

<b>Campaign</b>	<b>Impressions</b>	<b>Reach</b>	<b>Clicks</b>	<b>CTR (%)</b>	<b>Leads</b>	<b>Conversion Rate (%)</b>
<b>Estate Planning</b>	36841	10526	845	2.29%	80	9.47%
<b>Hidden Tax</b>	12096	5104	111	0.92%	9	8.11%
<b>Social Security</b>	17332	6864	213	1.23%	52	24.41%
<b>TOTAL</b>	66269	--	1169	1.76%	141	12.06%