

USER ACTION REPORTING

RECAP THE REASON FOR THE CAMPAIGN

THE CAMPAIGN GOAL

- Increase user actions by delivering the advertiser's message to the target audience and finding more of their audience using general tactics and optimization algorithms.

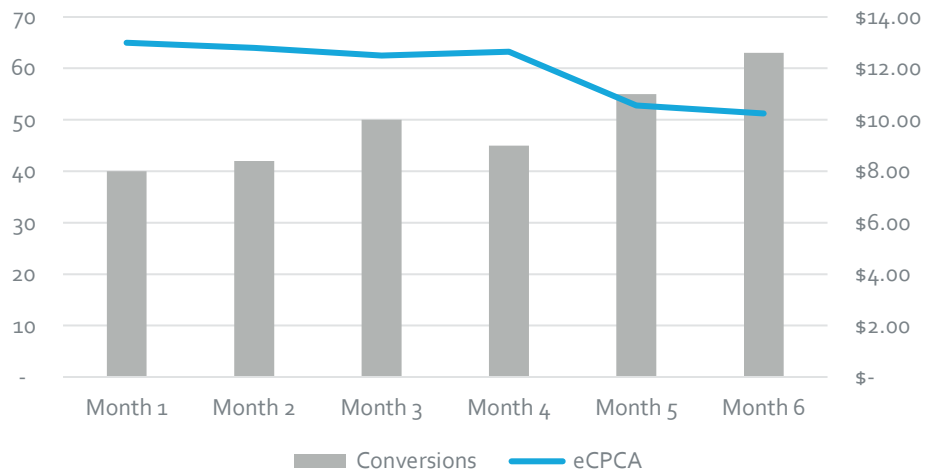
THE AUDIENCE & PLAN

- Highlight the targeted audience and targeting methods used to reach that audience.

SHOWCASE RELEVANT METRICS

USER ACTION METRICS

- Total Number of Conversions
- eCPA (Average Cost per Acquisition/Conversion)



USE THE DATA TO TELL A STORY

TIE DATA BACK TO THE BUSINESS

- Explain the numbers as it relates to the advertiser. Identify ways the campaign drove more user actions over time and increased cost per conversion.

SHOW TRENDS OVER TIME

- Compare current data points to previous months. Show how campaign optimizations capitalized on wins and overcame losses.