

EXAMPLE 1 LAST INTERACTION VS FIRST INTERACTION

Last Touch vs Position-Based

All Channels

Insights from comparing Last-Touch with Position-Based:

- Revenue from Social Media fell with 45%. In this case, I can reveal that there is an aggressive FB remarketing campaign in the Social Network channel, which is the reason why the channel decreased at such an extent after changing from Last Click
- Noticeably, revenue from Paid Search increased by 37%.

MCF Channel Grouping [?]	Spend (for selected time range)	Conversion Value & ROAS [?]				% change in Conversion Value (from Last Interaction)
		Last Interaction		Position Based		
		Conversion Value [?] ↓	ROAS [?]	Conversion Value [?]	ROAS [?]	Position Based
1. Direct	—	DKK2,113,695.54	—	DKK1,575,539.47	—	-25.46% ↓
2. Paid Search	DKK225,894.80	DKK1,002,578.30	443.83%	DKK1,375,960.70	609.12%	37.24% ↑
3. Referral	—	DKK480,381.66	—	DKK588,720.85	—	22.55% ↑
4. Organic Search	—	DKK301,624.16	—	DKK362,638.09	—	20.23% ↑
5. Social Network	—	DKK83,266.00	—	DKK45,353.38	—	-45.53% ↓
6. Display	DKK28,728.87	DKK26,222.00	91.27%	DKK46,380.31	161.44%	76.88% ↑
7. Email	—	DKK999.00	—	DKK13,939.29	—	1,295.32% ↑
8. (Other)	—	—	—	DKK234.57	—	—
9. Other Advertising	—	—	—	—	—	—

AdWords

Insights:

- With Paid Search being accredited with 37% more revenue, then it's obvious that the campaigns will increase in revenue. What's interesting to note is how much some of the more general campaigns increase in value. The campaign that increased 132% in revenue is a general campaign that contains keywords like cheap product, buy product, etc.
- Some of the branded campaigns (B:) lost ~50% of their revenue

AdWords Campaign	Spend (for selected time range)	Conversion Value & ROAS				% change in Conversion Value (from Last Interaction)
		Last Interaction		Position Based		
		Conversion Value ? ↓	ROAS ?	Conversion Value ?	ROAS ?	Position Based
1. 01-Brand	DKK3,002.98 (1.18%)	DKK522,613.00 (52.08%)	17,403.15%(4,415.18%)	DKK580,005.62 (41.60%)	19,314.33%(3,527.09%)	10.98% ↑
2. Shopping: General [D]	DKK17,846.75 (7.01%)	DKK82,957.00 (8.27%)	464.83%(117.93%)	DKK132,613.87 (9.51%)	743.07%(135.70%)	59.86% ↑
3. G: [blurred]	DKK26,123.11 (10.26%)	DKK82,666.00 (8.24%)	316.45% (80.28%)	DKK145,243.65 (10.42%)	556.00%(101.53%)	75.70% ↑
4. G: [blurred]	DKK36,444.90 (14.32%)	DKK63,880.00 (6.37%)	175.28% (44.47%)	DKK148,222.10 (10.63%)	406.70% (74.27%)	132.03% ↑
5. G: [blurred]	DKK11,651.54 (4.58%)	DKK31,691.80 (3.16%)	272.00% (69.01%)	DKK43,386.56 (3.11%)	372.37% (68.00%)	36.90% ↑
6. G: [blurred]	DKK8,825.91 (3.47%)	DKK29,296.00 (2.92%)	331.93% (84.21%)	DKK28,799.63 (2.07%)	326.31% (59.59%)	-1.69% ↓
7. B: [blurred]	DKK408.07 (0.16%)	DKK26,987.00 (2.69%)	6,613.33%(1,677.80%)	DKK12,566.91 (0.90%)	3,079.60%(562.38%)	-53.43% ↓
8. D: Dynamic Remarketing	DKK28,728.87 (11.28%)	DKK26,222.00 (2.61%)	91.27% (23.16%)	DKK46,380.31 (3.33%)	161.44% (29.48%)	76.88% ↑
9. B: [blurred]	DKK345.30 (0.14%)	DKK25,843.00 (2.58%)	7,484.22%(1,898.75%)	DKK13,774.79 (0.99%)	3,989.22%(728.49%)	-46.70% ↓
10. G: [blurred]	DKK19,306.81 (7.58%)	DKK18,697.00 (1.86%)	96.84% (24.57%)	DKK35,597.70 (2.55%)	184.38% (33.67%)	90.39% ↑

