

**NXT - WPRI - Konjolka (ORAU - BMC)**  
Display Report – 2021-10-04 – 2021-10-24

Snapshot

Impressions

33,601

Clicks

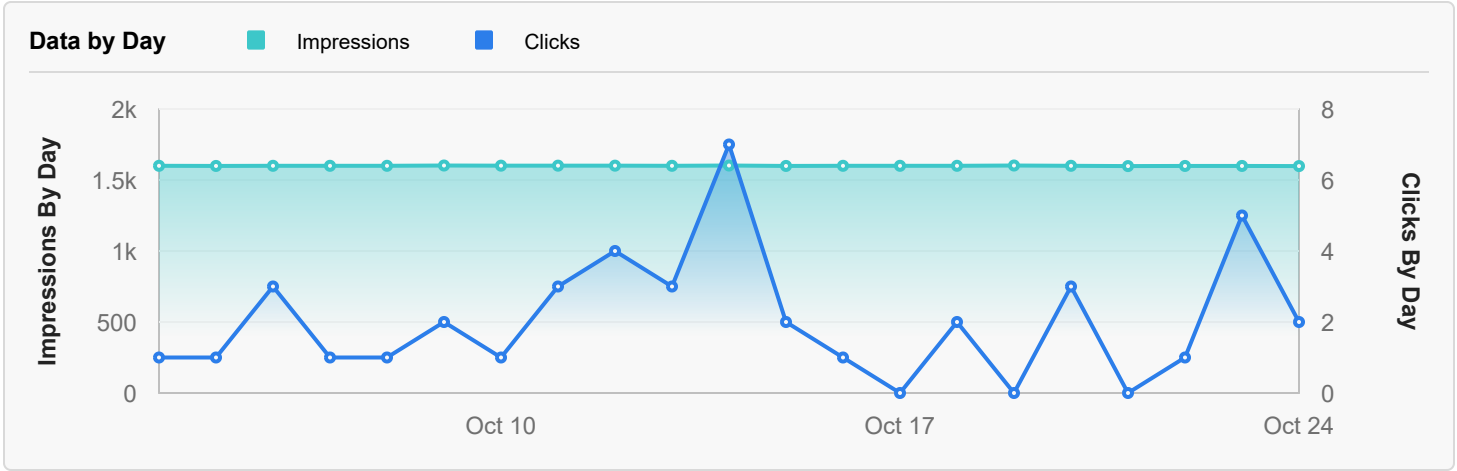
43

CTR

0.13%

Total Conversions

0



Performance by Campaigns

| Name                       | Impressions | Clicks | CTR   | Conversions |
|----------------------------|-------------|--------|-------|-------------|
| 115627 - DISPLAY - ENGLISH | 33,601      | 43     | 0.13% | 0           |
| Total                      | 33,601      | 43     | 0.13% | 0           |

🌐 Geography



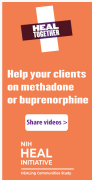
| Zip Codes | Location                  | ▼ Impressions | Clicks | Conversions |
|-----------|---------------------------|---------------|--------|-------------|
| 02301     | Brockton, Massachusetts   | 5,852         | 7      | 0           |
| 02360     | Plymouth, Massachusetts   | 5,478         | 4      | 0           |
| 01852     | Lowell, Massachusetts     | 3,543         | 6      | 0           |
| 01040     | Holyoke, Massachusetts    | 3,098         | 4      | 0           |
| 01930     | Gloucester, Massachusetts | 2,489         | 0      | 0           |
| Total     |                           | 33,601        | 43     | 0           |

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

💻 Device Type

| Type      | ▼ Impressions | Clicks | CTR   |
|-----------|---------------|--------|-------|
| 📱 Mobile  | 26,556        | 26     | 0.10% |
| 📺 Tablet  | 5,333         | 14     | 0.26% |
| 💻 Desktop | 1,710         | 3      | 0.18% |
| ⋮ Other   | 2             | 0      | 0.00% |

Performance by Creative

| Preview                                                                           | Name                      | Impressions | Clicks | CTR   | Total Conversions |
|-----------------------------------------------------------------------------------|---------------------------|-------------|--------|-------|-------------------|
|  | 320x50_ENG_115627_080921  | 24,201      | 22     | 0.09% | 0                 |
|  | 728x90_ENG_115627_080921  | 7,234       | 12     | 0.17% | 0                 |
|  | 300x600_ENG_115627_080921 | 2,166       | 9      | 0.42% | 0                 |
| Total                                                                             |                           | 33,601      | 43     | 0.13% | 0                 |

Data by Users' Hour of Day (IMPRESSIONS)

