



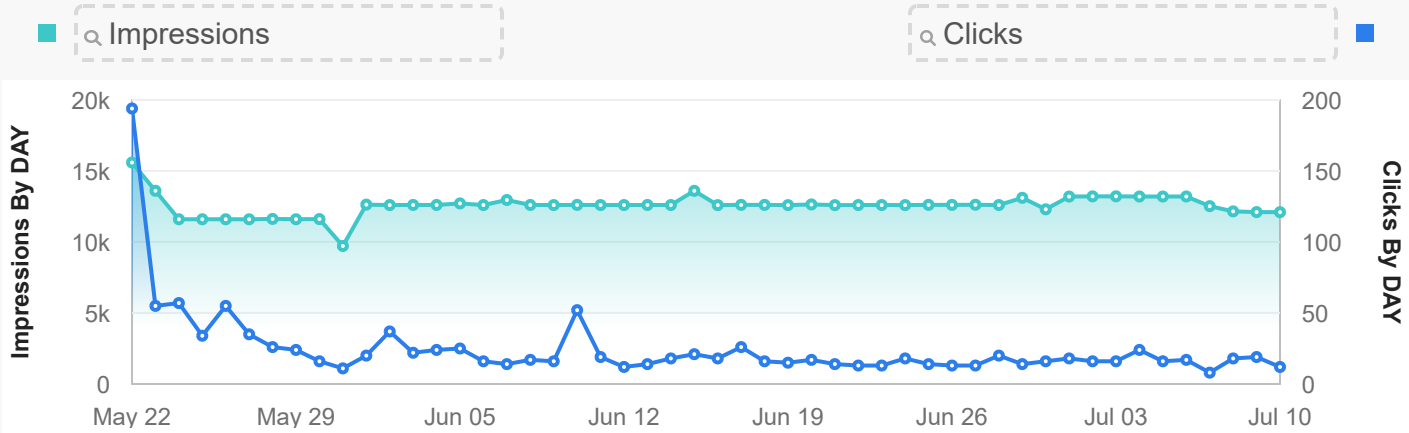
Konjolka (ORAU - BMC Wave 5 MOUD)
Display / Geofencing / Native Report – 2022-05-15 – 2022-07-10

Snapshot

Impressions 628,215 —	Clicks 1,238 —	CTR 0.20% —	Conversions 0 —
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Data by Time Frame

DAY



Performance by Campaigns

Name	Impre...	Clicks	CTR	Conve...
149019 - Display - LOWELL - English	139,246	274	0.20%	0
149019 - Display - BROCKTON - English	138,831	238	0.17%	0
149019 - Display - SALEM - English	138,769	252	0.18%	0
149019 - Display - BROCKTON - Spanish	70,903	168	0.24%	0
149019 - Display - LOWELL - Spanish	70,503	146	0.21%	0
Total	628,215	1,238	0.20%	0

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

Geography

Zip Codes	Location	Impressions	Clicks	Conversions
02301	Brockton, Massachusetts	52,276	85	0
01810	Andover, Massachusetts	35,711	82	0
02360	Plymouth, Massachusetts	30,754	65	0
01852	Lowell, Massachusetts	28,649	48	0
01876	Tewksbury, Massachusetts	25,183	46	0
Total		628,215	1,238	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

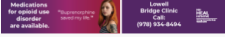
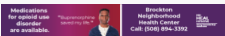
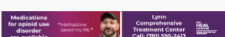
Channel	Impressions
Wordscapes	55,688
Happy Color	33,184
Musi	32,785
Woodoku	30,833
Sudoku	27,872

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Device Type

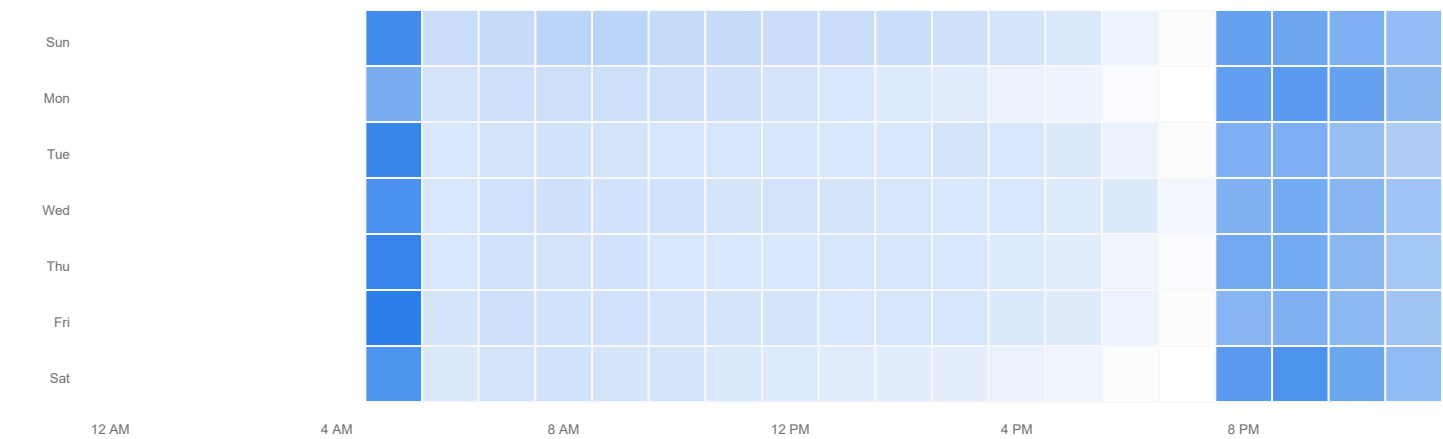
Type	Impressions	Clicks	CTR
Mobile	499,319	862	0.17%
Tablet	128,895	376	0.29%
Other	1	0	0.00%

Performance by Creative

Preview	Name	Impre...	Clicks	CTR	Conve...
	Lowell Bupe 320x50_052022.png	63,354	76	0.12%	0
	Salem Bupe 320x50_052022.png	56,111	65	0.12%	0
	Brockton Bupe 320x50_052022.png	53,172	61	0.11%	0
	Brockton Methadone 320x50_0520...	43,625	53	0.12%	0
	Salem Methadone 320x50_052022....	38,119	58	0.15%	0
Total		628,215	1,238	0.20%	0

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

Data by Users' Hour of Day (IMPRESSIONS)



Audience

Targeting Element	Impressions	Clicks	CTR
US > health > medical facilities & servi...	31,915	57	0.18%
US > health > Telehealth	30,884	63	0.20%
Interest Propensities > Issues & Caus...	29,182	45	0.15%
US > health > public health	28,731	50	0.17%
US > health	28,653	62	0.22%

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