

Decision	Paid Search	Bing	Search	United States	North America	Brand	All	2023-11-23	DESC_BING_SEARCH_PSC_US_NA_B-R	18.0432	2017	51	0	0
Decision	Paid Search	Bing	Search	United States	North America	Brand	All	2023-11-23	DESC_BING_SEARCH_PSC_US_NA_B-R	18.1524	1986	44	0	0
Decision	Paid Search	Bing	Search	United States	North America	Brand	All	2023-11-24	DESC_BING_SEARCH_PSC_US_NA_B-R	19.404	1799	35	0	0
Decision	Paid Search	Bing	Search	United States	North America	Non-Brand	Analytics Experts	2023-11-25	DESC_BING_SEARCH_PSC_US_NA_N-B_Analytics-Experts	39.606	4752	311	1	51.35
Decision	Paid Search	Bing	Search	United States	North America	Brand	All	2023-11-26	DESC_BING_SEARCH_PSC_US_NA_B-R	22.0752	2847	53	0	0
Decision	Paid Search	Bing	Search	United States	North America	Non-Brand	Analytics Experts	2023-11-27	DESC_BING_SEARCH_PSC_US_NA_N-B_Analytics-Experts	0.2604	137	4	0	0
Decision	Paid Search	Bing	Search	United States	North America	Brand	All	2023-11-28	DESC_BING_SEARCH_PSC_US_NA_B-R	24.7548	3289	51	0	0
Decision	Paid Search	Bing	Search	United States	North America	Non-Brand	Analytics Experts	2023-11-29	DESC_BING_SEARCH_PSC_US_NA_N-B_Analytics-Experts	90.8712	19414	468	1	51.35
Decision	Paid Search	Bing	Search	United States	North America	Brand	All	2023-11-30	DESC_BING_SEARCH_PSC_US_NA_B-R	44.1336	2850	62	0	0

Date	Campaign Name	Spend	Impr.	Clicks	Conversions	Revenue	<= Standardized and Manual Header Column
Date	Campaign name	Cost	Impressions	Link clicks	Website purchases	Website purchases conversion value	<= Meta Header Column from Supermetrics Query
2024-11-01	CONS_META_STA_PSI_US_NA_EG_Digital-Marketers	20.81	1916	7	0	0	
2024-11-02	CONS_META_STA_PSI_US_NA_EG_Digital-Marketers	16.8	976	9	0	0	
2024-11-02	CONS_META_STA_PSI_US_NA_EG_Analytics-Experts	22.06	1086	5	0	0	
2024-11-03	CONS_META_STA_PSI_US_NA_EG_Analytics-Experts	96.96	5480	33	2	127.94	
2024-11-04	CONS_META_STA_PSI_US_NA_EG_Analytics-Experts	96.27	5946	22	3	191.91	
2024-11-05	CONS_META_STA_PSI_US_NA_EG_Analytics-Experts	20.05	1069	7	0	0	
2024-11-06	CONS_META_STA_PSI_US_NA_EG_Analytics-Experts	0	0	0	0	0	
2024-11-07	CONS_META_STA_PSI_US_NA_EG_Analytics-Experts	0	0	0	0	0	
2024-11-08	CONS_META_STA_PSI_US_NA_EG_Analytics-Experts	0	0	0	0	0	
2024-11-09	CONS_META_STA_PSI_US_NA_EG_Analytics-Experts	0	0	0	0	0	
2024-11-10	CONS_META_STA_PSI_US_NA_EG_Digital-Marketers	155.27	7990	36	4	255.88	
2024-11-11	AWAR_META_STA_PSI_US_NA_EG_New-Feature_Analy	131.67	4760	27	2	127.94	
2024-11-11	CONS_META_STA_PSI_US_NA_EG_Digital-Marketers	7.66	210	4	0	0	
2024-11-12	AWAR_META_STA_PSI_CA_NA_New-Feature_Analytics-	98.71	5584	36	1	63.97	
2024-11-12	DESC_META_ASC_PSI_US_NA_EG_Analytics-Experts	97.2	5960	55	2	127.94	
2024-11-13	AWAR_META_STA_PSI_CA_NA_New-Feature_Analytics-	102.03	7229	40	2	127.94	
2024-11-13	DESC_META_ASC_PSI_US_NA_EG_Analytics-Experts	103.54	8292	73	1	63.97	
2024-11-14	AWAR_META_STA_PSI_CA_NA_New-Feature_Analytics-	100.56	14489	60	3	191.91	
2024-11-14	DESC_META_ASC_PSI_US_NA_EG_Analytics-Experts	100.87	14227	85	1	63.97	
