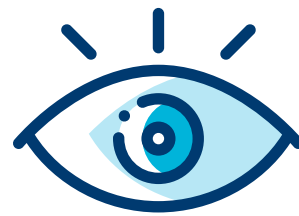


USE DATA – FIND YOUR WAY

- LEARN
- APPLY
- IMPROVE
- REPEAT

IMPRESSIONS BREAKDOWN

(average per campaign per ad)



109,630 - HTML5 Ad

63,683 - Image Ad

57,178 - Responsive Search Ad

3,519 - Expanded Text Ad

3,490 - Basic Text Ad

CLICKS BREAKDOWN

(average per campaign per ad)

65

Basic
Text Ad

88

Expanded
Text Ad

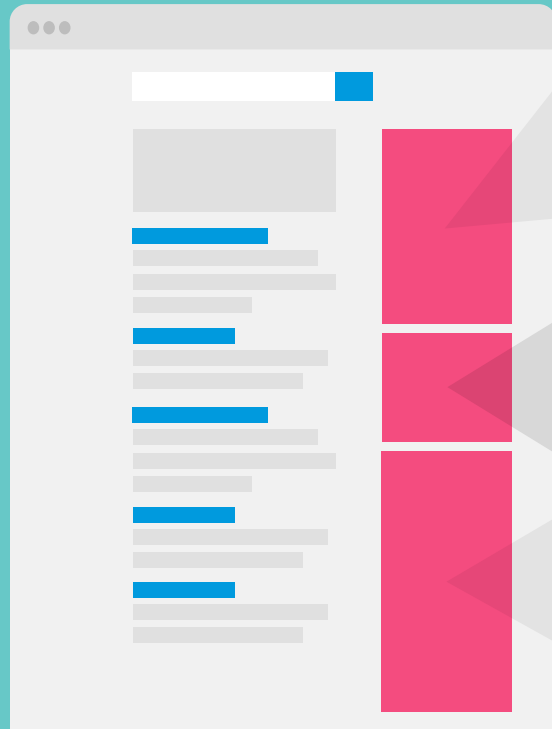
937

Responsive
Search Ad



AD SIZE BREAKDOWN

Top 3 Click-Through-Rates



320 X 480
2.62%

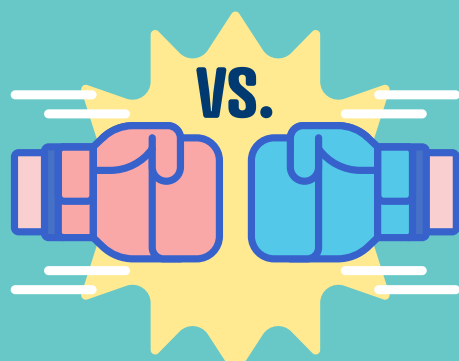
336 X 280
1.07%

300 X 600
0.88%

CLICK-THROUGH-RATES

Responsive
Search Ad

2.58%



Expanded
Text Ad

2.73%

CONVERSION RATE BREAKDOWN

Responsive
Search Ad 8.47%

HTML5 Ad 6.67%

Expanded
Text Ad 6.05%



Image Ad 5.35%

Basic Text Ad 3.81%