Last Touch vs Linear

All Channels

- It's interesting to see how Display campaigns increase radically in value when we use the linear model. For this account, our Display efforts are solely related to

Dynamic Remarketing. An explanation can be that each time someone clicks our display ad, then it counts towards the Display Channel.

MCF Channel Grouping ?	Spend (for selected time range)	Conversion Value & ROAS				% change in Conversion Value (from Last Interaction)
		Last Interaction		Linear		
		Conversion Value ? ↓	ROAS ?	Conversion Value ?	ROAS ?	Linear
1. Direct	—	DKK2,113,695.54	—	DKK1,638,038.40	—	-22.50% ↓
2. Paid Search	DKK225,697.42	DKK1,002,578.30	444.21%	DKK1,278,637.38	566.53%	27.53% ↑
3. Referral	—	DKK480,381.66	—	DKK623,116.69	—	29.71% ↑
4. Organic Search	—	DKK301,624.16	—	DKK348,395.81	—	15.51% ↑
5. Social Network	—	DKK83,266.00	—	DKK36,853.91	—	-55.74% ↓
6. Display	DKK28,716.06	DKK26,222.00	91.31%	DKK68,685.65	239.19%	161.94% ↑
7. Email	—	DKK999.00	—	DKK14,627.92	—	1,364.26% ↑
8. (Other)	—	—	—	DKK410.90	—	—
9. Other Advertising	—	—	—	—	—	—

AdWords

AdWords Campaign	Spend (for selected time range)	Conversion Value & ROAS				% change in Conversion Value (from Last Interaction)
		Last Interaction		Linear		
		Conversion Value ? ↓	ROAS ?	Conversion Value ?	ROAS ?	Linear
1. 01-Brand	DKK3,002.98 (1.18%)	DKK522,613.00 (52.08%)	17,403.15%(4,415.18%)	DKK556,414.90 (42.13%)	18,528.76%(3,571.38%)	6.47% ↔
2. Shopping: Generel [D]	DKK17,846.75 (7.01%)	DKK82,957.00 (8.27%)	464.83%(117.93%)	DKK120,656.46 (9.13%)	676.07%(130.31%)	45.44% ↑
3. G: [blurred]	DKK26,123.11 (10.26%)	DKK82,666.00 (8.24%)	316.45% (80.28%)	DKK149,637.05 (11.33%)	572.81%(110.41%)	81.01% ↑
4. G: [blurred]	DKK36,444.90 (14.32%)	DKK63,880.00 (6.37%)	175.28% (44.47%)	DKK136,530.76 (10.34%)	374.62% (72.21%)	113.73% ↑
5. G: [blurred]	DKK11,651.54 (4.58%)	DKK31,691.80 (3.16%)	272.00% (69.01%)	DKK35,042.43 (2.65%)	300.75% (57.97%)	10.57% ↑
6. G: [blurred]	DKK8,825.91 (3.47%)	DKK29,296.00 (2.92%)	331.93% (84.21%)	DKK13,293.02 (1.01%)	150.61% (29.03%)	-54.63% ↓
7. B: [blurred]	DKK408.07 (0.16%)	DKK26,987.00 (2.69%)	6,613.33%(1,677.80%)	DKK9,365.00 (0.71%)	2,294.95%(442.35%)	-65.30% ↓
8. D: Dynamic Remarketing	DKK28,728.87 (11.28%)	DKK26,222.00 (2.61%)	91.27% (23.16%)	DKK68,685.65 (5.20%)	239.08% (46.08%)	161.94% ↑
9. B: [blurred]	DKK345.30 (0.14%)	DKK25,843.00 (2.58%)	7,484.22%(1,898.75%)	DKK7,111.30 (0.54%)	2,059.46%(396.96%)	-72.48% ↓
10. G: [blurred]	DKK19,306.81 (7.58%)	DKK18,697.00 (1.86%)	96.84% (24.57%)	DKK30,381.19 (2.30%)	157.36% (30.33%)	62.49% ↑