2024-11-15	AWAR_META_STA_PSI_CA_NA_New-Feature_Analytics-	24.28	4979	33	0	0	
2024-11-15	DESC_META_ASC_PSI_US_NA_EG_Analytics-Experts	124.84	23685	126	2	127.94	
2024-11-16	DESC_META_ASC_PSI_US_NA_EG_Analytics-Experts	118.77	21709	90	0	0	
2024-11-17	DESC_META_ASC_PSI_US_NA_EG_Analytics-Experts	125.39	22387	112	4	255.88	
2024-11-18	DESC_META_ASC_PSI_US_NA_EG_Analytics-Experts	124.4	22496	142	2	127.94	
2024-11-19	DESC_META_ASC_PSI_US_NA_EG_Analytics-Experts	120.81	22041	109	5	319.85	
2024-11-20	DESC_META_ASC_PSI_US_NA_EG_Analytics-Experts	124.32	23429	136	6	383.82	
2024-11-21	DESC_META_ASC_PSI_CA_NA_EG_Analytics-Experts	36.85	4180	25	1	63.97	
2024-11-21	DESC_META_ASC_PSI_US_NA_EG_Analytics-Experts	71.72	13079	71	1	63.97	
2024-11-22	DESC_META_ASC_PSI_CA_NA_EG_Analytics-Experts	126.63	14860	76	2	127.94	
2024-11-22	DESC_META_ASC_PSI_US_NA_EG_Analytics-Experts	9.1	1715	6	0	0	
2024-11-23	DESC_META_ASC_PSI_CA_NA_EG_Analytics-Experts	145.37	14906	62	2	127.94	
2024-11-24	AWAR_META_STA_PSI_US_NA_EG_Digital-Marketers	19.71	4346	24	0	0	
2024-11-25	AWAR_META_STA_PSI_US_NA_EG_Digital-Marketers	11.6	2338	7	0	0	
2024-11-26	AWAR_META_STA_PSI_US_NA_EG_Digital-Marketers	0	0	0	0	0	
2024-11-27	CONS_META_STA_PSI_US_NA_EG_Analytics-Experts	3.8	620	2	0	0	
2024-11-27	DESC_META_ASC_PSI_US_NA_EG_Digital-Marketers	2.49	282	3	0	0	
2024-11-28	CONS_META_STA_PSI_US_NA_EG_Analytics-Experts	50.74	8321	45	1	63.97	
2024-11-28	DESC_META_ASC_PSI_US_NA_EG_Digital-Marketers	9.47	899	2	0	0	
2024-11-29	CONS_META_STA_PSI_US_NA_EG_Analytics-Experts	50.69	9547	65	0	0	
2024-11-29	DESC_META_ASC_PSI_CA_NA_EG_Digital-Marketers	17.67	2290	13	0	0	
2024-11-30	AWAR_META_STA_PSI_CA_NA_EG_Digital-Marketers	27.01	9451	69	1	63.97	
2024-11-30	CONS_META_STA_PSI_US_NA_EG_Analytics-Experts	42.74	9174	48	2	127.94	
2024-11-30	DESC_META_ASC_PSI_CA_NA_EG_Digital-Marketers	6.54	625	4	0	0	
2023-11-01	AWAR_META_STA_PSI_CA_NA_New-Feature_Analytics-	87.8519	4859	50	2	114.24	
2023-11-02	AWAR_META_STA_PSI_CA_NA_New-Feature_Analytics-	21.6092	4332	114	0	0	
2023-11-02	DESC_META_ASC_PSI_US_NA_EG_Analytics-Experts	89.7743	12378	2	2	114.24	
2023-11-03	DESC_META_ASC_PSI_CA_NA_EG_Analytics-Experts	112.7007	12929	2	3	171.36	
2023-11-04	CONS_META_STA_PSI_US_NA_EG_Analytics-Experts	3.382	540	56	0	0	
2023-11-05	DESC_META_ASC_PSI_US_NA_EG_Analytics-Experts	86.508	5186	7	0	0	
2023-11-06	CONS_META_STA_PSI_US_NA_EG_Digital-Marketers	138.1903	6952	0	4	228.48	
2023-11-07	CONS_META_STA_PSI_US_NA_EG_Analytics-Experts	45.1141	8306	44	0	0	
2023-11-08	DESC_META_ASC_PSI_US_NA_EG_Analytics-Experts	110.6448	20384	20	1	57.12	
2023-11-09	DESC_META_ASC_PSI_US_NA_EG_Digital-Marketers	8.4283	783	99	0	0	
2023-11-10	CONS_META_STA_PSI_US_NA_EG_Analytics-Experts	38.0386	7982	59	0	0	
2023-11-11	DESC_META_ASC_PSI_US_NA_EG_Analytics-Experts	8.099	1493	0	0	0	
2023-11-11	DESC_META_ASC_PSI_US_NA_EG_Analytics-Experts	0	0	7	0	0	
2023-11-12	DESC_META_ASC_PSI_US_NA_EG_Analytics-Experts	0	0	77	0	0	
