



# CAMPAIGN RESULTS

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Client                      Offer                      Timeframe

## CONVERSION WEIGHT

CONVERSION TYPE	WEIGHT (1-10)
Purchase	
Form	
Call	
Text	
Assisted	
View	

CHANNEL	VIEW CONVERSIONS	ASSISTED CONVERSIONS	KEY LAST CLICK CONVERSIONS	SECONDARY LAST CLICK CONVERSIONS	TOTAL WEIGHTED CONVERSIONS	COST	COST PER CONVERSION
Google							
Facebook/Instagram							
Display Network							
Retargeting Network							
Native Network							
LinkedIn							
TikTok							
Other Social							
Other Social							
OTT/CTV Platform							
Radio Streaming Platform							
Email							

