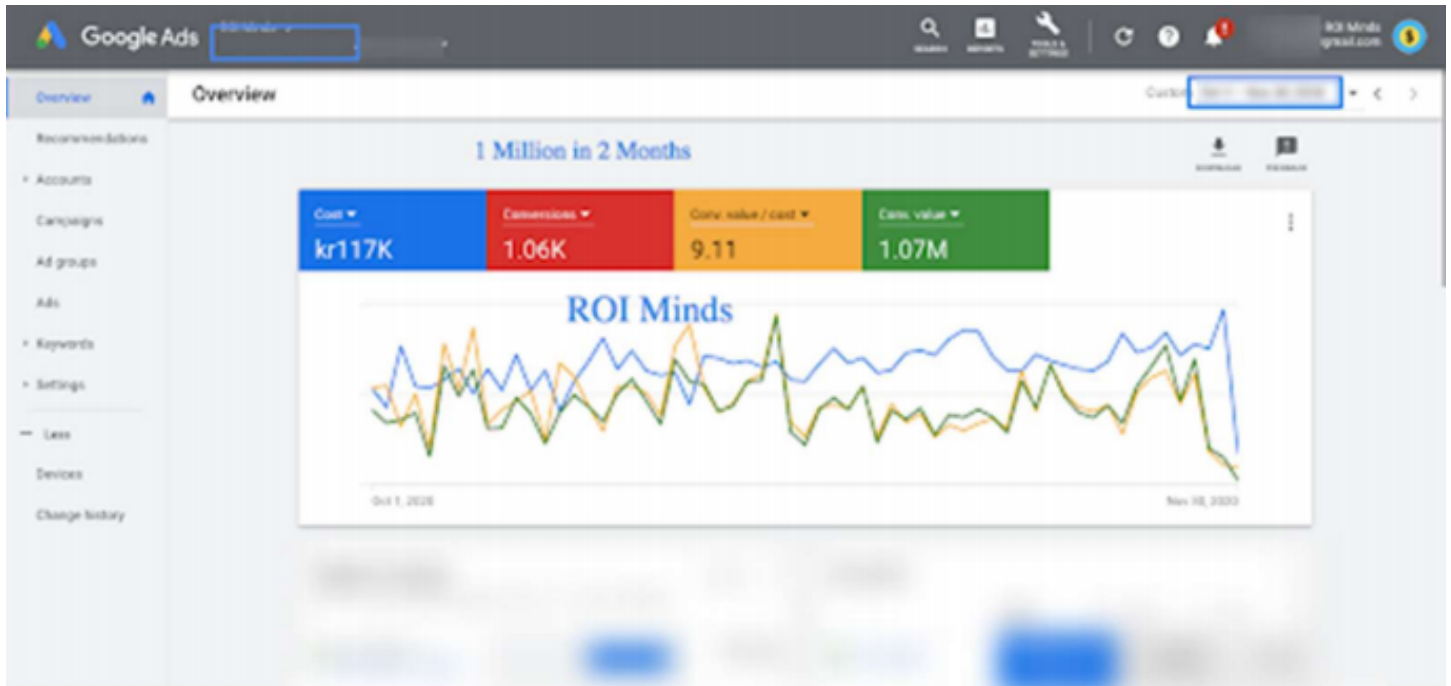




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Campaign status: Enabled

Ad group status: Enabled

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	Campaign		Conversions ><		All conv. <>	Cost / conv. <>	Conv. rate <>	Conv. value <>		
	3/30/2023 4/13/2023	3/15/2023 3/29/2023	Change	Change (%)					3/30/2023 4/13/2023	3/15/2023 3/29/2023
☐ ☒ ☒ RM - Discovery Remarketing Without Expansion - 27/01/23	12.00	35.00	-23.00	-65.71%	148.00 (-40.08%)	SAR187.69 (+200.64%)	0.02% (-59.88%)	4,417.00 (-72.10%)	1.96	7.24
☐ ☒ ☒ RM - Discovery Remarketing Similar Audience Without Expansion - 16/03/23	0.00	4.00	-4.00	-100.00%	22.00 (-61.40%)	SAR0.00 (-100.00%)	0.00% (-100.00%)	0.00 (-100.00%)	0.00	2.12
Total: All enabled campaigns in you...	1,493.14	831.58	661.57	+79.56%	19,196.38 (+64.79%)	SAR12.18 (-46.97%)	0.84% (+55.69%)	595,330.26 (+75.56%)	32.73	17.75
Total: Account	1,493.14	831.58	661.57	+79.56%	19,196.38 (+64.79%)	SAR12.18 (-46.97%)	0.84% (+55.69%)	595,330.26 (+75.56%)	32.73	17.75

1 - 6 of 6

Reporting is not real-time. Time zone for all dates and times: (GMT+03:00) Arabian Standard Time. [Learn more](#)

Some inventory may be provided through third party intermediaries.

☐ ☒ Campaign

		3/30/2023 4/13/2023	3/15/2023 3/29/2023		
				3/30/2023 4/13/2023	3/15/2023 3/29/2023
☐	☒  RM - Discovery Remarketing Without Expansion - 27/01/23	12.00	35.00	1.96	7.24
☐	☒  RM - Discovery Remarketing Similar Audience Without Expansion - 16/03/23	0.00	4.00	0.00	2.12
Total: All enabled campaigns in you... ?		1,493.14	831.58	32.73	17.75
☒	Total: Account ?	1,493.14	831.58	32.73	17.75