2023-11-12	DESC_META_ASC_PSI_US_NA_EG_Analytics-Experts	110.716	19572	9	2	114.24	
2023-11-13	CONS_META_STA_PSI_US_NA_EG_Analytics-Experts	86.2944	4768	30	2	114.24	
2023-11-13	DESC_META_ASC_PSI_US_NA_EG_Analytics-Experts	63.8308	11379	63	1	57.12	
2023-11-14	DESC_META_ASC_PSI_CA_NA_EG_Digital-Marketers	5.8206	544	36	0	0	
2023-11-14	DESC_META_ASC_PSI_CA_NA_EG_Digital-Marketers	0	0	0	0	0	
2023-11-15	DESC_META_ASC_PSI_US_NA_EG_Analytics-Experts	105.7053	18887	22	2	114.24	
2023-11-15	DESC_META_ASC_PSI_US_NA_EG_Analytics-Experts	111.1076	20606	64	3	171.36	
2023-11-16	CONS_META_STA_PSI_US_NA_EG_Analytics-Experts	17.8445	931	4	0	0	
2023-11-17	CONS_META_STA_PSI_US_NA_EG_Digital-Marketers	14.952	850	33	0	0	
2023-11-18	CONS_META_STA_PSI_US_NA_EG_Analytics-Experts	45.1586	7240	3	1	57.12	
2023-11-19	CONS_META_STA_PSI_US_NA_EG_Analytics-Experts	0	0	41	0	0	
2023-11-20	AWAR_META_STA_PSI_US_NA_EG_Digital-Marketers	17.5419	3782	33	0	0	
2023-11-21	DESC_META_ASC_PSI_CA_NA_EG_Digital-Marketers	15.7263	1993	81	0	0	
2023-11-21	CONS_META_STA_PSI_US_NA_EG_Analytics-Experts	19.6334	945	54	0	0	
2023-11-22	CONS_META_STA_PSI_US_CA_EG_Digital-Marketers	18.5209	1667	69	0	0	
2023-11-22	AWAR_META_STA_PSI_CA_NA_EG_Digital-Marketers	24.0389	8223	66	0	0	
2023-11-23	AWAR_META_STA_PSI_CA_NA_New-Feature_Analytics-	89.4984	12606	0	3	171.36	
2023-11-24	DESC_META_ASC_PSI_CA_NA_EG_Analytics-Experts	32.7965	3637	6	0	0	
2023-11-25	AWAR_META_STA_PSI_US_NA_EG_Digital-Marketers	10.324	2035	101	0	0	
2023-11-26	DESC_META_ASC_PSI_CA_NA_EG_Analytics-Experts	129.3793	12969	4	4	228.48	
2023-11-27	DESC_META_ASC_PSI_US_NA_EG_Analytics-Experts	111.5971	19477	0	1	57.12	
2023-11-27	AWAR_META_STA_PSI_US_NA_EG_New-Feature_Analy	117.1863	4142	7	2	114.24	
2023-11-28	CONS_META_STA_PSI_US_NA_EG_Digital-Marketers	6.8174	183	128	0	0	
2023-11-28	CONS_META_STA_PSI_US_NA_EG_Digital-Marketers	0	0	12	0	0	

Date	Campaign Name	Spend	Impr.	Clicks	Conversions	Revenue	<= Standardized and Manual Header Column
2023-11-29	DESC_META_ASC_PSI_US_NA_EG_Analytics-Experts	92.1506	7215	30	3	171.36	
2023-11-29	CONS_META_STA_PSI_US_NA_EG_Analytics-Experts	85.6803	5174	23	0	0	
2023-11-30	DESC_META_ASC_PSI_US_NA_EG_Digital-Marketers	2.2161	246	5	0	0	
2023-11-30	DESC_META_ASC_PSI_US_NA_EG_Analytics-Experts	107.5209	19176	25	2	114.24	
2023-11-30	AWAR_META_STA_PSI_CA_NA_New-Feature_Analytics-	90.8067	6290	123	1	57.12	

Date	Campaign Name	Spend	Impr.	Clicks	Conversions	Revenue	<= Standardized and Manual Header Column
Date	Campaign name	Cost	Impressions	Clicks	Conversions	Total conversion value	<= Google Header Column from Supermetrics Query
2024-11-01	DESC_GOOGLE_SEARCH_PSC_US_NA_B-R	40.77	4072	50	0	0	
2024-11-02	DESC_GOOGLE_SEARCH_PSC_US_NA_B-R	41.24	2936	48	0	0	
2024-11-02	DESC_GOOGLE_PMAX_PSC_US_NA_N-B_Analytics-Experts	0.44	224	6	0	0	
2024-11-03	DESC_GOOGLE_SEARCH_PSC_US_NA_B-R	30.33	3816	54	0	0	
2024-11-03	DESC_GOOGLE_PMAX_PSC_US_NA_N-B_Analytics-Experts	57.33	11504	254	4	335.76	
2024-11-04	DESC_GOOGLE_SEARCH_PSC_US_NA_B-R	52.54	3607	68	0	0	
