

Google

Creo	Spend	Impr	Clicks	Installs	Rev	Trials	CTR	IR	CPM	IPM	ROAS	CPTrial
TOP_0107	5695.77	1040429	41379	4928	1103.05	231	3.98%	0.12	5.47	4.74	0.19	24.66
TOP_0707	1610.6	236465	8603	1652	439.49	61	3.64%	0.19	6.81	6.99	0.27	26.40
vid_m083-084_1407	1201.48	205153	7858	1094	62.9	35	3.83%	0.14	5.86	5.33	0.05	34.33
vid_xm080_0707	986.56	156506	5717	478	111.61	33	3.65%	0.08	6.30	3.05	0.11	29.90
vid_xm077-078v1_0207	803.66	103711	2853	341	149.48	23	2.75%	0.12	7.75	3.29	0.19	34.94
vid_xm077-078v2_0207	788.81	97986	3044	433	145.48	30	3.11%	0.14	8.05	4.42	0.18	26.29
vid_m086-087_1607	536.67	167113	2983	464	56.61	15	1.79%	0.16	3.21	2.78	0.11	35.78
vid_xm079_0607	426.2	38015	1000	140	56.69	13	2.63%	0.14	11.21	3.68	0.13	32.78
vid_xm081_0907	360.49	41093	1551	176	42.55	13	3.77%	0.11	8.77	4.28	0.12	27.73
vid_m086-088_2007	308.82	59899	1307	163	5.69	10	2.18%	0.12	5.16	2.72	0.02	30.88
vid_xm075_2806	237.84	27447	693	75	30.25	7	2.52%	0.11	8.67	2.73	0.13	33.98
vid_xm079_0707	204.28	62007	1133	234	18.87	6	1.83%	0.21	3.29	3.77	0.09	34.05
vid_xm046,023_1207	141.55	19092	654	98	18.06	6	3.43%	0.15	7.41	5.13	0.13	23.59
vid_m082_1207	123.36	19197	515	46	44.48	5	2.68%	0.09	6.43	2.40	0.36	24.67
vid_m082_1307	87.14	35556	458	71	6.29	1	1.29%	0.16	2.45	2.00	0.07	87.14
vid_m085_1507	83.37	29212	376	65	12.58	5	1.29%	0.17	2.85	2.23	0.15	16.67
<b>Grand Total</b>	<b>13596.6</b>	<b>2338881</b>	<b>80124</b>	<b>10458</b>	<b>2304.08</b>	<b>494</b>	<b>3.43%</b>	<b>0.13</b>	<b>5.81</b>	<b>4.47</b>	<b>0.17</b>	<b>27.52</b>

TOP\_0107

vid\_xm043v2\_h\_29s\_en

vid\_xm043v1\_h\_30s\_en

vid\_xm046v4\_v\_29s\_en

vid\_xm036v1\_h\_16s\_ww

vid\_xm035v1\_h\_23s\_ww

vid\_xm032v1\_h\_16s\_ww

vid\_xm023v2\_h\_30s\_en

vid\_xm001v5\_h\_39s\_en

vid\_xm046v5\_h\_29s\_en.

