



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

Snapshot

Impressions
279,010

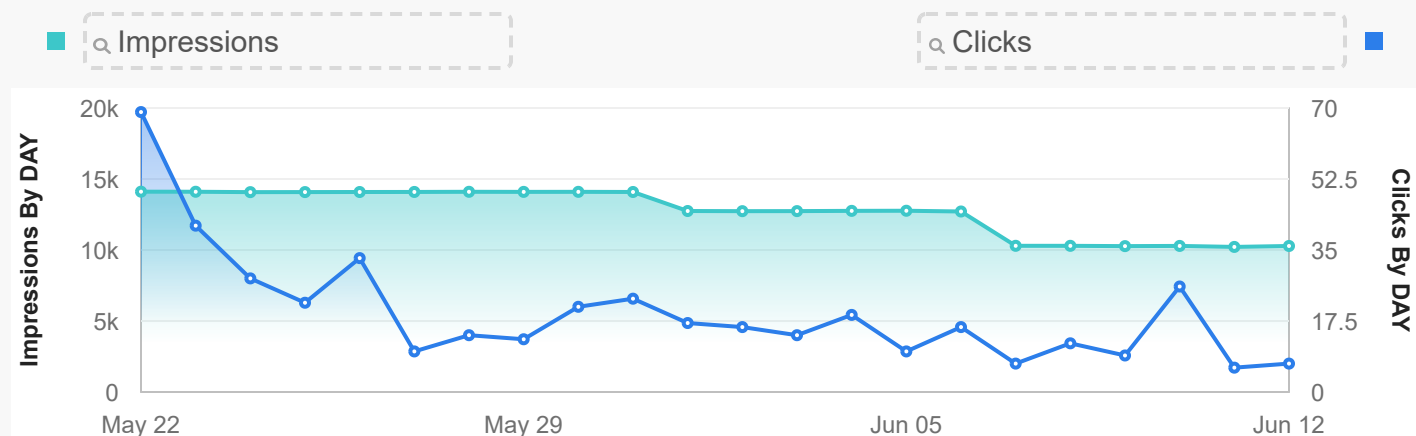
Clicks
433

CTR
0.16%

Conversions
0

Data by Time Frame

DAY

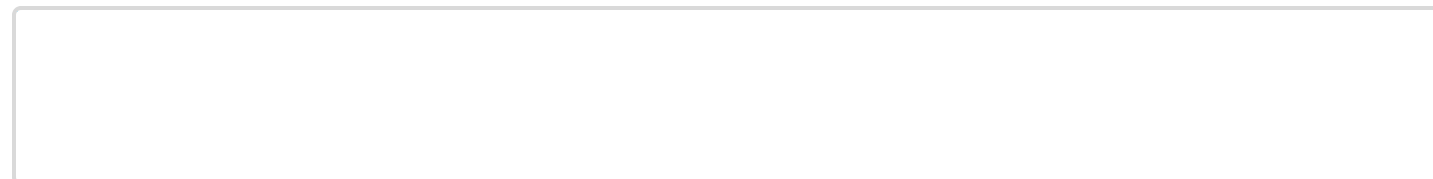


Performance by Campaigns

Name	Impre...	Clicks	CTR	Conve...
149014 - DISPLAY ENGLISH BROCKTON	66,732	102	0.15%	0
149014 - DISPLAY ENGLISH SALEM	66,706	105	0.16%	0
149014 - DISPLAY ENGLISH LOWELL	51,897	62	0.12%	0
149014 - DISPLAY SPANISH LOWELL	31,251	51	0.16%	0
149014 - DISPLAY SPANISH SALEM	31,218	55	0.18%	0
Total	279,010	433	0.16%	0

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

Geography



Zip Codes	Location	Impressions	Clicks	Conversions
02301	Brockton, Massachusetts	25,216	47	0
01810	Andover, Massachusetts	15,016	14	0
01852	Lowell, Massachusetts	13,297	20	0
02302	Brockton, Massachusetts	13,256	30	0
01902	Lynn, Massachusetts	11,922	23	0
Total		279,010	433	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

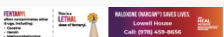
Channel	Impressions
MyFitnessPal	59,499
Kik	46,772
Amino	28,281
Daily Mail	16,163
Musi	11,085

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

Device Type

Type	Impressions	Clicks	CTR
▣ Mobile	244,832	331	0.14%
▣ Tablet	34,178	102	0.30%

Performance by Creative

Preview	Name	Impre...	Clicks	CTR	Conve...
	Salem Naloxone_320x50.png	57,850	59	0.10%	0
	320x50Brockton Naloxone.png	57,592	64	0.11%	0
	Lowell Naloxone 320x50.png	46,200	33	0.07%	0
	Lowell Naloxone 320x50 SPA_SPA...	24,336	29	0.12%	0
	Salem Naloxone_320x50 SPA_SPA...	24,087	26	0.11%	0
Total		279,010	433	0.16%	0

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

Data by Users' Hour of Day (IMPRESSIONS)

