

	Advertising Intelligence	Advanced Reporting add-on:
View real ROI	✔	✔
Compare Facebook and Google ad results side-by-side in the Overview Page	✔	✔
See Impressions, Clicks, CTR, Client CPC, Client Spends, and conversions in the Overview Page	✔	✔
Option to hide ROI in Settings	✔	✔
Connect individual campaigns that are under the same Google Ads or Facebook Ads account	✘	✔
See Impressions, Clicks, CTR, Client CPC, Client Spends, and conversions for each campaign in the Overview Page	✘	✔
Click into any campaign to view the sales funnel, objective, and spend metrics specific to that campaign	✘	✔
See reporting tables for individual ad performance, keyword performance, Google Analytics, and YouTube (when applicable) within the Campaign View	✘	✔
Customize the date range to compare results and view trends over time	✘	✔
Customize which metrics appear in client reporting	✘	✔
Include your management mark-up fee in Client Spend metrics	✘	✔

Advertising Intelligence

Unlock Advanced Reporting and discover unique insights & trends about your digital advertising

