

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	
TOTALS	2,368,526	22,233	6,864	1,892	56.56%	753	\$ 24.00	\$ 56,844.62	\$ 30.15	\$ 91.47	