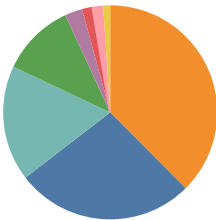


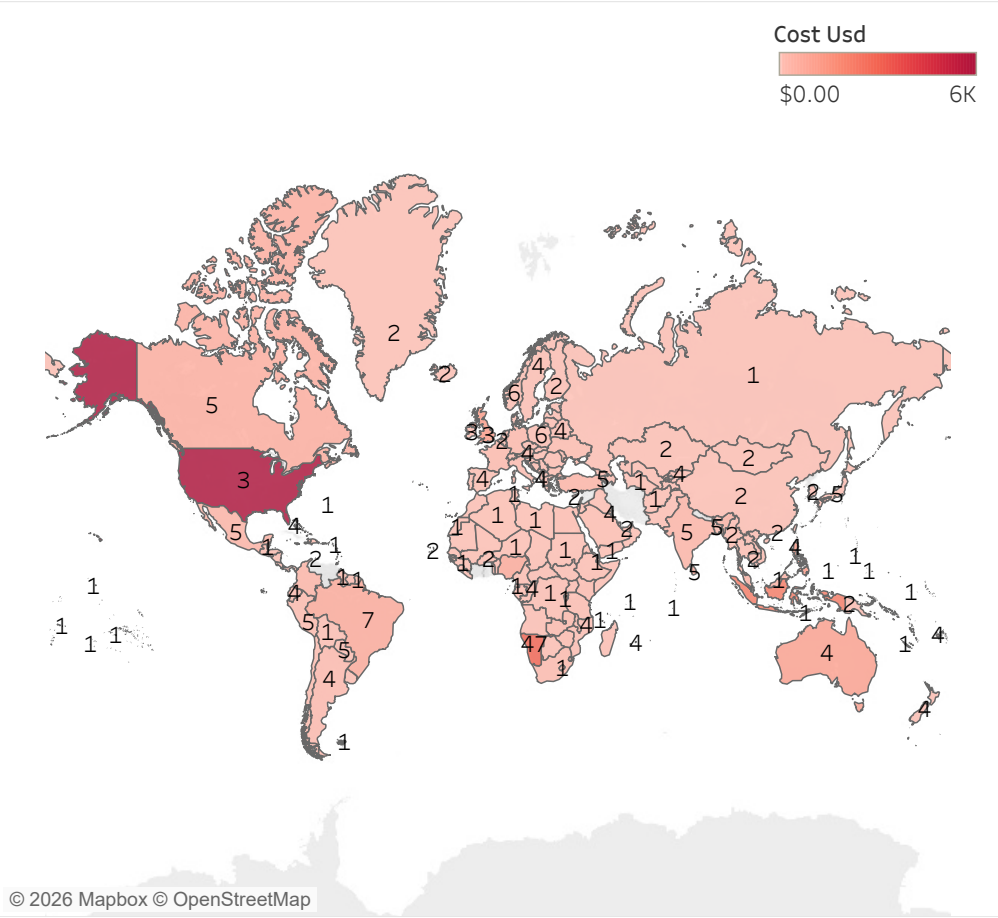
Marketing Campaigns

Total	
N of campaigns	48
Revenue	\$71,254.26
Cost	\$20,575.41
Profit	\$50,678.85
ROI	246.31%

Voided reason



Average Revenue Per User	\$10.35	Cost Per Install	\$2.99
No revenue users	9.08%	Click-to-Install Rate	0.83%



Profit

Campaign Id	N of countries	Revenue	Cost	Profit	ROI	-100	10000.00%
998337322	26	\$8,134.66	\$2,212.69	\$5,921.97	267.64%		
140410898	2	\$7,851.35	\$2,958.81	\$4,892.54	165.35%		
161694703	191	\$6,936.79	\$3,126.90	\$3,809.89	121.84%		
262368493	27	\$2,246.56	\$1,279.24	\$967.32	75.62%		
739276167	2	\$3,499.54	\$2,726.08	\$773.46	28.37%		
792104306	37	\$2,139.11	\$1,499.26	\$639.86	42.68%		
243641668	7	\$1,179.43	\$571.66	\$607.78	106.32%		
557162896	2	\$1,054.47	\$476.76	\$577.70	121.17%		
148918961	2	\$1,633.15	\$1,063.42	\$569.73	53.58%		
261307969	5	\$1,741.23	\$1,257.67	\$483.56	38.45%		
788967442	5	\$333.51	\$6.91	\$326.60	4727.17%		
510225620	6	\$553.27	\$367.34	\$185.93	50.61%		
265069104	6	\$377.54	\$196.03	\$181.51	92.59%		
432166127	2	\$268.01	\$153.20	\$114.81	74.94%		
810543724	2	\$108.66	\$31.81	\$76.85	241.63%		
900383572	2	\$215.42	\$144.71	\$70.71	48.86%		
974591165	20	\$91.52	\$28.45	\$63.07	221.72%		
529859974	2	\$165.71	\$113.12	\$52.59	46.49%		
232552584	2	\$645.22	\$599.51	\$45.71	7.62%		
351751429	5	\$861.29	\$818.94	\$42.36	5.17%		
611748075	7	\$50.43	\$12.54	\$37.89	302.19%		
199581943	6	\$50.55	\$20.94	\$29.61	141.36%		
464541057	2	\$140.09	\$120.91	\$19.18	15.86%		
369804654	2	\$33.91	\$16.67	\$17.24	103.46%		
742036733	2	\$71.60	\$56.59	\$15.01	26.52%		
585166272	20	\$94.35	\$79.52	\$14.83	18.64%		
502057685	2	\$93.52	\$79.81	\$13.71	17.18%		
611892113	2	\$66.74	\$58.41	\$8.34	14.27%		
654635500	27	\$70.16	\$66.46	\$3.70	5.57%		
972671114	10	\$8.01	\$6.95	\$1.05	15.17%		
434877610	2	\$19.20	\$18.75	\$0.45	2.38%		
158774250	1		\$0.00	\$0.00			
989105150	2	\$0.24	\$0.25	(\$0.01)	-2.42%		
516932962	2		\$0.02	(\$0.02)	-100.00%		
848321939	2		\$0.04	(\$0.04)	-100.00%		
660741874	11	\$4.60	\$4.83	(\$0.22)	-4.64%		
369626124	11	\$10.93	\$12.13	(\$1.20)	-9.90%		
161332031	6	\$67.86	\$69.45	(\$1.59)	-2.29%		
590094865	22	\$4.66	\$6.43	(\$1.77)	-27.55%		
258346999	7		\$2.23	(\$2.23)	-100.00%		
180761354	22	\$11.62	\$17.55	(\$5.92)	-33.75%		
834117318	27	\$6.41	\$14.02	(\$7.61)	-54.27%		
624225880	2		\$7.74	(\$7.74)	-100.00%		
280939212	7	\$14.99	\$27.35	(\$12.35)	-45.17%		

