

Claritas Attribution and Lift Report (Sample)

Barometric - Advertiser - Q1 2020

Partner: Publisher

Campaign ID: 1234

Updated: 09/12/21 at 6:00 PM EST

Media Tracking		Attributable Client Website Events			Claritas Lift Analysis		Cost Analysis				
Placement Name	Impressions	homepage	checkout_start	checkout_complete	Lift	Incremental checkout_complete	CPM Media	Cost	CPA	Incremental CPA	
Audio - Creative A	1,183,592	11,036	3,377	890	150.00%	534	\$ 24.00	\$ 28,406.21	\$ 31.92	\$ 53.20	
Audio - Creative B	1,184,934	11,197	3,487	1,002	28.00%	219	\$ 24.00	\$ 28,438.42	\$ 28.38	\$ 129.74	
<b>TOTALS</b>	<b>2,368,526</b>	<b>22,233</b>	<b>6,864</b>	<b>1,892</b>	<b>56.56%</b>	<b>753</b>	<b>\$ 24.00</b>	<b>\$ 56,844.62</b>	<b>\$ 30.15</b>	<b>\$ 91.47</b>	