

PopAds Constructor - PH #58

Campaign optimization report

TRAFFIC SOURCE Popads	TRACKER Bemob	STATUS Paused
--------------------------	------------------	------------------

SUMMARY

COST

\$46.11

16-day spend

REVENUE

\$3.84

122 conversions

PROFIT

-\$42.27

net

ROI

-91.7%

period average

0

zones blocked by rules (auto)

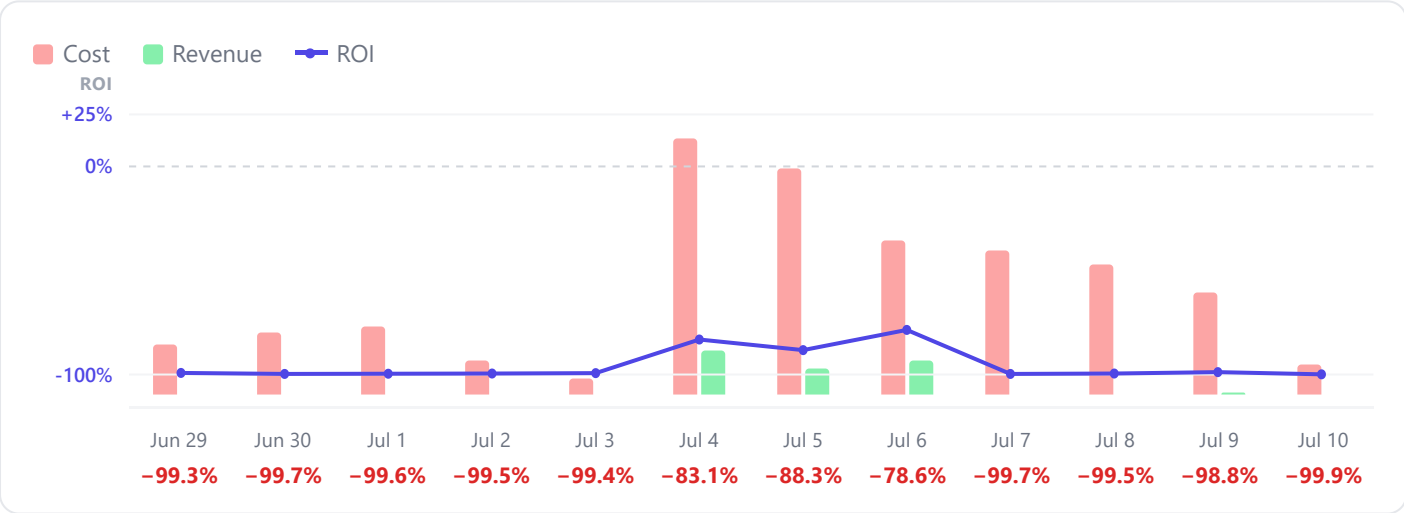
0

manual zone actions (you)

0

rule runs this period

PERFORMANCE PER DAY · COST VS REVENUE, ROI TREND



DAY	IMPR.	CLICKS	COST	CONV.	REVENUE	PROFIT	ROI
Jul 10	1,311	0	\$1.07	1	\$0.00	-\$1.07	-99.9%
Jul 9	4,161	0	\$3.68	13	\$0.04	-\$3.63	-98.8%
Jul 8	5,140	0	\$4.72	9	\$0.02	-\$4.70	-99.5%
Jul 7	5,508	0	\$5.21	9	\$0.01	-\$5.20	-99.7%
Jul 6	5,852	0	\$5.59	12	\$1.20	-\$4.39	-78.6%
Jul 5	7,065	0	\$8.20	25	\$0.96	-\$7.24	-88.3%
Jul 4	7,778	0	\$9.26	17	\$1.56	-\$7.69	-83.1%
Jul 3	644	0	\$0.61	5	\$0.00	-\$0.61	-99.4%
Jul 2	1,745	0	\$1.20	4	\$0.01	-\$1.19	-99.5%
Jul 1	4,281	0	\$2.49	11	\$0.01	-\$2.48	-99.6%
Jun 30	4,219	0	\$2.24	7	\$0.01	-\$2.24	-99.7%
Jun 29	3,679	0	\$1.84	9	\$0.01	-\$1.82	-99.3%

RULES ATTACHED TO THIS CAMPAIGN

Block zones with 1000 visits and TRUE ROI < -10% Active

IF

Impressions > 1,000

AND

True ROI <= -10.00%

· 7 days

THEN

Block zones

Every 1m · 0 runs this period

Stop traffic when spent > \$50 Active

IF

Cost > \$50.00

· 30 days

THEN

Pause traffic

Every 1m · 0 runs this period

OPTIMIZATION TIMELINE · WHAT CHANGED, WHEN, AND WHY

No rule or manual changes recorded in this period.