

NXT - WPRI - Konjolka (ORAU - BMC)
Display Report – 2021-12-01 – 2021-12-19

Snapshot

Impressions
27,757
—

Clicks
39
—

CTR
0.14%
—

Total Conversions
0
—

Data by Day

Impressions

Clicks

Day	Impressions	Clicks
Sat 11	2,800	6
Sun 12	2,800	6
Mon 13	2,800	3
Tue 14	2,800	2
Wed 15	2,800	4
Thu 16	2,800	5
Fri 17	2,800	3
Sat 18	2,800	2
Sun 19	2,800	1

Performance by Campaigns

Name	Impre...	Clicks	CTR	Conve...
115627 - DISPLAY - ENGLISH	27,757	39	0.14%	0
Total	27,757	39	0.14%	0

Geography

Zip Codes	Location	Impressions	Clicks	Conversions
02301	Brockton, Massachusetts	5,268	6	0
02360	Plymouth, Massachusetts	4,157	8	0
01040	Holyoke, Massachusetts	2,977	2	0
01852	Lowell, Massachusetts	2,676	1	0
01970	Salem, Massachusetts	2,253	3	0
Total		27,757	39	0

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

2

Device Type

Type	Impressions	Clicks	CTR
Mobile	22,614	27	0.12%
Tablet	3,807	7	0.18%
Desktop	1,336	5	0.37%

Performance by Creative

Preview	Name	Impre...	Clicks	CTR	Total Conve...
	320x50Phase 2_115627_112321	16,320	19	0.12%	0
	300x250Phase 2_115627_112321	6,615	8	0.12%	0
	728x90Phase 2_115627_112321	4,157	8	0.19%	0
	300x600Phase 2_115627_112321	573	1	0.17%	0
	160x600Phase 2_115627_112321	92	3	3.26%	0
Total		27,757	39	0.14%	0

 Data by Users' Hour of Day (IMPRESSIONS)