N of countries, Revenue, Cost, Profit and ROI broken down by Campaign Id.
Color shows ROI.

Profit

Campaign Id	N of countries	Revenue	Cost	Profit	ROI	-10010000.00%	
542533692	6	\$44.89	\$64.68	(\$19.79)	-30.60%		
571438578	6	\$10.93	\$34.23	(\$23.30)	-68.07%		
525989111	27	\$24.61	\$51.75	(\$27.14)	-52.45%		
514288304	2	\$50.67	\$92.66	(\$41.99)	-45.31%		
Grand Total		\$71,254.26	\$20,575.41	\$50,678.85	246.31%		

N of countries, Revenue, Cost, Profit and ROI broken down by Campaign Id.
Color shows ROI.

User conversion

Device Code (Non Org Installs Report)	Count of Conversion Metric	Distinct count of Countries	Distinct count of Campaigns
80977721a316a1a4..	814	113	42
01efbddc34141ba6f..	3,149	147	40
bfd47c8a0271c2fe2..	771	113	39
c9aef0a287bd99c9a..	1,471	128	38
aec2229e2e49c9e4..	3,623	141	38
8b07946943d97d45..	4,847	142	38
7f54cbf4c65098338..	4,197	158	38
7c04456e5bda711cf..	810	95	38
305bb274f7ff2383c..	781	111	38
24d1aef7a6b19267..	2,379	128	38
0ddcb2a9cb77bed8..	3,742	134	38
b20d4bb96d7a4ae2..	1,210	118	37
b05113ad72a422f3..	729	87	37
8ca7d67d8aa03ca4..	1,073	121	37
82fcb7f6745062c5b..	1,834	118	37
76234cc68c4bdd30..	1,168	110	37
16f2e31ce897313e..	1,648	85	37
af1a78b24edd63ca5..	1,285	113	36
62248fc11c692636..	926	111	36
603fb411bd2e752c..	1,661	121	36
26003ab53fe52797..	2,503	108	36
eef1cd0e777b09fee..	1,709	85	35
c4ee4af50b96dde48..	735	103	35
c2e751348808a5f8..	468	97	35
3f583c4cdc38b8f8c..	616	96	35
35fe2822e750d922..	992	103	35
b3fc08381be3da5e..	1,494	80	34
16e72ac51b601759..	3,750	130	34
0748ccd69ff97d3c9..	568	107	34
02c3f30f50be89b7f..	643	104	34
fd43570612c837ab..	494	69	33
cae8d8b276c4d2bf6..	2,233	95	33
90d4be230da0af89..	776	86	33
8b8dfeb0ae5ff432b..	342	75	33
80c97c32d9c68631..	869	89	33
7af05fb4507cd1478..	2,645	102	33
4cea9bd06741784d..	373	70	33
3d7da033f88a55fda..	1,195	116	33
38b4ab2e6b3ea3ee..	1,508	108	33
fb8ee438e79dce326..	524	64	32
eadbbae117b6e930..	1,730	112	32
de2bcfe175c892fe0..	339	73	32
95c385626eba369f..	1,176	107	32
84bc1505cb304e6b..	399	82	32
84858191174d7fb6..	1,508	102	32

Count of Conversion Metric, Distinct count of Countries and Distinct count of Campaigns broken down by Device Code (Non Org Installs Report). The view is filtered on count of Conversion Metric, distinct count of Country (Non Org Installs Report) and distinct count of Campaign Id (Non Org Installs Report). The count of Conversion Metric filter ranges from 0 to 4,847. The distinct count of Country (Non Org Installs Report) filter ranges from 0 to 158. The distinct count of Campaign Id (Non Org Installs Report) filter ranges from 30 to 42.

User conversion

Device Code (Non Org Installs Report)	Count of Conversion Metric	Distinct count of Countries	Distinct count of Campaigns
0db0698e88164993..	1,855	96	32
582cabbb45e43bb8..	1,058	100	31
1d75d76c41e4eb07..	428	82	31
f3689f55d27bb5e8c..	1,602	92	30
defd4d7e626e0651..	579	77	30
b49688e849da58fb..	489	81	30
4f16606d7976ce23..	1,620	81	30
40555f1f0cd1b2626..	721	83	30
37a52fbf8e831f6b3..	279	57	30
35a1abac2cc1b442f..	355	72	30
Grand Total	4,847	158	42