

**NXT - WPRI - Konjolka (ORAU - BMC)**  
Display Report – 2021-10-04 – 2021-10-17

Snapshot

Impressions

22,405

Clicks

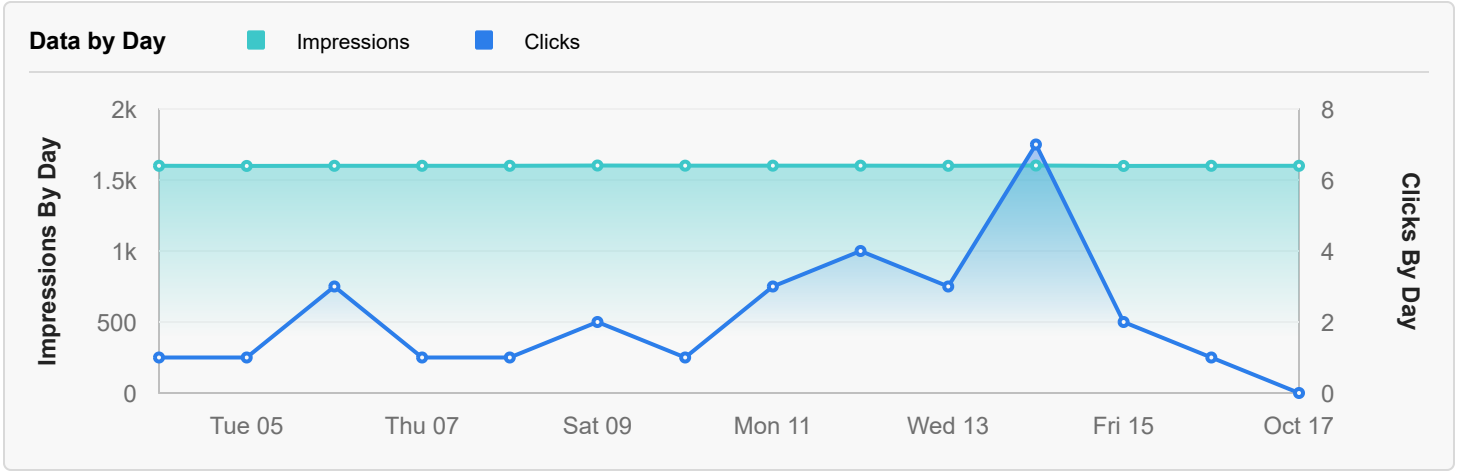
30

CTR

0.13%

Total Conversions

0



Performance by Campaigns

| Name                       | Impressions | Clicks | CTR   | Conversions |
|----------------------------|-------------|--------|-------|-------------|
| 115627 - DISPLAY - ENGLISH | 22,405      | 30     | 0.13% | 0           |
| Total                      | 22,405      | 30     | 0.13% | 0           |

## Geography



| Zip Codes    | Location                  | ▼ Impressions | Clicks    | Conversions |
|--------------|---------------------------|---------------|-----------|-------------|
| 02301        | Brockton, Massachusetts   | 3,818         | 5         | 0           |
| 02360        | Plymouth, Massachusetts   | 3,721         | 4         | 0           |
| 01852        | Lowell, Massachusetts     | 2,352         | 3         | 0           |
| 01040        | Holyoke, Massachusetts    | 2,030         | 4         | 0           |
| 01930        | Gloucester, Massachusetts | 1,710         | 0         | 0           |
| <b>Total</b> |                           | <b>22,405</b> | <b>30</b> | <b>0</b>    |

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

## Top Performing Channels

| Channel                                                                                       | ▼ Impressions |
|-----------------------------------------------------------------------------------------------|---------------|
|  TMZ        | 3,746         |
|  Kik        | 1,802         |
|  Wordscapes | 1,739         |
|  Solitaire  | 811           |
|  People     | 777           |

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

Device Type

| Type                                                                              |         | Impressions | Clicks | CTR   |
|-----------------------------------------------------------------------------------|---------|-------------|--------|-------|
|  | Mobile  | 17,671      | 17     | 0.10% |
|  | Tablet  | 3,643       | 13     | 0.36% |
|  | Desktop | 1,090       | 0      | 0.00% |
| ...                                                                               | Other   | 1           | 0      | 0.00% |

Performance by Creative

| Preview                                                                             | Name                      | Impressions | Clicks | CTR   | Total Conversions |
|-------------------------------------------------------------------------------------|---------------------------|-------------|--------|-------|-------------------|
|    | 320x50_ENG_115627_080921  | 16,228      | 16     | 0.10% | 0                 |
|  | 728x90_ENG_115627_080921  | 4,839       | 10     | 0.21% | 0                 |
|  | 300x600_ENG_115627_080921 | 1,338       | 4      | 0.30% | 0                 |
| Total                                                                               |                           | 22,405      | 30     | 0.13% | 0                 |



Data by Users' Hour of Day (IMPRESSIONS)