Last Interaction vs First Interaction

All Channels

- It's interesting to see how much more revenue gets credited to **Paid Search** using First Interaction. It almost doubles in value. This isn't how most campaigns work, but these campaigns have been built to also target people very early in the buying funnel as it's a more expensive product.
- **Social** loses almost all its credited value.
- Surprisingly, **email** gets a couple of extra sales, but there are too few to count

MCF Channel Grouping [?]	Spend (for selected time range)	Conversion Value & ROAS [?]				% change in Conversion Value (from Last Interaction)
		Last Interaction		First Interaction		
		Conversion Value [?] ↓	ROAS [?]	Conversion Value [?]	ROAS [?]	First Interaction
1. Direct	—	DKK2,113,695.54	—	DKK1,009,729.46	—	-52.23% ↓
2. Paid Search	DKK225,894.80	DKK1,002,578.30	443.83%	DKK1,825,374.96	808.06%	82.07% ↑
3. Referral	—	DKK480,381.66	—	DKK645,129.16	—	34.30% ↑
4. Organic Search	—	DKK301,624.16	—	DKK441,300.08	—	46.31% ↑
5. Social Network	—	DKK83,266.00	—	DKK14,997.00	—	-81.99% ↓
6. Display	DKK28,728.87	DKK26,222.00	91.27%	DKK45,739.00	159.21%	74.43% ↑
7. Email	—	DKK999.00	—	DKK26,497.00	—	2,552.35% ↑

AdWords

- Again, the pattern of the more general campaigns that target TOFU keywords get credited with a lot more revenue.

AdWords Campaign	Spend (for selected time range)	Conversion Value & ROAS				% change in Conversion Value (from Last Interaction)
		Last Interaction		First Interaction		
		Conversion Value ? ↓	ROAS ?	Conversion Value ?	ROAS ?	First Interaction
1. 01-Brand	DKK3,002.98 (1.18%)	DKK522,613.00 (52.08%)	17,403.15%(4,415.74%)	DKK671,217.58 (36.38%)	22,351.72%(3,084.49%)	28.43% ↑
2. Shopping: General [D]	DKK17,846.75 (7.01%)	DKK82,957.00 (8.27%)	464.83%(117.94%)	DKK190,153.08 (10.31%)	1,065.48%(147.03%)	129.22% ↑
3. G: [blurred]	DKK26,141.59 (10.27%)	DKK82,666.00 (8.24%)	316.22% (80.24%)	DKK203,640.50 (11.04%)	778.99%(107.50%)	146.34% ↑
4. G: [blurred]	DKK36,444.90 (14.31%)	DKK63,880.00 (6.37%)	175.28% (44.47%)	DKK242,212.00 (13.13%)	664.60% (91.71%)	279.17% ↑
5. G: [blurred]	DKK11,654.71 (4.58%)	DKK31,691.80 (3.16%)	271.92% (69.00%)	DKK64,428.80 (3.49%)	552.81% (76.29%)	103.30% ↑
6. G: [blurred]	DKK8,825.91 (3.47%)	DKK29,296.00 (2.92%)	331.93% (84.22%)	DKK39,093.00 (2.12%)	442.93% (61.12%)	33.44% ↑
7. B: [blurred]	DKK408.07 (0.16%)	DKK26,987.00 (2.69%)	6,613.33%(1,678.01%)	DKK0.00 (0.00%)	0.00% (0.00%)	-100.00% ↓
8. D: Dynamic Remarketing	DKK28,728.87 (11.28%)	DKK26,222.00 (2.61%)	91.27% (23.16%)	DKK45,739.00 (2.48%)	159.21% (21.97%)	74.43% ↑
9. B: [blurred]	DKK345.30 (0.14%)	DKK25,843.00 (2.58%)	7,484.22%(1,898.99%)	DKK6,498.00 (0.35%)	1,881.84%(259.69%)	-74.86% ↓
10. G: [blurred]	DKK19,306.81 (7.58%)	DKK18,697.00 (1.86%)	96.84% (24.57%)	DKK52,173.00 (2.83%)	270.23% (37.29%)	179.04% ↑