2024-11-05	DESC_GOOGLE_SEARCH_PSC_US_NA_B-R	32.8	3339	51	0	0	
2024-11-05	DESC_GOOGLE_PMAX_PSC_US_NA_N-B_Analytics-Experts	0.31	173	4	0	0	
2024-11-06	DESC_GOOGLE_SEARCH_PSC_US_NA_B-R	54.22	3109	73	0	0	
2024-11-06	DESC_GOOGLE_PMAX_PSC_US_NA_N-B_Analytics-Experts	55.22	12505	253	1	83.94	
2024-11-07	DESC_GOOGLE_SEARCH_PSC_US_NA_B-R	41.61	2462	67	2	167.88	
2024-11-07	DESC_GOOGLE_PMAX_PSC_US_NA_N-B_Analytics-Experts	0	2	0	0	0	
2024-11-08	DESC_GOOGLE_SEARCH_PSC_US_NA_B-R	34.73	3153	67	0	0	
2024-11-08	DESC_GOOGLE_PMAX_PSC_US_NA_N-B_Analytics-Experts	53.3	16986	404	1	83.94	
2024-11-09	DESC_GOOGLE_SEARCH_PSC_US_NA_B-R	26.28	3603	58	0	0	
2024-11-09	DESC_GOOGLE_PMAX_PSC_US_NA_N-B_Analytics-Experts	16.01	4376	157	1	83.94	
2024-11-10	DESC_GOOGLE_SEARCH_PSC_US_NA_B-R	29.47	4163	56	0	0	
2024-11-10	DESC_GOOGLE_PMAX_PSC_US_NA_N-B_Analytics-Experts	50.05	10196	353	5	419.7	
2024-11-11	DESC_GOOGLE_SEARCH_PSC_US_NA_B-R	23.1	2276	38	0	0	
2024-11-11	DESC_GOOGLE_PMAX_PSC_US_NA_N-B_Analytics-Experts	35.03	7912	272	6	503.64	
2024-11-12	DESC_GOOGLE_SEARCH_PSC_US_NA_B-R	21.71	3458	49	0	0	
2024-11-12	DESC_GOOGLE_PMAX_PSC_US_NA_N-B_Analytics-Experts	55.37	15704	377	4	335.76	
2024-11-13	DESC_GOOGLE_SEARCH_PSC_US_NA_B-R	21.61	2513	48	0	0	
2024-11-13	DESC_GOOGLE_PMAX_PSC_US_NA_N-B_Analytics-Experts	22.68	10008	190	1	83.94	
2024-11-14	DESC_GOOGLE_SEARCH_PSC_US_NA_B-R	21.48	2552	56	0	0	
2024-11-14	DESC_GOOGLE_PMAX_PSC_US_NA_N-B_Analytics-Experts	61.96	10981	376	3	251.82	
2024-11-15	DESC_GOOGLE_SEARCH_PSC_US_NA_B-R	20.57	2333	67	1	83.94	
2024-11-15	DESC_GOOGLE_PMAX_PSC_US_NA_N-B_Analytics-Experts	20.84	3364	159	3	251.82	
2024-11-16	DESC_GOOGLE_SEARCH_PSC_US_NA_B-R	19.21	2966	86	1	83.94	
2024-11-16	DESC_GOOGLE_PMAX_PSC_US_NA_N-B_Analytics-Experts	56.82	9144	385	5	419.7	
2024-11-17	DESC_GOOGLE_SEARCH_PSC_US_NA_B-R	16.44	2996	76	0	0	
2024-11-17	DESC_GOOGLE_PMAX_PSC_US_NA_N-B_Analytics-Experts	13.47	1623	112	2	167.88	
2024-11-18	DESC_GOOGLE_SEARCH_PSC_US_NA_B-R	18.11	3002	73	1	83.94	
2024-11-18	DESC_GOOGLE_PMAX_PSC_US_NA_N-B_Analytics-Experts	63.5	12071	338	1	83.94	
2024-11-19	DESC_GOOGLE_SEARCH_PSC_US_NA_B-R	30.57	2674	99	0	0	
2024-11-19	DESC_GOOGLE_PMAX_PSC_US_NA_N-B_Analytics-Experts	44.58	4374	328	5	419.7	
2024-11-20	DESC_GOOGLE_SEARCH_PSC_US_NA_B-R	21.98	2304	95	0	0	
2024-11-20	DESC_GOOGLE_PMAX_PSC_US_NA_N-B_Analytics-Experts	52.39	7873	392	1	83.94	
2024-11-21	DESC_GOOGLE_SEARCH_PSC_US_NA_B-R	18.93	2990	80	0	0	
2024-11-21	DESC_GOOGLE_PMAX_PSC_US_NA_N-B_Analytics-Experts	28.78	4826	224	5	419.7	
2024-11-22	DESC_GOOGLE_SEARCH_PSC_US_NA_B-R	18.26	2604	72	1	83.94	
2024-11-22	DESC_GOOGLE_PMAX_PSC_US_NA_N-B_Analytics-Experts	47.15	6014	345	5	419.7	
2024-11-23	DESC_GOOGLE_SEARCH_PSC_US_NA_B-R	19.18	2215	85	0	0	
2024-11-23	DESC_GOOGLE_PMAX_PSC_US_NA_N-B_Analytics-Experts	5.49	1480	54	0	0	
2024-11-24	DESC_GOOGLE_SEARCH_PSC_US_NA_B-R	0.23	115	1	0	0	
2024-11-25	DESC_GOOGLE_SEARCH_PSC_US_NA_B-R	0	0	0	0	0	
2024-11-26	DESC_GOOGLE_PMAX_PSC_US_NA_N-B_Analytics-Experts	56.89	20137	462	0	0	
