	Advertising Intelligence	Advanced Reporting add-on:
View real ROI	✓	✓
Compare Facebook and Google ads results side-by-side in the Overview Page	✓	✓
See Impressions, Clicks, CTR, Client CPC, Client Spends, and conversions in the Overview Page	✓	✓
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 results, and YouTube reporting (when applicable) within the Campaign View	✗	✓
Customize the date range to compare results and view trends over time	✗	✓

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