EXAMPLE 2 → REGULARLY PRICED PRODUCTS

Client has products that are in the low end of their market and in general carry products between \$50 and \$150.

Last Interaction vs Position-Based

All Channels

Insights:

- You'll notice that compared to our first example, the impact of changing the attribution model is a lot less. Reason being that these campaigns haven't

expanded to TOFU keywords as much (yet) and the products have a shorter buying cycle.

- Referral drops almost 50% in attribution. This can indicate that we're being exposed on "price comparison" affiliate sites (not actual CSEs) that help close the final sale, but doesn't contribute to the initial conversation

MCF Channel Grouping [?]	Spend (for selected time range)	Conversion Value & ROAS [?]				% change in Conversion Value (from Last Interaction)
		Last Interaction		Position Based		
		Conversion Value [?] ↓	ROAS [?]	Conversion Value [?]	ROAS [?]	Position Based
1. Direct	—	DKK451,086.18 (41.96%)	—	DKK335,749.45 (31.23%)	—	-25.57% ↓
2. Paid Search	DKK92,382.74	DKK435,936.11 (40.55%)	471.88%	DKK536,080.76 (49.86%)	580.28%	22.97% ↑
3. Organic Search	—	DKK82,874.71 (7.71%)	—	DKK104,396.08 (9.71%)	—	25.97% ↑
4. Email	—	DKK37,947.20 (3.53%)	—	DKK44,461.59 (4.14%)	—	17.17% ↑
5. Referral	—	DKK29,905.75 (2.78%)	—	DKK15,934.12 (1.48%)	—	-46.72% ↓
6. Social Network	—	DKK18,899.25 (1.76%)	—	DKK23,609.82 (2.20%)	—	24.92% ↑
7. Display	DKK3,064.58	DKK16,032.85 (1.49%)	523.17%	DKK12,974.01 (1.21%)	423.35%	-19.08% ↓
8. (Other)	—	DKK2,384.00 (0.22%)	—	DKK1,860.21 (0.17%)	—	-21.97% ↓

AdWords

Insights:

- Dynamic Remarketing decreases a bit in revenue while Shopping sees one of the biggest increases
- Shopping has a decent increase

