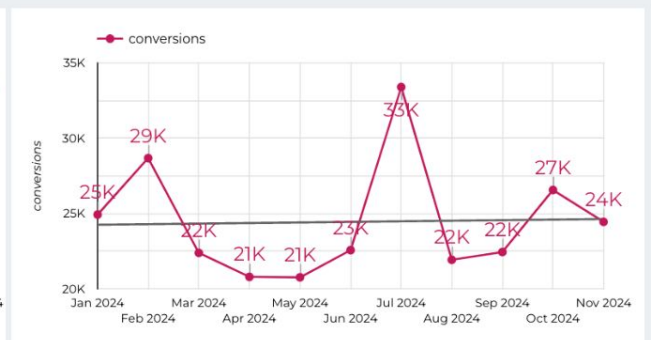
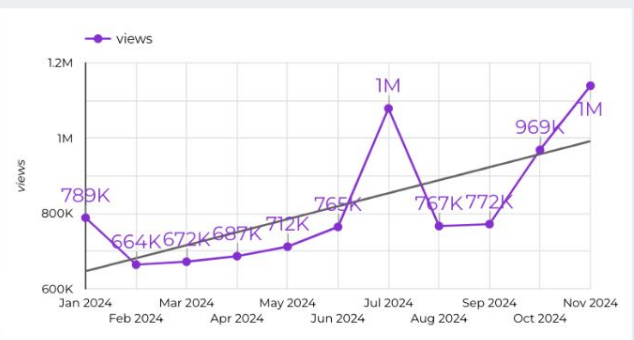
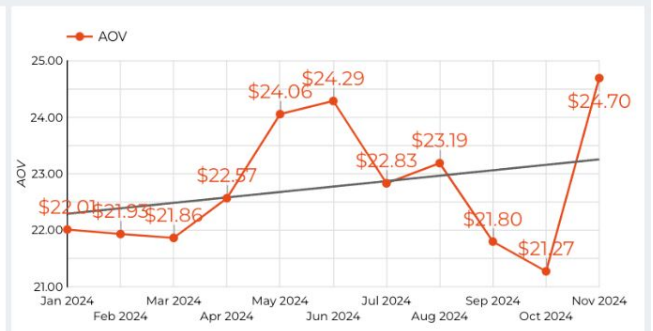
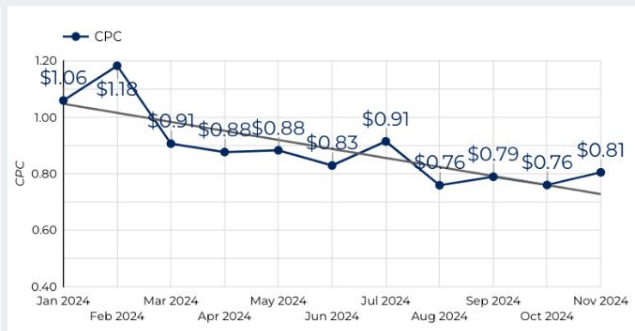
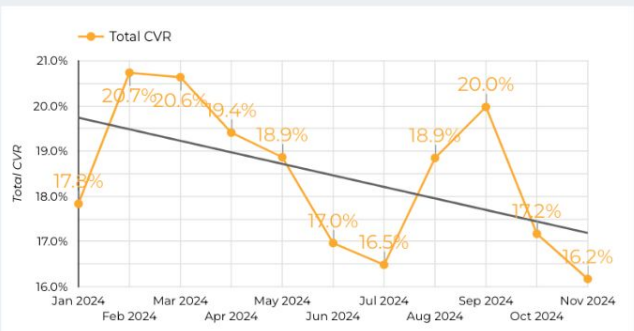


2024 in Review - Metrics that matter





Advertiser: KitchenSmart



1+

Goal performance Last 7 days

Impressions ▾

331,354,122

↑ 45% vs previous

Total cost ▾

\$98,100

↓ 1.5% vs previous

CTR ▾

0.045%

↑ 8.4% vs previous

ROAS ▾

2.42

↑ 11% vs previous



X Top 5 ad paths ranked by sales

Brand: KitchenSmart ▾

Ranked by: Sales ▾

Date range: Last 30 days ▾

Export

Ad paths are at the brand level and may include multiple advertising accounts. [Learn more](#)

1



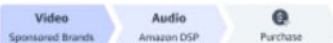
Sales ⓘ	NTB sales ⓘ	Purchases ⓘ	NTB purchases ⓘ	Path sales % ⓘ
\$706,821	\$86,424	5,543	1,937	22%

2



Sales ⓘ	NTB sales ⓘ	Purchases ⓘ	NTB purchases ⓘ	Path sales % ⓘ
\$614,890	\$26,110	4,113	1,999	13%

3



Sales ⓘ	NTB sales ⓘ	Purchases ⓘ	NTB purchases ⓘ	Path sales % ⓘ
\$587,604	\$17,900	3,003	824	7%

4



Sales ⓘ	NTB sales ⓘ	Purchases ⓘ	NTB purchases ⓘ	Path sales % ⓘ
\$488,006	\$16,295	2,976	647	5%

5



Sales ⓘ	NTB sales ⓘ	Purchases ⓘ	NTB purchases ⓘ	Path sales % ⓘ
\$387,607	\$16,860	1,008	350	3%