2024-11-27	DESC_GOOGLE_PMAX_PSC_US_NA_N-B_Analytics-Experts	10.09	2375	103	0	0	
2024-11-28	DESC_GOOGLE_PMAX_PSC_US_NA_N-B_Analytics-Experts	108.18	24574	520	1	83.94	
2024-11-29	DESC_GOOGLE_PMAX_PSC_US_NA_N-B_Analytics-Experts	1.06	123	7	0	0	
2024-11-30	DESC_GOOGLE_PMAX_PSC_US_NA_N-B_Analytics-Experts	0	0	0	0	0	
2023-11-01	DESC_GOOGLE_SEARCH_PSC_US_NA_B-R	19.21	2344	78	1	73.77	
2023-11-02	DESC_GOOGLE_PMAX_PSC_US_NA_N-B_Analytics-Experts	16.01	3458	142	1	73.77	
2023-11-02	DESC_GOOGLE_SEARCH_PSC_US_NA_B-R	26.28	2847	53	0	0	
2023-11-03	DESC_GOOGLE_PMAX_PSC_US_NA_N-B_Analytics-Experts	0.44	177	6	0	0	
2023-11-03	DESC_GOOGLE_PMAX_PSC_US_NA_N-B_Analytics-Experts	55.22	9879	228	1	73.77	
2023-11-04	DESC_GOOGLE_SEARCH_PSC_US_NA_B-R	32.8	2638	46	0	0	
2023-11-05	DESC_GOOGLE_PMAX_PSC_US_NA_N-B_Analytics-Experts	63.5	9537	305	1	73.77	
2023-11-05	DESC_GOOGLE_SEARCH_PSC_US_NA_B-R	20.57	1844	61	1	73.77	
2023-11-06	DESC_GOOGLE_PMAX_PSC_US_NA_N-B_Analytics-Experts	56.82	7224	347	3	221.31	
2023-11-06	DESC_GOOGLE_PMAX_PSC_US_NA_N-B_Analytics-Experts	56.89	15909	416	0	0	
2023-11-07	DESC_GOOGLE_SEARCH_PSC_US_NA_B-R	54.22	2457	66	0	0	
2023-11-07	DESC_GOOGLE_SEARCH_PSC_US_NA_B-R	41.24	2320	44	0	0	
2023-11-08	DESC_GOOGLE_SEARCH_PSC_US_NA_B-R	21.98	1821	86	0	0	
2023-11-08	DESC_GOOGLE_PMAX_PSC_US_NA_N-B_Analytics-Experts	5.49	1170	49	0	0	
2023-11-09	DESC_GOOGLE_PMAX_PSC_US_NA_N-B_Analytics-Experts	28.78	3813	202	4	295.08	
2023-11-09	DESC_GOOGLE_PMAX_PSC_US_NA_N-B_Analytics-Experts	52.39	6220	353	1	73.77	
2023-11-10	DESC_GOOGLE_PMAX_PSC_US_NA_N-B_Analytics-Experts	0	0	0	0	0	
2023-11-10	DESC_GOOGLE_PMAX_PSC_US_NA_N-B_Analytics-Experts	0	2	0	0	0	
2023-11-11	DESC_GOOGLE_PMAX_PSC_US_NA_N-B_Analytics-Experts	22.68	7907	171	1	73.77	
2023-11-11	DESC_GOOGLE_SEARCH_PSC_US_NA_B-R	21.61	1986	44	0	0	
2023-11-12	DESC_GOOGLE_PMAX_PSC_US_NA_N-B_Analytics-Experts	35.03	6251	245	6	442.62	
2023-11-12	DESC_GOOGLE_PMAX_PSC_US_NA_N-B_Analytics-Experts	53.3	13419	364	1	73.77	
2023-11-13	DESC_GOOGLE_PMAX_PSC_US_NA_N-B_Analytics-Experts	44.58	3456	296	5	368.85	
2023-11-13	DESC_GOOGLE_PMAX_PSC_US_NA_N-B_Analytics-Experts	0.31	137	4	0	0	

Date	Campaign Name	Spend	Impr.	Clicks	Conversions	Revenue	<= Standardized and Manual Header Column
2023-11-14	DESC_GOOGLE_PMAX_PSC_US_NA_N-B_Analytics-Experts	1.06	98	7	0	0	
2023-11-14	DESC_GOOGLE_SEARCH_PSC_US_NA_B-R	23.1	1799	35	0	0	
2023-11-15	DESC_GOOGLE_SEARCH_PSC_US_NA_B-R	30.57	2113	90	0	0	
2023-11-15	DESC_GOOGLE_PMAX_PSC_US_NA_N-B_Analytics-Experts	55.37	12407	340	2	147.54	
2023-11-16	DESC_GOOGLE_SEARCH_PSC_US_NA_B-R	0.23	91	1	0	0	
2023-11-16	DESC_GOOGLE_PMAX_PSC_US_NA_N-B_Analytics-Experts	57.33	9089	229	3	221.31	
2023-11-17	DESC_GOOGLE_PMAX_PSC_US_NA_N-B_Analytics-Experts	13.47	1283	101	1	73.77	
2023-11-17	DESC_GOOGLE_SEARCH_PSC_US_NA_B-R	21.48	2017	51	0	0	
2023-11-18	DESC_GOOGLE_SEARCH_PSC_US_NA_B-R	19.18	1750	77	0	0	
2023-11-18	DESC_GOOGLE_PMAX_PSC_US_NA_N-B_Analytics-Experts	108.18	19414	468	1	73.77	
