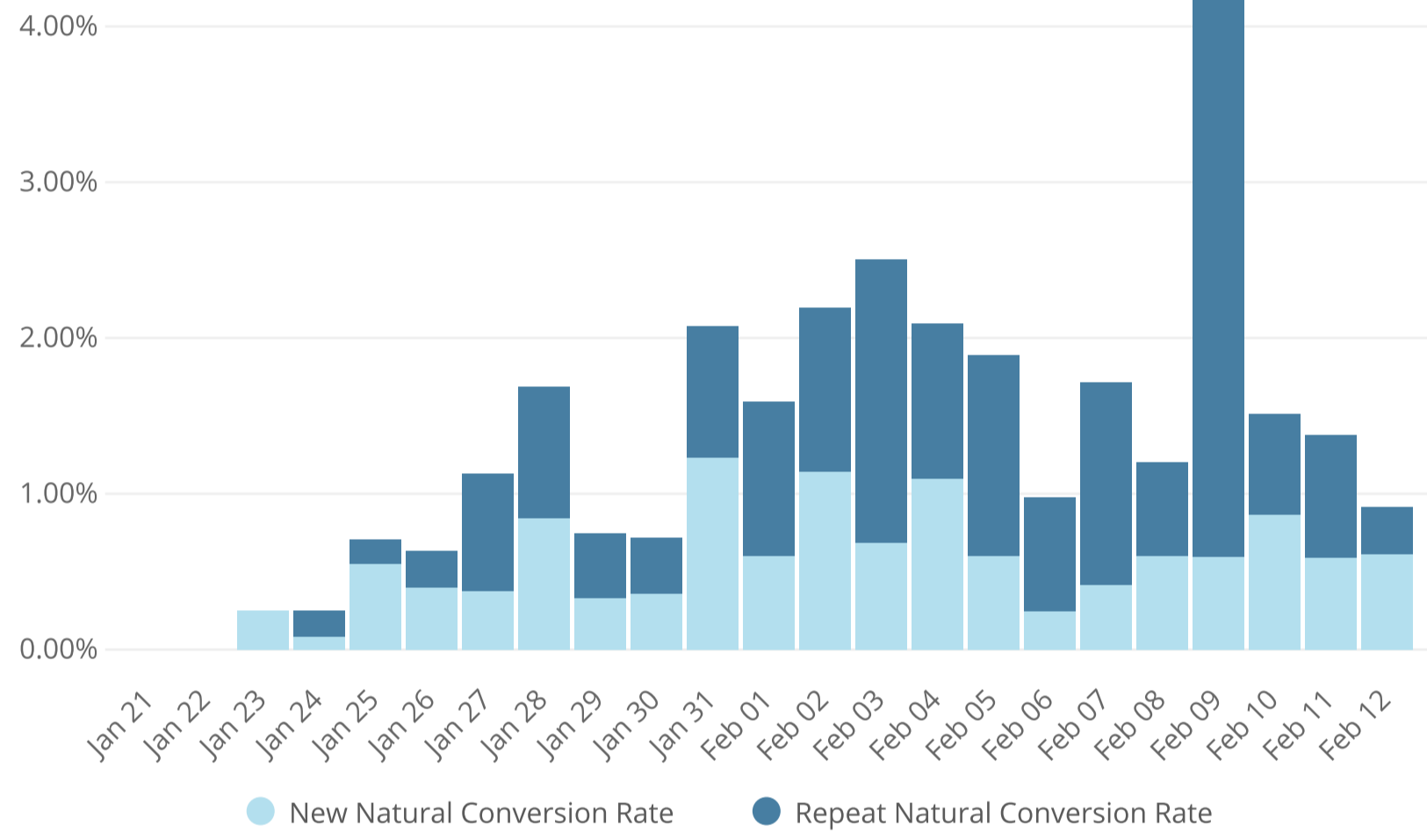
1.39%
Natural Conversion Rate

3.60%
Campaign Conversion Rate

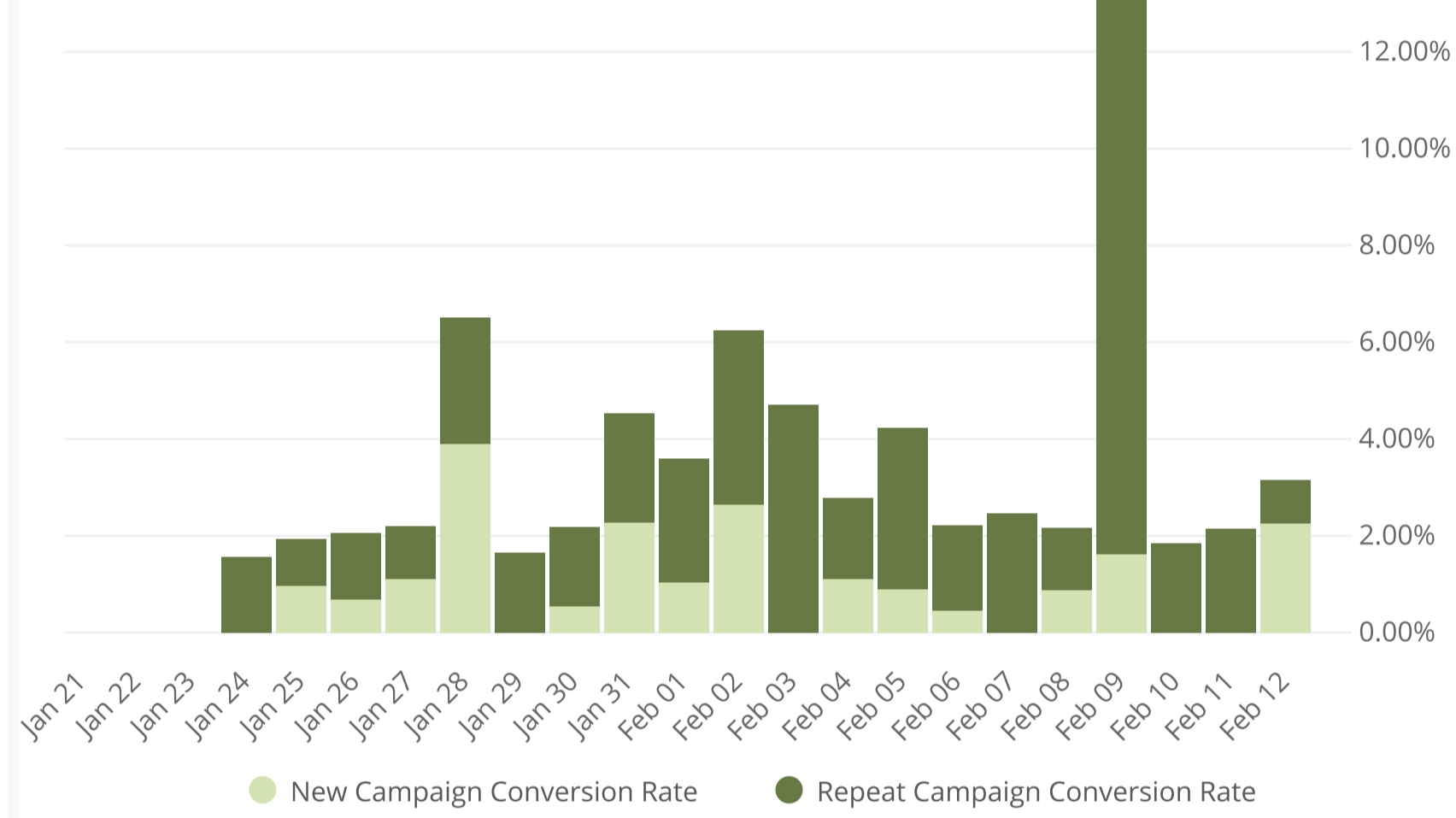
2.11
Natural Days to Convert

