



Konjolka (ORAU - BMC Wave 5 NALOXONE)
Display Report – 2022-05-01 – 2022-06-05

Snapshot

Impressions
204,649

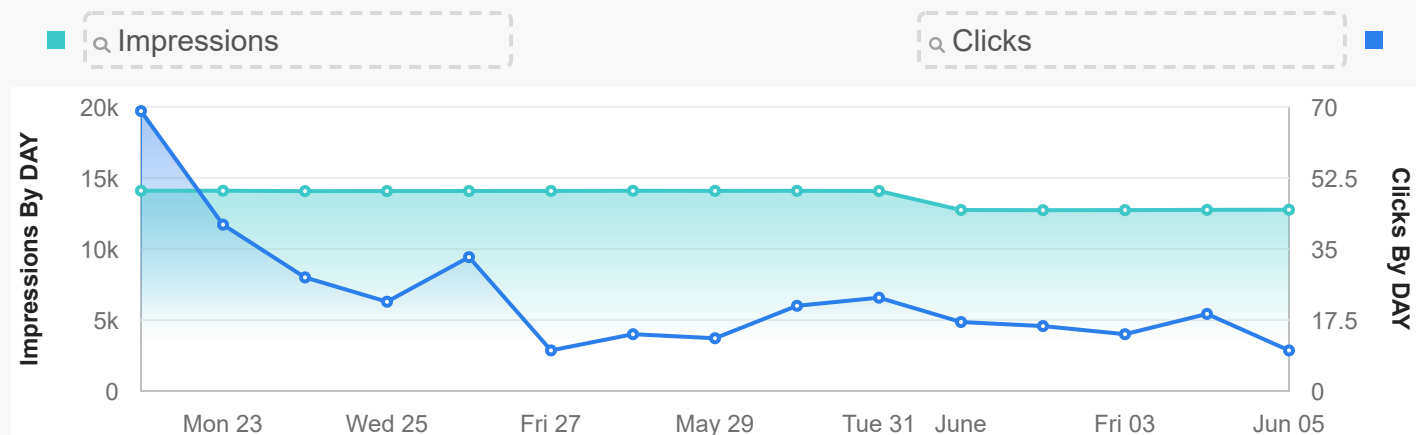
Clicks
350

CTR
0.17%

Conversions
0

Data by Time Frame

DAY

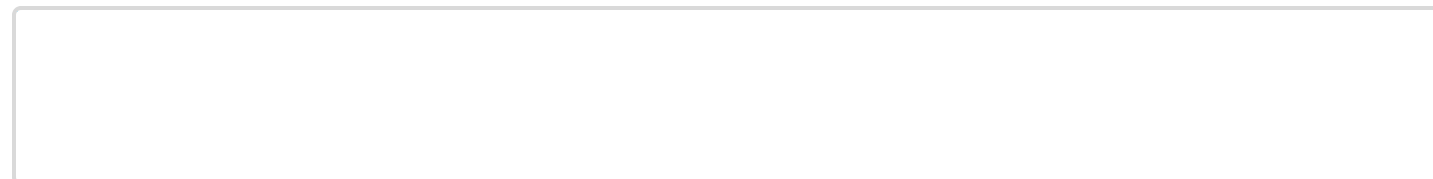


Performance by Campaigns

Name	Impre...	Clicks	CTR	Conve...
149014 - DISPLAY ENGLISH LOWELL	46,458	57	0.12%	0
149014 - DISPLAY ENGLISH SALEM	46,441	73	0.16%	0
149014 - DISPLAY ENGLISH BROCKTON	46,429	86	0.19%	0
149014 - DISPLAY SPANISH LOWELL	21,793	44	0.20%	0
149014 - DISPLAY SPANISH BROCKTON	21,765	52	0.24%	0
Total	204,649	350	0.17%	0

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

Geography



Zip Codes	Location	Impressions	Clicks	Conversions
02301	Brockton, Massachusetts	19,213	43	0
01810	Andover, Massachusetts	11,524	14	0
01852	Lowell, Massachusetts	11,182	17	0
02302	Brockton, Massachusetts	10,550	28	0
01876	Tewksbury, Massachusetts	8,664	13	0
Total		204,649	350	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

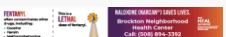
Channel	Impressions
 Kik	46,772
 MyFitnessPal	35,448
 Amino	19,276
 Daily Mail	12,171
 Jigsaw Puzzle	7,375

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

Device Type

Type	Impressions	Clicks	CTR
▣ Mobile	179,763	260	0.14%
▣ Tablet	24,886	90	0.36%

Performance by Creative

Preview	Name	Impre...	Clicks	CTR	Conve...
	Lowell Naloxone 320x50.png	41,907	31	0.07%	0
	Salem Naloxone_320x50.png	40,325	40	0.10%	0
	320x50Brockton Naloxone.png	39,585	49	0.12%	0
	Salem Naloxone_320x50 SPA_SPA...	17,021	18	0.11%	0
	320x50 SPABrockton Naloxone_SP...	16,066	36	0.22%	0
Total		204,649	350	0.17%	0

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

Data by Users' Hour of Day (IMPRESSIONS)

