



Konjolka (ORAU - BMC Wave 5 MOUD)
Display / Geofencing / Native Report – 2022-05-08 – 2022-06-19

Snapshot

Impressions
361,166

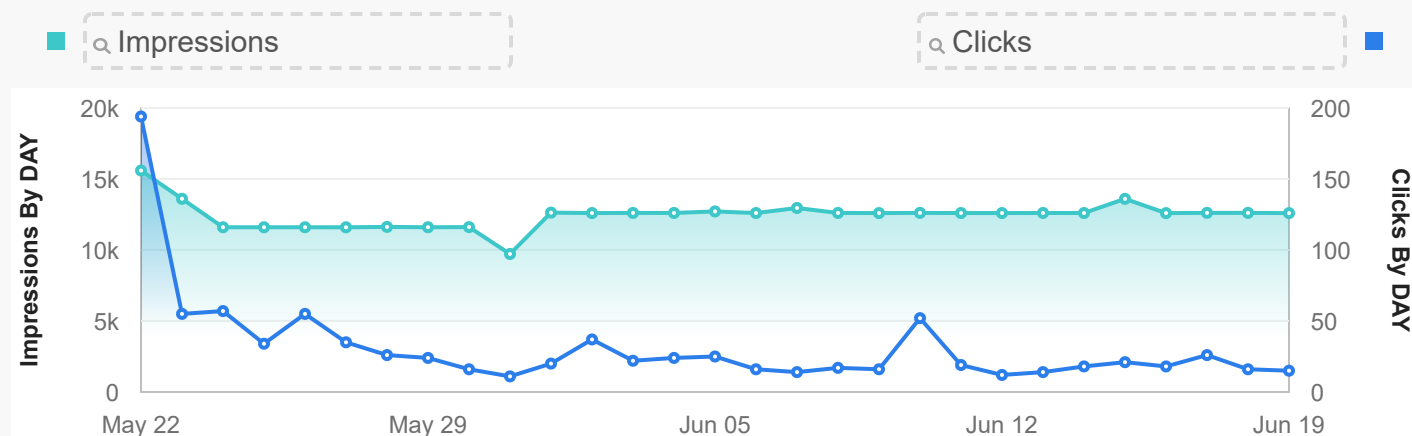
Clicks
909

CTR
0.25%

Conversions
0

Data by Time Frame

DAY

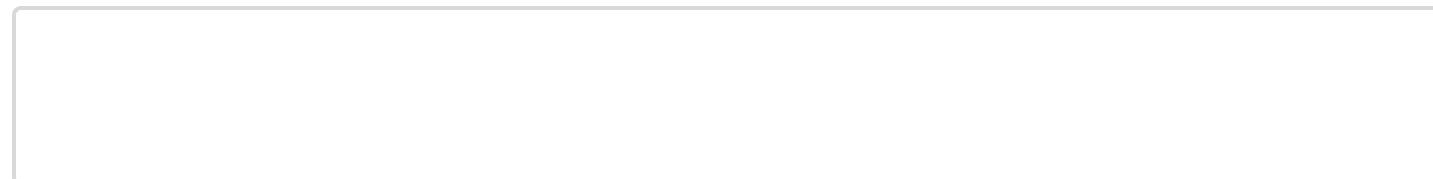


Performance by Campaigns

Name	Impre...	Clicks	CTR	Conve...
149019 - Display - BROCKTON - English	79,898	173	0.22%	0
149019 - Display - LOWELL - English	79,825	182	0.23%	0
149019 - Display - SALEM - English	79,806	184	0.23%	0
149019 - Display - BROCKTON - Spanish	41,008	128	0.31%	0
149019 - Display - LOWELL - Spanish	40,489	116	0.29%	0
Total	361,166	909	0.25%	0

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

Geography



Zip Codes	Location	Impressions	Clicks	Conversions
02301	Brockton, Massachusetts	26,479	66	0
01810	Andover, Massachusetts	20,683	60	0
02360	Plymouth, Massachusetts	18,378	46	0
01852	Lowell, Massachusetts	16,639	36	0
01876	Tewksbury, Massachusetts	14,359	36	0
Total		361,166	909	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

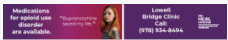
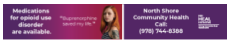
Channel	Impressions
Wordscapes	29,714
Happy Color	17,273
Sudoku	16,405
Musi	15,817
Woodoku	15,651

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

Device Type

Type		Impressions	Clicks	CTR
▣	Mobile	287,239	652	0.23%
▣	Tablet	73,926	257	0.35%
...	Other	1	0	0.00%

Performance by Creative

Preview	Name	Impre...	Clicks	CTR	Conve...
	Lowell Bupe 320x50_052022.png	34,642	44	0.13%	0
	Salem Bupe 320x50_052022.png	34,639	47	0.14%	0
	Brockton Bupe 320x50_052022.png	29,684	38	0.13%	0
	Brockton Methadone 320x50_0520...	26,083	39	0.15%	0
	Lowell Methadone 320x50_052022....	19,714	30	0.15%	0
Total		361,166	909	0.25%	0

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

Data by Users' Hour of Day (IMPRESSIONS)

