

# Campaign report

All time

Campaign status	Campaign	Budget name	Currency code	Budget	Budget type	Status	Status reasons	Optimization score	Campaign type	Avg. CPV	Impr.	Interactions	Interaction rate
Paused	Campaign #1	--	USD	8.00	Daily	Paused	campaign paused; unknown	--	Performance Max	0.421	1,502,702	24,404	1.62%
Paused	Support Local Video views - 2024-09-19	--	USD	1600.00	Campaign Total	Paused	campaign paused; campaign ended; unknown	--	Video	0.013	314,423	142,076	45.19%
Paused	Video views - 2024-02-06	--	USD	8.00	Daily	Paused	campaign paused; unknown	--	Video	0.008	430,287	205,352	47.72%
Paused	Local Hop Sales Boost	--	USD	8.00	Daily	Paused	campaign paused; unknown	--	Performance Max	0.115	271,478	4,849	1.79%
<b>Total: Campaigns</b>			USD							<b>0.012</b>	<b>2,518,890</b>	<b>376,681</b>	<b>14.95%</b>
<b>Total: Account</b>			USD							<b>0.012</b>	<b>2,518,890</b>	<b>376,681</b>	<b>14.95%</b>
<b>Total: Performance Max</b>			USD						<b>Performance Max</b>	<b>0.296</b>	<b>1,774,180</b>	<b>29,253</b>	<b>1.65%</b>
<b>Total: Video</b>			USD						<b>Video</b>	<b>0.010</b>	<b>744,710</b>	<b>347,428</b>	<b>46.65%</b>

Avg. cost	Cost	Bid strategy type	Conv. rate	Conversions	Cost / conv.
0.04	984.41	Maximize Conversions	103.25%	25,196.01	0.04
0.01	1599.79	Target CPV	0.14%	206.00	7.77
0.01	1421.53	Target CPV	0.04%	92.00	15.45
0.17	802.71	Maximize Conversions	1.20%	58.00	13.84
<b>0.01</b>	<b>4808.45</b>		<b>6.78%</b>	<b>25,552.01</b>	<b>0.19</b>
<b>0.01</b>	<b>4808.45</b>		<b>6.78%</b>	<b>25,552.01</b>	<b>0.19</b>
<b>0.06</b>	<b>1787.12</b>		<b>86.33%</b>	<b>25,254.01</b>	<b>0.07</b>
<b>0.01</b>	<b>3021.32</b>		<b>0.09%</b>	<b>298.00</b>	<b>10.14</b>