1.69
Campaign Days to Convert

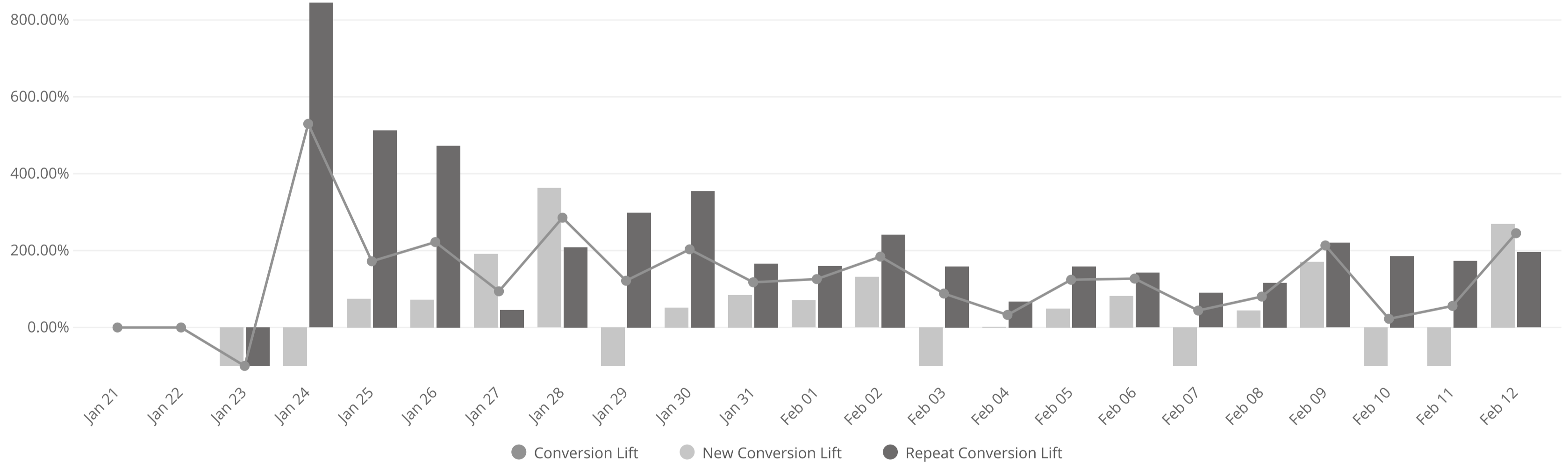
Daily Natural Conversion Rate



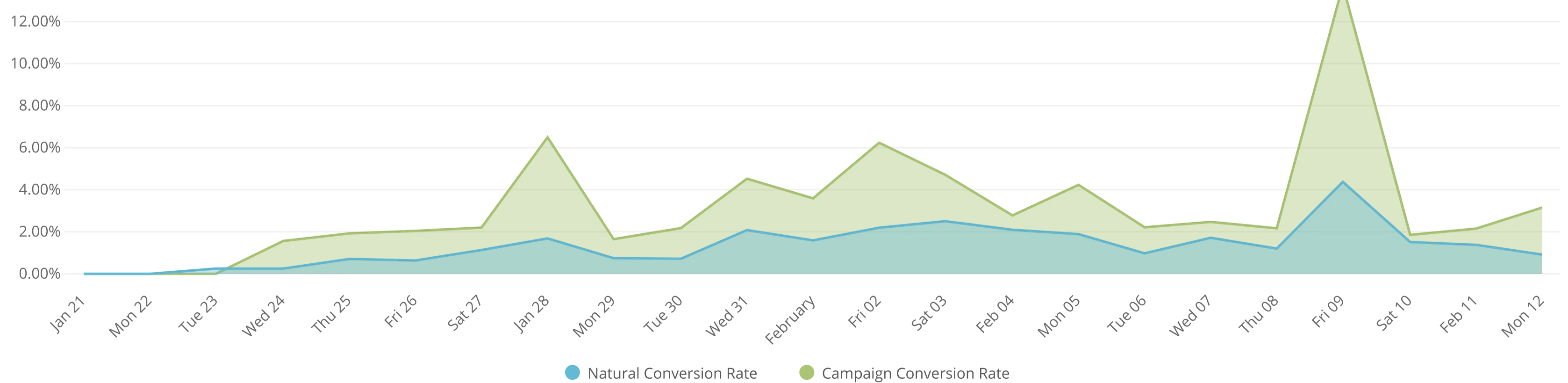
Daily Campaign Conversion Rate



Daily Conversion Lift



Natural Conversion Rate vs. Campaign Conversion Rate



This Dashboard is currently in Beta and subject to change.