

All Users

Add comparison

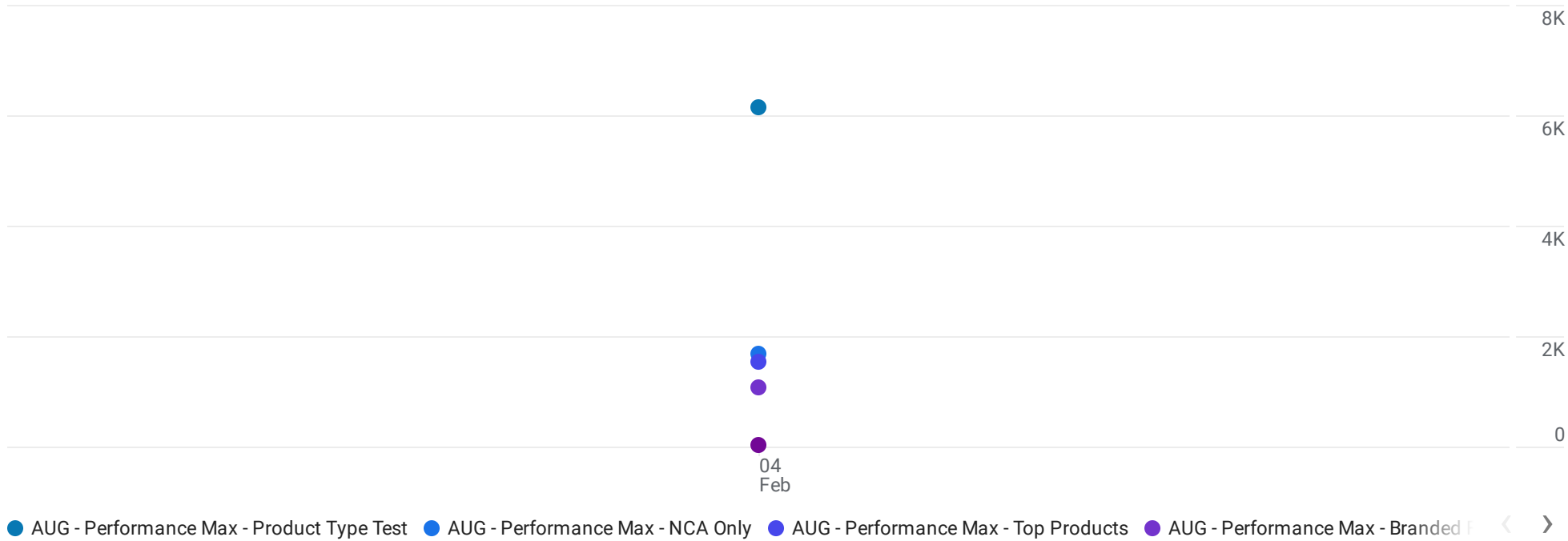
Custom

Feb 4 - Feb 4, 2024

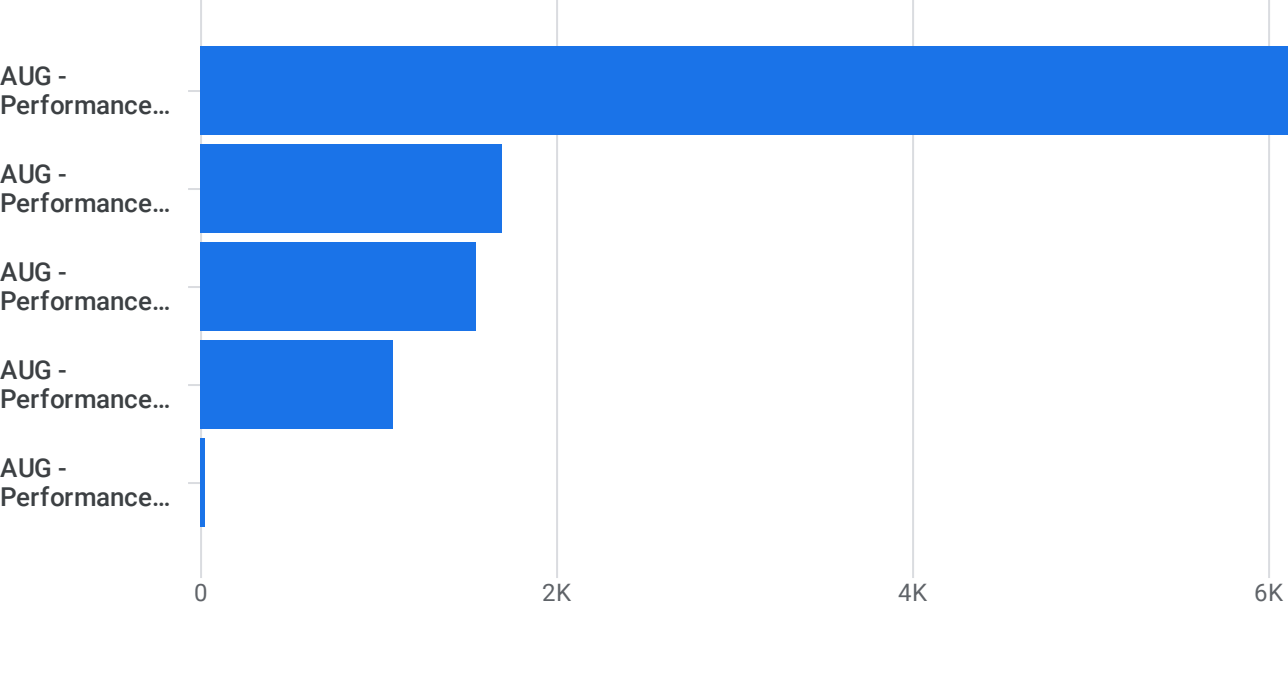
Augurian Managed Paid Media Campaigns

Session campaign contain...

Sessions by Session campaign over time



Sessions by Session campaign



performance max

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Session campaign		Sessions	Total revenue	Conversions purchase	Event count first_order	Engaged sessions	Average engagement time per session	Users	Engaged sessions per user	Events per session	Engagement rate	Session conversion rate All events
		10,634 43.59% of total	\$20,916.55 69.95% of total	326.00 0.15% of total	80 0.02% of total	9,552 42.81% of total	4m 37s Avg +85.96%	8,166 47.92% of total	1.17 Avg -10.67%	24.64 Avg +46%	89.83% Avg -1.81%	99.29% Avg -0.3%
1	AUG - Performance Max - Product Type Test	6,137	\$13,193.88	212.00	36	5,537	5m 21s	4,765	1.16	24.36	90.22%	99.3%
2	AUG - Performance Max - NCA Only	1,692	\$2,590.09	45.00	20	1,562	3m 26s	1,377	1.13	22.34	92.32%	99.65%
3	AUG - Performance Max - Top Products	1,546	\$2,830.17	39.00	12	1,324	4m 16s	1,216	1.09	27.97	85.64%	99.61%
4	AUG - Performance Max - Branded Fabric	1,082	\$2,248.72	29.00	12	1,016	3m 25s	930	1.09	28.68	93.9%	99.82%
5	AUG - Performance Max - Black Friday	27	\$53.69	1.00	0	23	4m 00s	20	1.15	13.67	85.19%	100%
6	AUG - Performance Max - Blank Canvas	3	\$0.00	0.00	0	3	3m 02s	3	1.00	8.00	100%	100%
7	AUG - Performance Max - Feed Only - Seasonal Products	1	\$0.00	0.00	0	1	1m 59s	1	1.00	37.00	100%	100%