



Konjolka (ORAU - BMC Wave 5 NALOXONE)
Display / Geofencing / Native Report – 2022-05-15 – 2022-06-19

Snapshot

Impressions

373,124

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Clicks

523

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CTR

0.14%

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Conversions

0

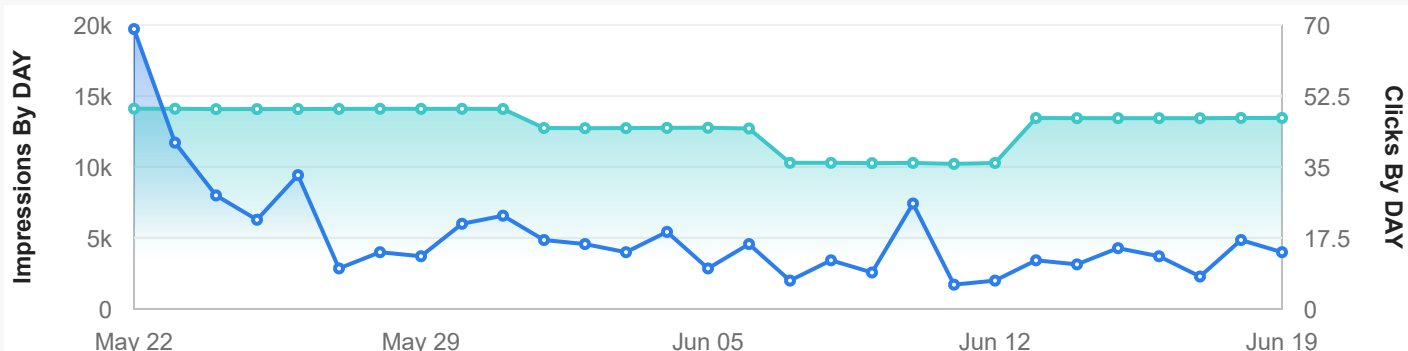
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Data by Time Frame

DAY

Impressions

Clicks



Performance by Campaigns

Name	Impre...	Clicks	CTR	Conve...
149014 - DISPLAY ENGLISH BROCKTON	87,022	113	0.13%	0
149014 - DISPLAY ENGLISH SALEM	86,969	124	0.14%	0
149014 - DISPLAY ENGLISH LOWELL	77,077	90	0.12%	0
149014 - DISPLAY SPANISH LOWELL	40,723	59	0.14%	0
149014 - DISPLAY SPANISH SALEM	40,676	63	0.15%	0
Total	373,124	523	0.14%	0

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

Geography

Zip Codes	Location	Impressions	Clicks	Conversions
02301	Brockton, Massachusetts	32,228	58	0
01810	Andover, Massachusetts	20,490	16	0
01852	Lowell, Massachusetts	17,574	23	0
02302	Brockton, Massachusetts	16,211	30	0
01902	Lynn, Massachusetts	15,719	28	0
Total		373,124	523	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	98,915
Kik	46,772
Amino	41,932
Daily Mail	19,372
Musi	13,489

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

Device Type

Type	Impressions	Clicks	CTR
Mobile	327,835	403	0.12%
Tablet	44,990	118	0.26%
Desktop	299	2	0.67%

Performance by Creative

Preview	Name	Impre...	Clicks	CTR	Conve...
	320x50Brockton Naloxone.png	75,753	75	0.10%	0
	Salem Naloxone_320x50.png	75,568	72	0.10%	0
	Lowell Naloxone 320x50.png	68,579	57	0.08%	0
	Lowell Naloxone 320x50 SPA_SPA...	32,531	35	0.11%	0
	Salem Naloxone_320x50 SPA_SPA...	32,047	32	0.10%	0
Total		373,124	523	0.14%	0

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

Data by Users' Hour of Day (IMPRESSIONS)