TOP\_0707

vid\_xm046v7\_h\_29s\_fr.mp4

vid\_xm046v5\_h\_29s\_fr.mp4

vid\_xm046v4\_v\_29s\_fr.mp4

vid\_xm043v2\_h\_29s\_fr.mp4

vid\_xm043v1\_h\_30s\_fr.mp4

vid\_xm023v4\_v\_30s\_fr.mp4

vid\_xm023v2\_v\_30s\_fr.mp4

vid\_xm023v2\_h\_30s\_fr.mp4

vid\_m001v5\_h\_39s\_ww.mp4

vid\_m047v9\_v\_16s\_ww.mp4

vid\_m047v4\_h\_16s\_ww.mp4

vid\_m047v3\_v\_16s\_ww.mp4

vid\_m047v1\_h\_16s\_ww.mp4

vid\_m047v13\_h\_16s\_ww.mp4

TikTok

Creo	Spend	Impr	Clicks	Installs	Rev	Trials	CTR	IR	CPM	IPM	ROAS	CPTrial
vid_xm075v3_v_29s_er	877.59	109746	2669	495	61.55	46	2.43%	0.19	8.00	4.51	0.07	19.08
vid_m081v3_v_28s_en.	473.47	109284	2088	330	34.04	30	1.91%	0.16	4.33	3.02	0.07	15.78
vid_m079v2_v_30s_en.	327.51	38318	835	105	9.44	18	2.18%	0.13	8.55	2.74	0.03	18.20
vid_xm077v1_v_28s_er	245.34	68985	918	94	50.71	13	1.33%	0.10	3.56	1.36	0.21	18.87
vid_xm077v2_v_28s_er	200.34	44116	769	110	53.09	6	1.74%	0.14	4.54	2.49	0.26	33.39
vid_xm078v2_v_28s_er	199.56	39445	594	80	19.9	7	1.51%	0.13	5.06	2.03	0.10	28.51
vid_m080v2_v_30s_en.	184.59	74391	1234	206	24.57	8	1.66%	0.17	2.48	2.77	0.13	23.07
vid_m079v1_v_30s_en.	172.64	22495	455	51	14.19	9	2.02%	0.11	7.67	2.27	0.08	19.18
vid_m013v12_v_10s_er	118.15	41981	1060	184	4.97	1	2.52%	0.17	2.81	4.38	0.04	118.15
vid_m086v1_v_27s_ww	104.79	22973	357	45	0	4	1.55%	0.13	4.56	1.96	0.00	26.20
vid_xm075v4_v_20s_er	99.15	13758	241	26	9.42	4	1.75%	0.11	7.21	1.89	0.10	24.79
vid_xm028v1_v_30s_er	91.29	25230	651	158	19.61	3	2.58%	0.24	3.62	6.26	0.21	30.43
vid_xm041v3_v_29s_er	77.49	22460	697	200	5.02	2	3.10%	0.29	3.45	8.90	0.06	38.75
vid_xm043v1_v_30s_er	76.67	20357	745	179	18.92	2	3.66%	0.24	3.77	8.79	0.25	38.34
vid_m081v4_v_15s_en.	69.17	29570	362	38	6.54	2	1.22%	0.10	2.34	1.29	0.09	34.59
vid_m081v1_v_30s_en.	62.3	11376	185	19	0	0	1.63%	0.10	5.48	1.67	0.00	#DIV/0!
vid_m087v1_v_30s_ww	58.72	12143	118	10	0	2	0.97%	0.08	4.84	0.82	0.00	29.36
vid_m080v4_v_30s_en.	53.32	13956	178	24	0	3	1.28%	0.13	3.82	1.72	0.00	17.77
vid_m086v2_v_27s_ww	50.28	9047	129	21	6.5	2	1.43%	0.16	5.56	2.32	0.13	25.14
vid_m080v3_v_30s_en.	38.88	7461	92	9	0	0	1.23%	0.10	5.21	1.21	0.00	#DIV/0!
vid_m089v2_v_30s_ww	37.06	3477	69	3	0	1	1.98%	0.04	10.66	0.86	0.00	37.06
vid_m080v1_v_30s_en.	36.13	5840	64	5	0	0	1.10%	0.08	6.19	0.86	0.00	#DIV/0!
vid_m081v2_v_30s_en.	35.22	11378	132	10	0	0	1.16%	0.08	3.10	0.88	0.00	#DIV/0!

vid_m084v1_v_30s_ww	33.58	7197	87	6	0	1	1.21%	0.07	4.67	0.83	0.00	33.58
vid_m076v8_v_30s_en.	25.75	6037	69	9	17.06	2	1.14%	0.13	4.27	1.49	0.66	12.88
vid_xm070v1_v_28s_er	25.47	1725	25	3	0	1	1.45%	0.12	14.77	1.74	0.00	25.47
vid_m083v1_v_30s_ww	21.14	3166	39	5	0	0	1.23%	0.13	6.68	1.58	0.00	#DIV/0!
vid_m082v1_v_30s_en.	19.37	4576	60	2	0	0	1.31%	0.03	4.23	0.44	0.00	#DIV/0!
vid_m085v2_v_30s_ww	19.19	4950	43	1	0	1	0.87%	0.02	3.88	0.20	0.00	19.19
vid_m087v2_v_30s_ww	9.76	1163	21	1	0	0	1.81%	0.05	8.39	0.86	0.00	#DIV/0!
vid_m082v2_v_30s_en.	8.14	1694	23	2	0	0	1.36%	0.09	4.81	1.18	0.00	#DIV/0!
vid_xm023v4_v_30s_er	5.5	2549	55	8	0	0	2.16%	0.15	2.16	3.14	0.00	#DIV/0!
vid_xm067v7_v_16s_er	0	5	0	3	0	0	0.00%	#DIV/0!	0.00	600.00	#DIV/0!	#DIV/0!
vid_xm067v6_v_16s_er	0	0	0	1	0	0	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
<b>Grand Total</b>	<b>3857.56</b>	<b>790849</b>	<b>15064</b>	<b>2443</b>	<b>355.53</b>	<b>168</b>	<b>1.90%</b>	<b>0.16</b>	<b>4.88</b>	<b>3.09</b>	<b>0.09</b>	<b>22.96</b>