

NXT - WPRI - Konjolka (ORAU - BMC)
Display Report – 2021-12-01 – 2022-01-16

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Snapshot

Impressions

55,207
↑ 119.14%

Clicks

62
↑ 158.33%

CTR

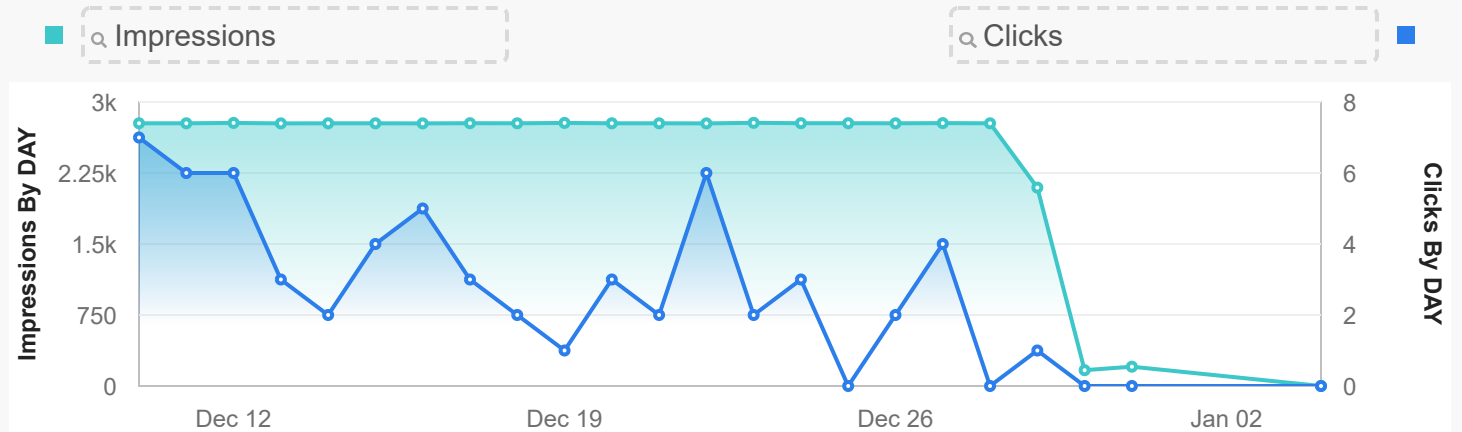
0.11%
↑ 17.89%

Total Conversions

0
—

Data by Time Frame

DAY



Performance by Campaigns

Name	Impre...	Clicks	CTR	Conve...
115627 - DISPLAY - ENGLISH	55,207	62	0.11%	0
Total	55,207	62	0.11%	0

Geography

Zip Codes	Location	Impressions	Clicks	Conversions
02301	Brockton, Massachusetts	10,496	10	0
02360	Plymouth, Massachusetts	8,484	13	0
01040	Holyoke, Massachusetts	5,843	4	0
01852	Lowell, Massachusetts	5,158	5	0
01970	Salem, Massachusetts	4,463	4	0
Total		55,207	62	0

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

Top Performing Channels

Channel	Impressions
 TMZ	10,006
 Wordscapes	3,094
 Solitaire	2,378
 Kik	2,362
 Ranker	1,783

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

Device Type

Type	Impressions	Clicks	CTR
▣ Mobile	44,581	37	0.08%
▣ Tablet	8,070	19	0.24%
▣ Desktop	2,554	6	0.23%
... Other	2	0	0.00%

Performance by Creative

Preview	Name	Impre...	Clicks	CTR	Total Conve...
	320x50Phase 2_115627_112321	32,003	22	0.07%	0
	300x250Phase 2_115627_112321	13,086	14	0.11%	0
	728x90Phase 2_115627_112321	8,832	17	0.19%	0
	300x600Phase 2_115627_112321	1,089	4	0.37%	0
	160x600Phase 2_115627_112321	197	5	2.54%	0
Total		55,207	62	0.11%	0

Data by Users' Hour of Day (IMPRESSIONS)