AdWords Campaign	Spend (for selected time range)	Conversion Value & ROAS				% change in Conversion Value (from Last Interaction)
		Last Interaction		Position Based		
		Conversion Value ? ↓	ROAS ?	Conversion Value ?	ROAS ?	
1. 01: Brand	DKK2,362.04 (2.47%)	DKK130,705.99 (31.05%)	5,533.61%(1,254.58%)	DKK166,820.88 (32.57%)	7,062.58%(1,315.98%)	27.63% ↑
2. 01: Shopping [D]	DKK19,247.75 (20.17%)	DKK54,163.65 (12.87%)	281.40% (63.80%)	DKK69,636.55 (13.59%)	361.79% (67.41%)	28.57% ↑
3. 01: Shopping - Top [D]	DKK9,853.25 (10.32%)	DKK41,226.10 (9.79%)	418.40% (94.86%)	DKK47,303.82 (9.23%)	480.08% (89.45%)	14.74% ↑
4. 01: Shopping [M]	DKK10,287.85 (10.78%)	DKK28,870.90 (6.86%)	280.63% (63.62%)	DKK40,003.60 (7.81%)	388.84% (72.45%)	38.56% ↑
5. K: [blurred]	DKK6,622.59 (6.94%)	DKK22,442.82 (5.33%)	338.88% (76.83%)	DKK27,134.68 (5.30%)	409.73% (76.35%)	20.91% ↑
6. 01: Shopping [T]	DKK5,888.24 (6.17%)	DKK22,180.80 (5.27%)	376.70% (85.40%)	DKK25,301.86 (4.94%)	429.70% (80.07%)	14.07% ↑
7. Dynamic Remarketing	DKK3,064.58 (3.21%)	DKK16,032.85 (3.81%)	523.17%(118.61%)	DKK12,974.01 (2.53%)	423.35% (78.88%)	-19.08% ↓
8. G: [blurred]	DKK2,864.23 (3.00%)	DKK13,382.00 (3.18%)	467.21%(105.93%)	DKK15,966.80 (3.12%)	557.46%(103.87%)	19.32% ↑
9. 01: Shopping - Top [M]	DKK3,228.46 (3.38%)	DKK12,089.00 (2.87%)	374.45% (84.90%)	DKK14,115.90 (2.76%)	437.23% (81.47%)	16.77% ↑
10. K: [blurred]	DKK745.67 (0.78%)	DKK10,226.00 (2.43%)	1,371.38%(310.92%)	DKK10,585.60 (2.07%)	1,419.61%(264.52%)	3.52% ↑

Last Interaction vs First Interaction

All Channels

- Again, we see a decent lift in revenue from email when we change to first interaction. This could indicate that users are being instigated by the email that's being sent, but still feel the need to research further before buying.

MCF Channel Grouping [?]	Spend (for selected time range)	Conversion Value & ROAS [?]				% change in Conversion Value (from Last Interaction)
		Last Interaction		First Interaction		
		Conversion Value [?]	ROAS [?]	Conversion Value [?]	ROAS [?]	First Interaction
1. Direct	—	DKK451,086.18 (41.96%)	—	DKK204,726.51 (19.04%)	—	-54.61% ↓
2. Paid Search	DKK92,395.35	DKK435,936.11 (40.55%)	471.82%	DKK647,407.96 (60.22%)	700.69%	48.51% ↑
3. Organic Search	—	DKK82,874.71 (7.71%)	—	DKK130,679.69 (12.16%)	—	57.68% ↑
4. Email	—	DKK37,947.20 (3.53%)	—	DKK52,487.24 (4.88%)	—	38.32% ↑
5. Referral	—	DKK29,905.75 (2.78%)	—	DKK4,675.30 (0.43%)	—	-84.37% ↓
6. Social Network	—	DKK18,899.25 (1.76%)	—	DKK29,121.15 (2.71%)	—	54.09% ↑
7. Display	DKK3,066.48	DKK16,032.85 (1.49%)	522.84%	DKK4,937.20 (0.46%)	161.01%	-69.21% ↓
8. (Other)	—	DKK2,384.00 (0.22%)	—	DKK1,031.00 (0.10%)	—	-56.75% ↓

AdWords

- Our mobile Shopping campaigns get the biggest increase
- Dynamic Remarketing takes a decent hit in revenue, which is to be expected

EXAMPLE 3

LOW PRICED PRODUCTS

Last Interaction vs Position-Based

All Channels

- Notice how the changes are much smaller with lower priced products than in the other examples. Paid Search increases by 16only %