2023-11-19	DESC_GOOGLE_SEARCH_PSC_US_NA_B-R	18.11	2372	66	1	73.77	
2023-11-19	DESC_GOOGLE_SEARCH_PSC_US_NA_B-R	21.71	2732	45	0	0	
2023-11-20	DESC_GOOGLE_SEARCH_PSC_US_NA_B-R	16.44	2367	69	0	0	
2023-11-20	DESC_GOOGLE_SEARCH_PSC_US_NA_B-R	29.47	3289	51	0	0	
2023-11-21	DESC_GOOGLE_SEARCH_PSC_US_NA_B-R	41.61	1945	61	2	147.54	
2023-11-21	DESC_GOOGLE_SEARCH_PSC_US_NA_B-R	18.26	2058	65	1	73.77	
2023-11-22	DESC_GOOGLE_SEARCH_PSC_US_NA_B-R	18.93	2363	72	0	0	
2023-11-22	DESC_GOOGLE_PMAX_PSC_US_NA_N-B_Analytics-Experts	10.09	1877	93	0	0	
2023-11-23	DESC_GOOGLE_SEARCH_PSC_US_NA_B-R	34.73	2491	61	0	0	
2023-11-23	DESC_GOOGLE_SEARCH_PSC_US_NA_B-R	52.54	2850	62	0	0	
2023-11-24	DESC_GOOGLE_SEARCH_PSC_US_NA_B-R	30.33	3015	49	0	0	
2023-11-25	DESC_GOOGLE_PMAX_PSC_US_NA_N-B_Analytics-Experts	47.15	4752	311	3	221.31	
2023-11-26	DESC_GOOGLE_SEARCH_PSC_US_NA_B-R	0	0	0	0	0	
2023-11-27	DESC_GOOGLE_SEARCH_PSC_US_NA_B-R	40.77	3217	45	0	0	
2023-11-28	DESC_GOOGLE_PMAX_PSC_US_NA_N-B_Analytics-Experts	20.84	2658	144	3	221.31	
2023-11-29	DESC_GOOGLE_PMAX_PSC_US_NA_N-B_Analytics-Experts	61.96	8675	339	3	221.31	
2023-11-30	DESC_GOOGLE_PMAX_PSC_US_NA_N-B_Analytics-Experts	50.05	8055	318	2	147.54	

Date	Campaign Name	Spend	Impr.	Clicks	Conversions	Revenue	<= Standardized and Manual Header Column
Date	Campaign name	Cost	Impressions	Clicks	Conversions	Revenue	<= Microsoft (Bing) Header Column from Supermetrics Query
2024-11-01	DESC_BING_SEARCH_PSC_US_NA_N-B_Analytics-Experts	50.05	10196	353	4	237.28	
2024-11-02	DESC_BING_SEARCH_PSC_US_NA_B-R	30.57	2674	99	0	0	
2024-11-02	DESC_BING_SEARCH_PSC_US_NA_N-B_Analytics-Experts	1.06	123	7	0	0	
2024-11-03	DESC_BING_SEARCH_PSC_US_NA_B-R	26.28	3603	58	0	0	
2024-11-03	DESC_BING_SEARCH_PSC_US_NA_B-R	0.23	115	1	0	0	
2024-11-04	DESC_BING_SEARCH_PSC_US_NA_B-R	18.93	2990	80	0	0	
2024-11-05	DESC_BING_SEARCH_PSC_US_NA_B-R	0	0	0	0	0	
2024-11-05	DESC_BING_SEARCH_PSC_US_NA_N-B_Analytics-Experts	61.96	10981	376	2	118.64	
2024-11-06	DESC_BING_SEARCH_PSC_US_NA_N-B_Analytics-Experts	52.39	7873	392	1	59.32	
2024-11-06	DESC_BING_SEARCH_PSC_US_NA_B-R	54.22	3109	73	1	59.32	
2024-11-07	DESC_BING_SEARCH_PSC_US_NA_B-R	34.73	3153	67	0	0	
2024-11-07	DESC_BING_SEARCH_PSC_US_NA_N-B_Analytics-Experts	55.37	15704	377	3	177.96	
2024-11-08	DESC_BING_SEARCH_PSC_US_NA_B-R	19.18	2215	85	0	0	
2024-11-08	DESC_BING_SEARCH_PSC_US_NA_N-B_Analytics-Experts	55.22	12505	253	2	118.64	
2024-11-09	DESC_BING_SEARCH_PSC_US_NA_N-B_Analytics-Experts	0	0	0	0	0	
2024-11-09	DESC_BING_SEARCH_PSC_US_NA_N-B_Analytics-Experts	56.89	20137	462	0	0	
2024-11-10	DESC_BING_SEARCH_PSC_US_NA_B-R	20.57	2333	67	1	59.32	
2024-11-10	DESC_BING_SEARCH_PSC_US_NA_B-R	21.61	2513	48	0	0	
2024-11-11	DESC_BING_SEARCH_PSC_US_NA_N-B_Analytics-Experts	10.09	2375	103	0	0	
2024-11-11	DESC_BING_SEARCH_PSC_US_NA_N-B_Analytics-Experts	47.15	6014	345	2	118.64	
2024-11-12	DESC_BING_SEARCH_PSC_US_NA_B-R	18.11	3002	73	1	59.32	
2024-11-12	DESC_BING_SEARCH_PSC_US_NA_B-R	21.48	2552	56	0	0	
