

AdChina.io Example Report

Time	Campaign	Adgroup	Impressions	Clicks	Ad spend	Fee	CTR	Conversions	Cost/conv.	Conv. rate	CPM	CPC
07.01-07.31	点mobile	bds-website-220711-164308-A01	66	-	-	-	-	0	-	-	-	-
07.01-07.31	Vason测试关键字	Vason测试关键字单元	7,292	80	¥ 396.55	-	1.10%	0	-	-	¥ 54.38	¥ 4.96
06.01-06.30	BDS-website-220610-134107	bds-website-220610-134120-A01	4	-	-	-	-	0	-	-	-	-
06.01-06.30	BDS-website-220601-170325	bds-website-220602-141753-A01	111	3	¥ 0.90	-	2.70%	0	-	-	¥ 8.11	¥ 0.30
05.01-05.31	Top-Performing	Promoting	17,577	620	¥ 326.45	-	3.53%	0	-	-	¥ 18.57	¥ 0.53
05.01-05.31	Branding	MarketingMarketingMarket	22,577	112	¥ 105.59	-	0.50%	0	-	-	¥ 4.68	¥ 0.94
05.01-05.31	0505_vivi_copy11	MarketingMarketingMarket	24,875	115	¥ 101.48	-	0.46%	0	-	-	¥ 4.08	¥ 0.88
05.01-05.31	High Volume	Advertising	33,376	554	¥ 446.30	-	1.66%	0	-	-	¥ 13.37	¥ 0.81
05.01-05.31	Broad Match	MarketingMarketingMarket	39,002	103	¥ 101.05	-	0.26%	0	-	-	¥ 2.59	¥ 0.98
TOTAL		-	144,880	1,587	¥ 1,478.32	-	1.10%	0	-	-	¥ 10.20	¥ 0.93