

**NXT - WPRI - Konjolka (ORAU - BMC)**  
Display Report – 2021-10-04 – 2021-10-10

Snapshot

Impressions

11,202

Clicks

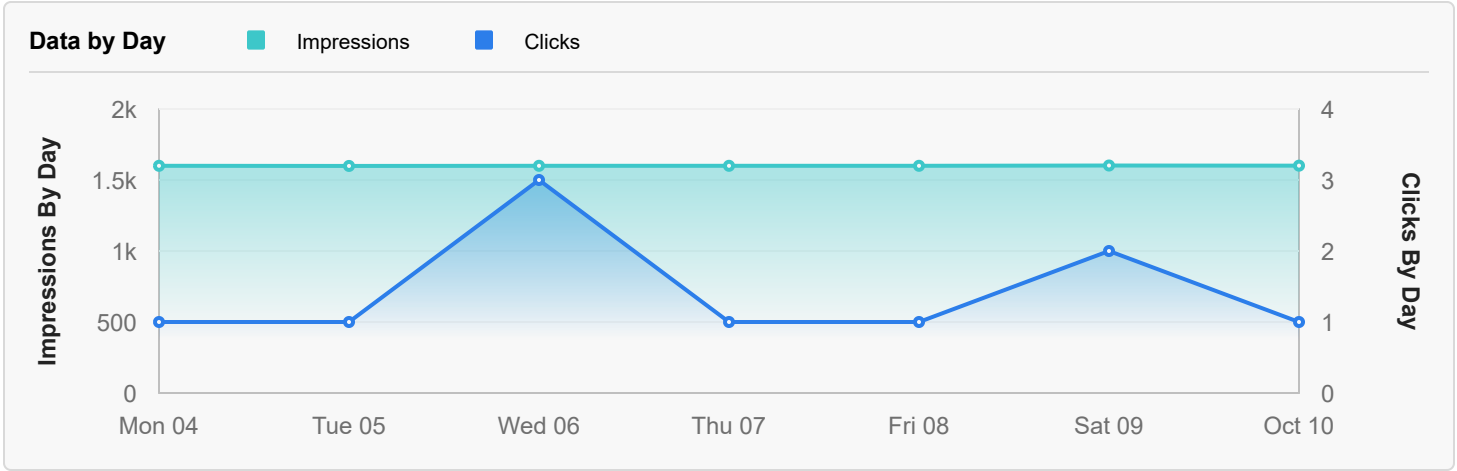
10

CTR

0.09%

Total Conversions

0



Performance by Campaigns

| Name                       | Impressions | Clicks | CTR   | Conversions |
|----------------------------|-------------|--------|-------|-------------|
| 115627 - DISPLAY - ENGLISH | 11,202      | 10     | 0.09% | 0           |
| Total                      | 11,202      | 10     | 0.09% | 0           |

🌐 Geography



| Zip Codes | Location                  | ▼ Impressions | Clicks | Conversions |
|-----------|---------------------------|---------------|--------|-------------|
| 02301     | Brockton, Massachusetts   | 1,930         | 0      | 0           |
| 02360     | Plymouth, Massachusetts   | 1,851         | 1      | 0           |
| 01852     | Lowell, Massachusetts     | 1,283         | 2      | 0           |
| 01040     | Holyoke, Massachusetts    | 1,030         | 1      | 0           |
| 01930     | Gloucester, Massachusetts | 938           | 0      | 0           |
| Total     |                           | 11,202        | 10     | 0           |

\* Top 5 results displayed in table. Total line includes additional, unlisted results.

💻 Device Type

| Type      | ▼ Impressions | Clicks | CTR   |
|-----------|---------------|--------|-------|
| 📱 Mobile  | 8,984         | 5      | 0.06% |
| 📺 Tablet  | 1,688         | 5      | 0.30% |
| 💻 Desktop | 530           | 0      | 0.00% |

 Performance by Creative

| Preview                                                                           | Name                      | ▼ Impressions | Clicks | CTR   | Total Conversions |
|-----------------------------------------------------------------------------------|---------------------------|---------------|--------|-------|-------------------|
|  | 320x50_ENG_115627_080921  | 8,261         | 4      | 0.05% | 0                 |
|  | 728x90_ENG_115627_080921  | 2,307         | 3      | 0.13% | 0                 |
|  | 300x600_ENG_115627_080921 | 634           | 3      | 0.47% | 0                 |
| Total                                                                             |                           | 11,202        | 10     | 0.09% | 0                 |