

## Ad Data

Ad Name	Impressions	Clicks	CTR	Cost	CPC	Pageviews	Average Engagement	Bounce Rate	Criteria Sessions	Cost per Criteria Session
Ad A	1,344,923	859	0.06%	\$ 9,493.81	\$ 11.05	952	52	70%	192	\$ 49.45
Ad B	1,074,950	2356	0.22%	\$ 7,588.07	\$ 3.22	723	49	79%	104	\$ 72.96
Ad C	1,011,344	909	0.09%	\$ 7,139.08	\$ 7.85	1445	66	92%	189	\$ 37.77
Ad D	1,483,565	2534	0.17%	\$ 10,472.49	\$ 4.13	951	77	86%	144	\$ 72.73
Ad E	1,178,281	2906	0.25%	\$ 8,317.49	\$ 2.86	817	70	60%	58	\$ 143.40
Ad F	1,783,240	2002	0.11%	\$ 12,587.89	\$ 6.29	663	29	93%	95	\$ 132.50
Ad G	1,214,281	2274	0.19%	\$ 8,571.61	\$ 3.77	855	45	98%	103	\$ 83.22
Ad H	1,309,802	1742	0.13%	\$ 9,245.89	\$ 5.31	508	45	98%	73	\$ 126.66
Ad I	1,386,094	1825	0.13%	\$ 9,784.44	\$ 5.36	849	87	82%	134	\$ 73.02



## Index

Ad Name	Clicks	CTR	CPC	Average Engagement	Bounce Rate	Criteria Sessions	Index
Ad A	0.00	0.00	0.00	4.67	16.67	16.67	38.00
Ad B	16.67	16.67	16.67	2.67	16.67	3.06	72.39
Ad C	0.00	0.00	0.00	14.00	1.19	16.67	31.86
Ad D	16.67	13.01	14.26	16.67	8.33	16.67	85.60
Ad E	16.67	16.67	16.67	16.67	16.67	0.00	83.33
Ad F	7.06	0.00	0.00	0.00	0.00	0.00	7.06
Ad G	14.44	16.67	16.67	0.00	0.00	2.72	50.50
Ad H	0.00	4.61	6.49	0.00	0.00	0.00	11.09
Ad I	2.25	4.31	6.13	16.67	13.10	13.27	55.72

## Report

Ad Name	Clicks	CTR	CPC	Average Engagement	Bounce Rate	Criteria Sessions	Index
Ad D	2534	0.17%	\$ 4.13	77	86%	144	85.60
Ad E	2906	0.25%	\$ 2.86	70	60%	58	83.33
Ad B	2356	0.22%	\$ 3.22	49	79%	104	72.39
Ad I	1825	0.13%	\$ 5.36	87	82%	134	55.72
Ad G	2274	0.19%	\$ 3.77	45	98%	103	50.50
Ad A	859	0.06%	\$ 11.05	52	70%	192	38.00
Ad C	909	0.09%	\$ 7.85	66	92%	189	31.86
Ad H	1742	0.13%	\$ 5.31	45	98%	73	11.09
Ad F	2002	0.11%	\$ 6.29	29	93%	95	7.06

Quartile	Index Value
Minimum	7.057546145
Bottom 25%	31.85714286
Median	50.49524696
Top 75%	72.39455782