2024-11-13	DESC_BING_SEARCH_PSC_US_NA_B-R	16.44	2996	76	0	0	
2024-11-13	DESC_BING_SEARCH_PSC_US_NA_N-B_Analytics-Experts	20.84	3364	159	3	177.96	
2024-11-14	DESC_BING_SEARCH_PSC_US_NA_N-B_Analytics-Experts	22.68	10008	190	1	59.32	
2024-11-14	DESC_BING_SEARCH_PSC_US_NA_B-R	19.21	2966	86	1	59.32	
2024-11-15	DESC_BING_SEARCH_PSC_US_NA_B-R	41.24	2936	48	0	0	
2024-11-15	DESC_BING_SEARCH_PSC_US_NA_N-B_Analytics-Experts	0.31	173	4	0	0	
2024-11-16	DESC_BING_SEARCH_PSC_US_NA_N-B_Analytics-Experts	13.47	1623	112	2	118.64	
2024-11-16	DESC_BING_SEARCH_PSC_US_NA_N-B_Analytics-Experts	108.18	24574	520	1	59.32	
2024-11-17	DESC_BING_SEARCH_PSC_US_NA_N-B_Analytics-Experts	53.3	16986	404	1	59.32	
2024-11-17	DESC_BING_SEARCH_PSC_US_NA_N-B_Analytics-Experts	28.78	4826	224	5	296.6	
2024-11-18	DESC_BING_SEARCH_PSC_US_NA_B-R	29.47	4163	56	0	0	
2024-11-18	DESC_BING_SEARCH_PSC_US_NA_N-B_Analytics-Experts	44.58	4374	328	4	237.28	
2024-11-19	DESC_BING_SEARCH_PSC_US_NA_B-R	30.33	3816	54	0	0	
2024-11-19	DESC_BING_SEARCH_PSC_US_NA_N-B_Analytics-Experts	56.82	9144	385	4	237.28	
2024-11-20	DESC_BING_SEARCH_PSC_US_NA_N-B_Analytics-Experts	57.33	11504	254	2	118.64	
2024-11-20	DESC_BING_SEARCH_PSC_US_NA_B-R	21.71	3458	49	0	0	
2024-11-21	DESC_BING_SEARCH_PSC_US_NA_N-B_Analytics-Experts	0.44	224	6	0	0	
2024-11-21	DESC_BING_SEARCH_PSC_US_NA_B-R	52.54	3607	68	0	0	
2024-11-22	DESC_BING_SEARCH_PSC_US_NA_B-R	41.61	2462	67	2	118.64	
2024-11-22	DESC_BING_SEARCH_PSC_US_NA_B-R	21.98	2304	95	0	0	
2024-11-23	DESC_BING_SEARCH_PSC_US_NA_N-B_Analytics-Experts	16.01	4376	157	1	59.32	
2024-11-23	DESC_BING_SEARCH_PSC_US_NA_N-B_Analytics-Experts	0	2	0	0	0	
2024-11-24	DESC_BING_SEARCH_PSC_US_NA_N-B_Analytics-Experts	63.5	12071	338	1	59.32	
2024-11-25	DESC_BING_SEARCH_PSC_US_NA_N-B_Analytics-Experts	35.03	7912	272	7	415.24	
2024-11-26	DESC_BING_SEARCH_PSC_US_NA_B-R	32.8	3339	51	0	0	
2024-11-27	DESC_BING_SEARCH_PSC_US_NA_B-R	40.77	4072	50	1	59.32	
2024-11-28	DESC_BING_SEARCH_PSC_US_NA_B-R	18.26	2604	72	1	59.32	
2024-11-29	DESC_BING_SEARCH_PSC_US_NA_N-B_Analytics-Experts	5.49	1480	54	0	0	
2024-11-30	DESC_BING_SEARCH_PSC_US_NA_B-R	23.1	2276	38	0	0	
2023-11-01	DESC_BING_SEARCH_PSC_US_NA_B-R	15.9012	2363	72	0	0	
2023-11-02	DESC_BING_SEARCH_PSC_US_NA_N-B_Analytics-Experts	47.7288	7224	347	2	102.7	
2023-11-02	DESC_BING_SEARCH_PSC_US_NA_N-B_Analytics-Experts	19.0512	7907	171	1	51.35	
2023-11-03	DESC_BING_SEARCH_PSC_US_NA_B-R	16.1364	2344	78	1	51.35	
2023-11-03	DESC_BING_SEARCH_PSC_US_NA_N-B_Analytics-Experts	46.5108	12407	340	2	102.7	
2023-11-04	DESC_BING_SEARCH_PSC_US_NA_B-R	17.2788	1844	61	1	51.35	
2023-11-05	DESC_BING_SEARCH_PSC_US_NA_N-B_Analytics-Experts	53.34	9537	305	1	51.35	
2023-11-05	DESC_BING_SEARCH_PSC_US_NA_B-R	13.8096	2367	69	0	0	
2023-11-06	DESC_BING_SEARCH_PSC_US_NA_N-B_Analytics-Experts	37.4472	3456	296	2	102.7	
2023-11-06	DESC_BING_SEARCH_PSC_US_NA_N-B_Analytics-Experts	29.4252	6251	245	3	154.05	
2023-11-07	DESC_BING_SEARCH_PSC_US_NA_B-R	27.552	2638	46	0	0	
2023-11-07	DESC_BING_SEARCH_PSC_US_NA_B-R	25.4772	3015	49	0	0	
