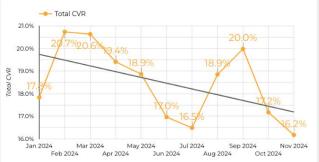
2024 in Review - Metrics that matter





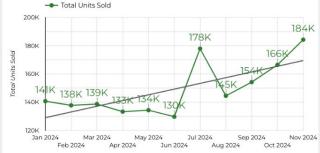


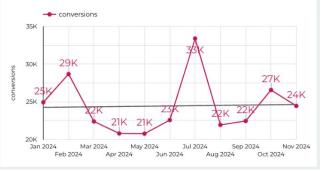


 Jan 2024
 Mar 2024
 Jul 2024
 Sep 2024
 Nov 2024

 Feb 2024
 Apr 2024
 Jun 2024
 Aug 2024
 Oct 2024







19 1+	ertiser: Kitchei	c							
	Advertiser: KitchenSmart			Brand: KitchenSmart 👻 Ranked by: Sales 🐱				Date range: Last 30 days 🗸 Export	
			Ad paths are at	the brand level and r	nay include multiple a	dvertising accounts. Learn more			
	Goal performance Last 7 days		1	Streaming TV Amazon DSP	Display Amazon DSP 5	Video Sponsored iponsored Brands Products	Video Sponsored Display	Q. Purchase	
	Impressions ~ 331,354,122 † 45% vs previous	Total cost ↔ \$98,100 ↓ 1.5% vs previous		Sales 0 \$706,821	NTB sales @ \$86,424	Purchases ® 5,543	NTB purchases () 1,937	Path sales % 0 22%	
9			2	Video Sponsored Brands	Display Sponsored Display	Video Sponsared partnared Display Products	Purchase		
9	CTR V 0.045% † 8.4% vs previous	RDAS ~ 2.42 † 11% vs previous		Sales 0 \$614,890	NTB sales 🛛 \$26,110	Purchases @ 4,113	NTB purchases @ 1,999	Path sales % ⊕ 13%	
			3	Video Sponsored Brands	Audio Amazon DSP	© Purchase			
				Sales 0 \$587,604	NTB sales @ \$17,900	Purchases @ 3,003	NTB purchases @ 824	Path sales % @ 7%	
9			4	Online video Amazon DSP	Display Sponsored Display	Purchase			
				Sales 0 \$488,006	NTB sales () \$16,295	Purchases	NTB purchases () 647	Path sales % 🛛	
			5	Sponsored Products	Q Purchase				
				Sales 0 \$387,607	NTB sales @ \$16.860	Purchases @ 1,008	NTB purchases @ 350	Path sales % @ 3%	