



PERFORMANCE DASHBOARD

How would interactive visual reporting help you deepen campaign understanding?

KEY BENEFITS



Gain a holistic view of campaign success from a single interactive dashboard.



Completely customize your cross-platform performance view with a dashboard driven by unique, brand-specific labeling.



Compare your current to historical performance to understand year-over-year, quarter-over-quarter or month-over-month trends.



Save hours of time preparing reporting with pre-packaged performance insights readily available.

ANALYZE CAMPAIGN PERFORMANCE WITH CUSTOMIZABLE CHARTS

Publisher Summary: View relevant metric performance across Facebook, Instagram, Snapchat, LinkedIn, Pinterest and Twitter.

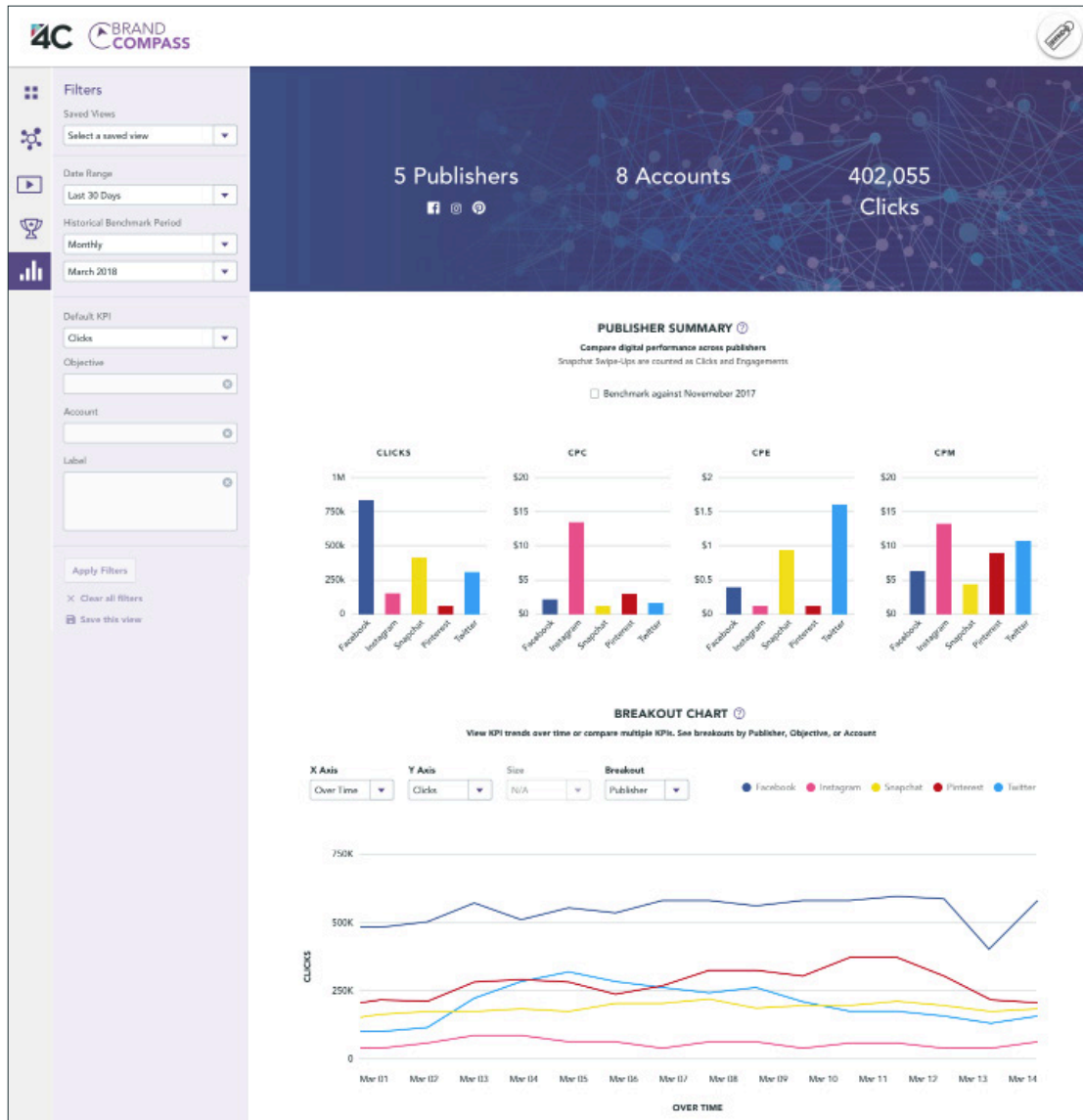
Breakout Charts: Discover performance insights and trends based on breakouts by publisher, objective, and account.

Creative Performance: Analyze top- and bottom-performing creative.

Audience Performance: Analyze best- and worst-performing audiences across multiple KPIs.

Label Performance: Compare multiple key metrics across custom labels which can include line of business, marketing initiative, and more.

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KEY FUNCTIONS

Performance Filters

Customize and save performance views throughout the dashboard.

Publisher Summary

See KPIs broken out by publisher to get an overview of how ads are performing across Facebook, Instagram, LinkedIn, Pinterest, Snapchat, and Twitter.

Breakout Chart

Find trends and gain insights by plotting KPIs over time or against one another. See breakouts by publisher, objective, and account. Compare MoM, QoQ, or YoY performance.

Creative Performance

View top performing creatives based on your key KPIs with playable video and image previews.

Audience Performance

Discover the audience segments performing the best against your key KPIs.

Label Performance

See performance by custom segments. Select up to 5 KPIs and see stats rolled up by label.