

< Back to Manage Ads

Winter collection - Campaign

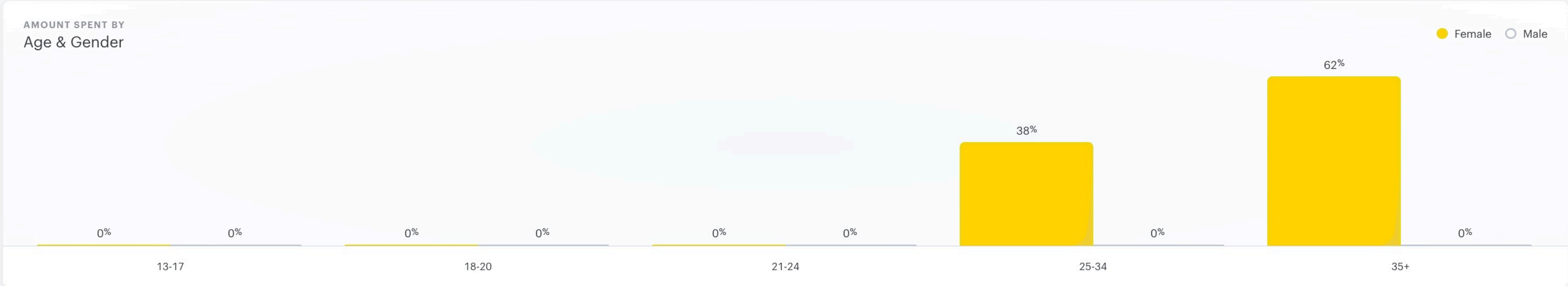
- Overview
- Locations
- Interests
- Devices

View delivery insights by

Amount Spent

and show metrics by: 28d Click, 1d View, By Conversion Time

Jan 25 – Feb 12, 2024 (GMT+3)



\$300.00

TOTAL AMOUNT SPENT



Shoppers

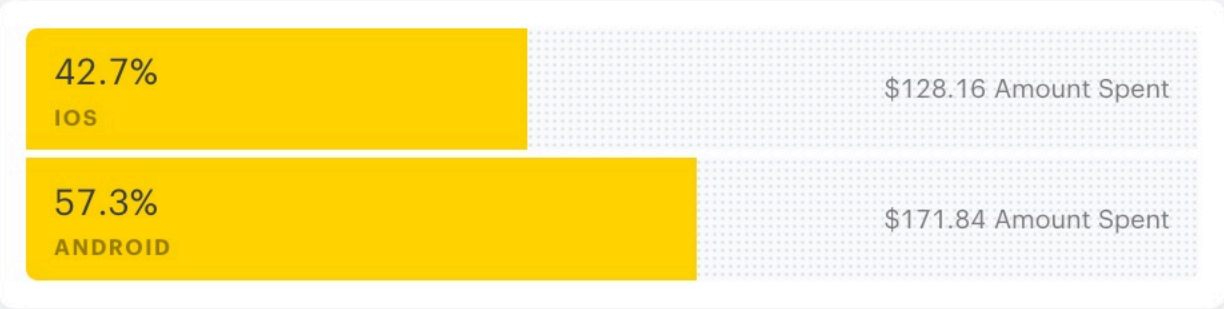
\$277.05 AMOUNT SPENT

Travel Enthusiasts

\$257.10 AMOUNT SPENT

Music Fans

\$253.15 AMOUNT SPENT



TOP INTERESTS

Sort by Amount Spent

Shoppers	\$277.05	92%
Travel Enthusiasts	\$257.10	86%
Music Fans	\$253.15	84%
Film & TV Fans	\$246.30	82%
Fashion & Style Gurus	\$245.88	82%

View All

TOP LOCATIONS

Sort by Amount Spent

Jordan	\$212.99	71%
United States >	\$87.01	29%

Delivery Insights for Paid Reach are available from 5/1/23. Reporting data is estimated to protect user privacy and meant to provide directional guidance only.

To export Delivery Insights, navigate to the ‘Manage Ads’ table and click ‘Download’. Visit our [Business Help Center](#) for more information.



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Winter collection - Campaign

Jan 25 – Feb 12, 2024 (GMT+3)

OverviewLocationsInterestsDevices

View delivery insights by Clicks and show metrics by: 28d Click, 1d View, By Conversion Time

CLICKS BY  
Age & Gender

Female

Male

0%

0%

0%

0%

43%

0%

57%

0%

13-17

18-20

21-24

25-34

35+

6,811  
TOTAL CLICKS

2.1% CLICK RATE \$0.04 ECPC

0.0%  
MALE

0 Clicks

100.0%  
FEMALE

6,811 Clicks

19.8%  
IOS

1,348 Clicks

80.2%  
ANDROID

5,463 Clicks

TOP INTERESTS

Sort by Clicks

Shoppers

6,213

91%

Travel Enthusiasts

5,643

83%

Music Fans

5,497

81%

Foodies

5,270

77%

Film & TV Fans

5,237

77%

View All

TOP LOCATIONS

Sort by Clicks

Jordan

6,609

97%

United States

202

3%

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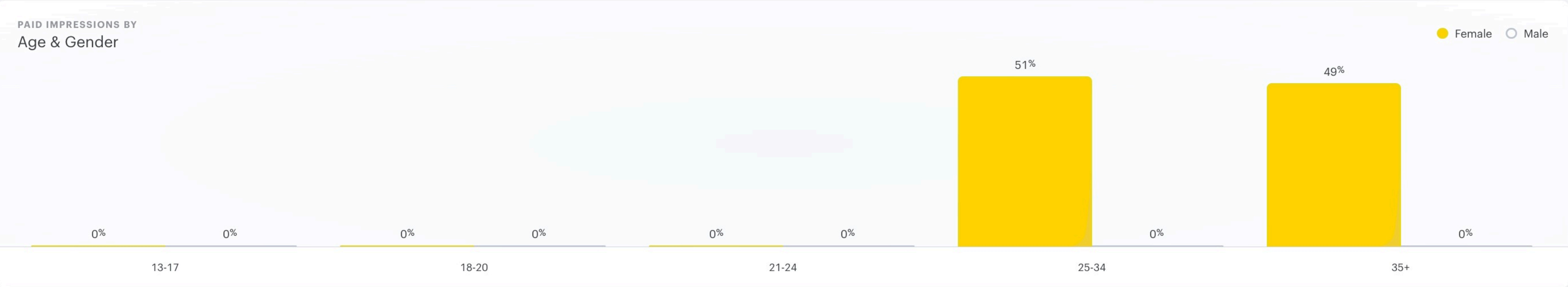
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Winter collection - Campaign

Jan 25 – Feb 12, 2024 (GMT+3)

- Overview
- Locations
- Interests
- Devices

View delivery insights by Paid Impressions and show metrics by: 28d Click, 1d View, By Conversion Time



324,160

TOTAL PAID IMPRESSIONS

\$0.93 PAID ECPM



Automotive Enthusiasts

\$0.73 PAID ECPM

Men's Lifestyle

\$0.74 PAID ECPM

Sneakerheads

\$0.77 PAID ECPM



TOP INTERESTS

Sort by Paid Impressions

Shoppers	300,387	93%
Music Fans	281,517	87%
Travel Enthusiasts	277,708	86%
Fashion & Style Gurus	270,536	83%
Foodies	267,077	82%

View All

TOP LOCATIONS

Sort by Paid Impressions

Jordan	316,206	98%
United States	7,954	2%

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