



Konjolka (ORAU - BMC Wave 5 MOUD)
Display / Geofencing / Native Report – 2022-05-14 – 2022-06-12

Snapshot

Impressions
271,928

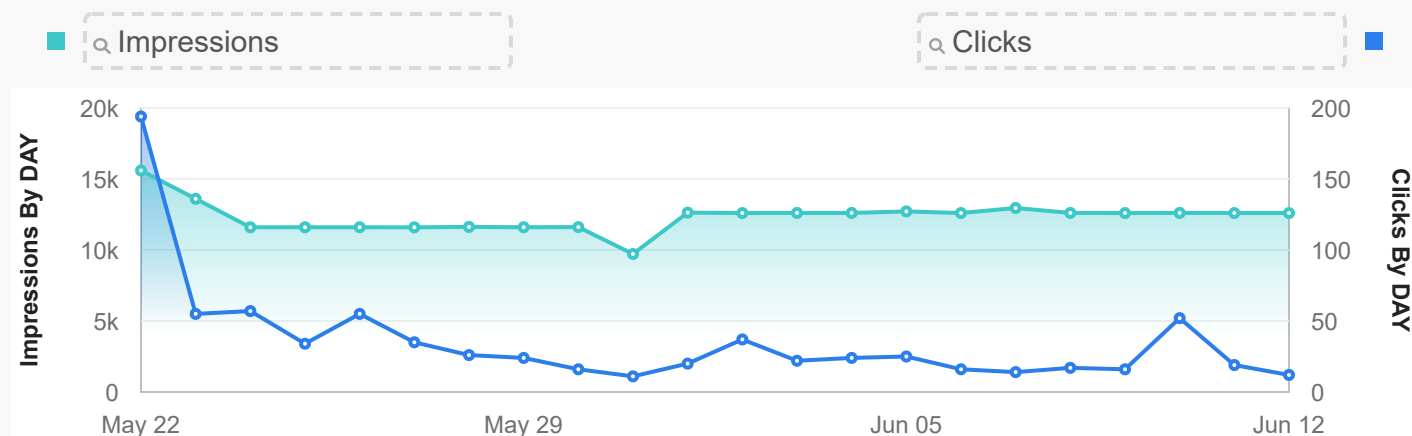
Clicks
781

CTR
0.29%

Conversions
0

Data by Time Frame

DAY

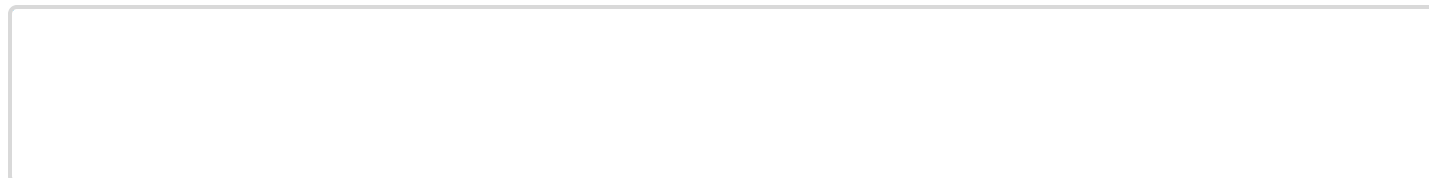


Performance by Campaigns

Name	Impre...	Clicks	CTR	Conve...
149019 - Display - BROCKTON - English	60,297	142	0.24%	0
149019 - Display - LOWELL - English	60,245	153	0.25%	0
149019 - Display - SALEM - English	60,201	156	0.26%	0
149019 - Display - LOWELL - Spanish	30,680	102	0.33%	0
149019 - Display - SALEM - Spanish	30,303	112	0.37%	0
Total	271,928	781	0.29%	0

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

Geography



Zip Codes	Location	Impressions	Clicks	Conversions
02301	Brockton, Massachusetts	20,325	58	0
01810	Andover, Massachusetts	15,965	53	0
02360	Plymouth, Massachusetts	13,536	37	0
01852	Lowell, Massachusetts	12,581	31	0
01821	Billerica, Massachusetts	10,896	23	0
Total		271,928	781	0

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

Conversions

* Filter to Campaign and Ad Group level for more detailed metrics.



Post Impression Conversions
0



Post Click Conversions
0



Total Conversions
0

Top Performing Channels

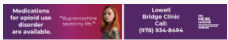
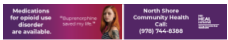
Channel	Impressions
Wordscapes	21,391
Happy Color	13,785
Woodoku	12,433
Sudoku	12,168
Musi	11,593

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

Device Type

Type		Impressions	Clicks	CTR
▣	Mobile	216,505	567	0.26%
▣	Tablet	55,422	214	0.39%
...	Other	1	0	0.00%

Performance by Creative

Preview	Name	Impre...	Clicks	CTR	Conve...
	Lowell Bupe 320x50_052022.png	25,525	37	0.14%	0
	Salem Bupe 320x50_052022.png	25,280	39	0.15%	0
	Brockton Bupe 320x50_052022.png	22,417	28	0.12%	0
	Brockton Methadone 320x50_0520...	19,527	30	0.15%	0
	Lowell Methadone 320x50_052022....	15,498	23	0.15%	0
Total		271,928	781	0.29%	0

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

Data by Users' Hour of Day (IMPRESSIONS)

