* Display ads did well for impressions and low CPM, however lower interaction rates, showed on variety of app and sites
* Demand gen ads did well for interaction rates ~2%, showing on YT channels
* Search did well, 1-2% interaction rate, high CPM ~£9, CPC ~79p
* Carousel ad generally were very limited in impressions – single images were best
* Video ads saw little % viewed and engagement
* From GA, seen that search was most successful in driving traffic to site – more than social combined