MCF Channel Grouping ?	Spend (for selected time range)	Conversion Value & ROAS ▾				% change in Conversion Value (from Last Interaction)
		Last Interaction		Position Based		
		Conversion Value ? ↓	ROAS ?	Conversion Value ?	ROAS ?	Position Based
1. Paid Search	DKK120,150.96	DKK160,082.26 (45.87%)	133.23%	DKK186,166.43 (53.34%)	154.94%	16.29% ↑
2. Direct	—	DKK96,951.33 (27.78%)	—	DKK76,158.61 (21.82%)	—	-21.45% ↓
3. Organic Search	—	DKK34,645.81 (9.93%)	—	DKK44,632.56 (12.79%)	—	28.83% ↑
4. (Other)	—	DKK30,011.86 (8.60%)	—	DKK16,541.58 (4.74%)	—	-44.88% ↓
5. Email	—	DKK11,266.39 (3.23%)	—	DKK13,300.72 (3.81%)	—	18.06% ↑
6. Referral	—	DKK7,489.11 (2.15%)	—	DKK4,844.78 (1.39%)	—	-35.31% ↓
7. Social Network	—	DKK4,591.81 (1.32%)	—	DKK4,475.11 (1.28%)	—	-2.54% ↓
8. Display	DKK2,104.52	DKK3,948.88 (1.13%)	187.64%	DKK2,867.66 (0.82%)	136.26%	-27.38% ↓

AdWords

- Same story inside AdWords. No 100% increases or decreases really anywhere.

AdWords Campaign	Spend (for selected time range)	Conversion Value & ROAS				% change in Conversion Value (from Last Interaction)
		Last Interaction		Position Based		
		Conversion Value ? ↓	ROAS ?	Conversion Value ?	ROAS ?	Position Based
1. Shopping	DKK25,602.52 (20.94%)	DKK63,506.90 (41.99%)	248.05%(200.51%)	DKK74,380.12 (42.28%)	290.52%(201.89%)	17.12% ↑
2. Shopping - Bestsellers	DKK5,754.30 (4.71%)	DKK22,044.04 (14.58%)	383.09%(309.66%)	DKK25,029.04 (14.23%)	434.96%(302.27%)	13.54% ↑
3. Brand	DKK417.51 (0.34%)	DKK20,524.94 (13.57%)	4,916.04%(3,973.76%)	DKK22,213.03 (12.63%)	5,320.36%(3,697.31%)	8.22% ↑
4. Dynamic Search Ads	DKK988.56 (0.81%)	DKK7,073.72 (4.68%)	715.56%(578.40%)	DKK7,192.94 (4.09%)	727.62%(505.65%)	1.69% ↑
5. G	DKK1,861.44 (1.52%)	DKK5,939.38 (3.93%)	319.07%(257.92%)	DKK7,611.83 (4.33%)	408.92%(284.17%)	28.16% ↑
6. G	DKK2,390.36 (1.96%)	DKK4,401.53 (2.91%)	184.14%(148.84%)	DKK4,664.54 (2.65%)	195.14%(135.61%)	5.98% ↑
7. Dynamic Remarketing	DKK1,863.74 (1.52%)	DKK3,948.88 (2.61%)	211.88%(171.27%)	DKK2,867.66 (1.63%)	153.87%(106.93%)	-27.38% ↓
8. Shopping	DKK1,381.10 (1.13%)	DKK3,257.35 (2.15%)	235.85%(190.65%)	DKK6,159.65 (3.50%)	446.00%(309.94%)	89.10% ↑
9.	DKK1,255.19 (1.03%)	DKK3,072.52 (2.03%)	244.79%(197.87%)	DKK4,672.61 (2.66%)	372.26%(258.70%)	52.08% ↑
10. G - Waist Trainer	DKK793.39 (0.65%)	DKK2,038.10 (1.35%)	256.89%(207.65%)	DKK3,212.99 (1.83%)	404.97%(281.43%)	57.65% ↑