2023-11-08	DESC_BING_SEARCH_PSC_US_NA_N-B_Analytics-Experts	52.0464	8675	339	3	154.05	
2023-11-08	DESC_BING_SEARCH_PSC_US_NA_N-B_Analytics-Experts	24.1752	3813	202	3	154.05	
2023-11-09	DESC_BING_SEARCH_PSC_US_NA_B-R	34.6416	2320	44	0	0	
2023-11-09	DESC_BING_SEARCH_PSC_US_NA_B-R	29.1732	2491	61	2	102.7	
2023-11-10	DESC_BING_SEARCH_PSC_US_NA_B-R	45.5448	2457	66	2	102.7	
2023-11-10	DESC_BING_SEARCH_PSC_US_NA_N-B_Analytics-Experts	4.6116	1170	49	0	0	
2023-11-11	DESC_BING_SEARCH_PSC_US_NA_B-R	15.3384	2058	65	1	51.35	
2023-11-11	DESC_BING_SEARCH_PSC_US_NA_N-B_Analytics-Experts	0.8904	98	7	0	0	
2023-11-12	DESC_BING_SEARCH_PSC_US_NA_N-B_Analytics-Experts	0.3696	177	6	0	0	
2023-11-12	DESC_BING_SEARCH_PSC_US_NA_B-R	15.2124	2372	66	1	51.35	
2023-11-13	DESC_BING_SEARCH_PSC_US_NA_N-B_Analytics-Experts	44.0076	6220	353	1	51.35	

Date	Campaign Name	Spend	Impr.	Clicks	Conversions	Revenue	<= Standardized and Manual Header Column
2023-11-13	DESC_BING_SEARCH_PSC_US_NA_B-R	18.2364	2732	45	0	0	
2023-11-14	DESC_BING_SEARCH_PSC_US_NA_N-B_Analytics-Experts	48.1572	9089	229	1	51.35	
2023-11-14	DESC_BING_SEARCH_PSC_US_NA_N-B_Analytics-Experts	13.4484	3458	142	1	51.35	
2023-11-15	DESC_BING_SEARCH_PSC_US_NA_B-R	18.4632	1821	86	1	51.35	
2023-11-15	DESC_BING_SEARCH_PSC_US_NA_B-R	34.2468	3217	45	0	0	
2023-11-16	DESC_BING_SEARCH_PSC_US_NA_N-B_Analytics-Experts	0	0	0	0	0	
2023-11-16	DESC_BING_SEARCH_PSC_US_NA_N-B_Analytics-Experts	11.3148	1283	101	1	51.35	
2023-11-17	DESC_BING_SEARCH_PSC_US_NA_B-R	34.9524	1945	61	2	102.7	
2023-11-17	DESC_BING_SEARCH_PSC_US_NA_N-B_Analytics-Experts	17.5056	2658	144	3	154.05	
2023-11-18	DESC_BING_SEARCH_PSC_US_NA_N-B_Analytics-Experts	47.7876	15909	416	0	0	
2023-11-18	DESC_BING_SEARCH_PSC_US_NA_N-B_Analytics-Experts	42.042	8055	318	2	102.7	
2023-11-19	DESC_BING_SEARCH_PSC_US_NA_B-R	0	0	0	0	0	
2023-11-19	DESC_BING_SEARCH_PSC_US_NA_B-R	16.1112	1750	77	0	0	
2023-11-20	DESC_BING_SEARCH_PSC_US_NA_N-B_Analytics-Experts	46.3848	9879	228	1	51.35	
2023-11-20	DESC_BING_SEARCH_PSC_US_NA_B-R	0.1932	91	1	0	0	
2023-11-21	DESC_BING_SEARCH_PSC_US_NA_N-B_Analytics-Experts	44.772	13419	364	1	51.35	
2023-11-21	DESC_BING_SEARCH_PSC_US_NA_N-B_Analytics-Experts	8.4756	1877	93	0	0	
2023-11-22	DESC_BING_SEARCH_PSC_US_NA_N-B_Analytics-Experts	0	2	0	0	0	
2023-11-22	DESC_BING_SEARCH_PSC_US_NA_B-R	25.6788	2113	90	0	0	
2023-11-23	DESC_BING_SEARCH_PSC_US_NA_B-R	18.0432	2017	51	0	0	
2023-11-23	DESC_BING_SEARCH_PSC_US_NA_B-R	18.1524	1986	44	0	0	
2023-11-24	DESC_BING_SEARCH_PSC_US_NA_B-R	19.404	1799	35	0	0	
2023-11-25	DESC_BING_SEARCH_PSC_US_NA_N-B_Analytics-Experts	39.606	4752	311	1	51.35	
2023-11-26	DESC_BING_SEARCH_PSC_US_NA_B-R	22.0752	2847	53	0	0	
2023-11-27	DESC_BING_SEARCH_PSC_US_NA_N-B_Analytics-Experts	0.2604	137	4	0	0	
2023-11-28	DESC_BING_SEARCH_PSC_US_NA_B-R	24.7548	3289	51	0	0	
2023-11-29	DESC_BING_SEARCH_PSC_US_NA_N-B_Analytics-Experts	90.8712	19414	468	1	51.35	
2023-11-30	DESC_BING_SEARCH_PSC_US_NA_B-R	44.1336	2850	62	0	0	