

Publisher	Concept	Spend	Imp.	Clicks	CTR	CPC	Content Views	CP CV	Outgoing Link	Email Signup	Visitor Guide Signup
AXM	Crab 2020	\$7,924	2,003,170	2,210	0.11%	\$3.59	6,287	\$1.26	340	10	3
Total		\$7,924	2,003,170	2,210	0.11%	\$3.59	6,287	\$1.26	340	10	3
Facebook	Crab	\$2,006	253,865	3,927	1.55%	\$0.51	4,525	\$0.44	720	3	0
Total		\$2,006	253,865	3,927	1.55%	\$0.51	4,525	\$0.44	720	3	0
Grand Total		\$9,929	2,257,035	6,137	0.27%	\$1.62	10,812	\$0.92	1,060	13	3