Last Interaction vs Linear

All Channels

MCF Channel Grouping ?	Spend (for selected time range)	Conversion Value & ROAS				% change in Conversion Value (from Last Interaction)
		Last Interaction		Linear		
		Conversion Value ? ↓	ROAS ?	Conversion Value ?	ROAS ?	Linear
1. Paid Search	DKK120,152.79	DKK160,082.26 (45.87%)	133.23%	DKK183,241.04 (52.51%)	152.51%	14.47% ↑
2. Direct	—	DKK96,951.33 (27.78%)	—	DKK80,285.16 (23.01%)	—	-17.19% ↓
3. Organic Search	—	DKK34,645.81 (9.93%)	—	DKK42,699.69 (12.24%)	—	23.25% ↑
4. (Other)	—	DKK30,011.86 (8.60%)	—	DKK17,947.96 (5.14%)	—	-40.20% ↓
5. Email	—	DKK11,266.39 (3.23%)	—	DKK12,814.94 (3.67%)	—	13.74% ↑
6. Referral	—	DKK7,489.11 (2.15%)	—	DKK4,414.70 (1.27%)	—	-41.05% ↓
7. Social Network	—	DKK4,591.81 (1.32%)	—	DKK4,455.73 (1.28%)	—	-2.96% ↑
8. Display	DKK2,104.52	DKK3,948.88 (1.13%)	187.64%	DKK3,128.24 (0.90%)	148.64%	-20.78% ↓

AdWords

AdWords Campaign	Spend (for selected time range)	Conversion Value & ROAS				% change in Conversion Value (from Last Interaction)
		Last Interaction		Linear		
		Conversion Value ? ↓	ROAS ?	Conversion Value ?	ROAS ?	
1. 1.3 Shopping -	DKK25,602.52 (20.94%)	DKK63,506.90 (41.99%)	248.05%(200.51%)	DKK74,502.32 (42.93%)	291.00%(205.00%)	17.31% ↑
2. Shopping - Bestsellers	DKK5,754.30 (4.71%)	DKK22,044.04 (14.58%)	383.09%(309.66%)	DKK24,727.38 (14.25%)	429.72%(302.73%)	12.17% ↑
3. Brand	DKK417.51 (0.34%)	DKK20,524.94 (13.57%)	4,916.04%(3,973.76%)	DKK22,260.15 (12.83%)	5,331.64%(3,756.03%)	8.45% ↔
4. Dynamic Search Ads	DKK988.56 (0.81%)	DKK7,073.72 (4.68%)	715.56%(578.40%)	DKK6,963.67 (4.01%)	704.43%(496.25%)	-1.56% ↔
5. G	DKK1,861.44 (1.52%)	DKK5,939.38 (3.93%)	319.07%(257.92%)	DKK6,766.05 (3.90%)	363.48%(256.07%)	13.92% ↑
6. G	DKK2,390.36 (1.96%)	DKK4,401.53 (2.91%)	184.14%(148.84%)	DKK4,662.95 (2.69%)	195.07%(137.42%)	5.94% ↔
7. Dynamic Remarketing	DKK1,863.74 (1.52%)	DKK3,948.88 (2.61%)	211.88%(171.27%)	DKK3,128.24 (1.80%)	167.85%(118.24%)	-20.78% ↓
8. Shopping	DKK1,381.10 (1.13%)	DKK3,257.35 (2.15%)	235.85%(190.65%)	DKK5,511.59 (3.18%)	399.07%(281.14%)	69.20% ↑
9.	DKK1,255.19 (1.03%)	DKK3,072.52 (2.03%)	244.79%(197.87%)	DKK4,292.70 (2.47%)	342.00%(240.93%)	39.71% ↑
10. G	DKK793.39 (0.65%)	DKK2,038.10 (1.35%)	256.89%(207.65%)	DKK3,131.68 (1.80%)	394.72%(278.07%)	53.66% ↑