

❌ **ERROR!**
Error loading display geo metrics



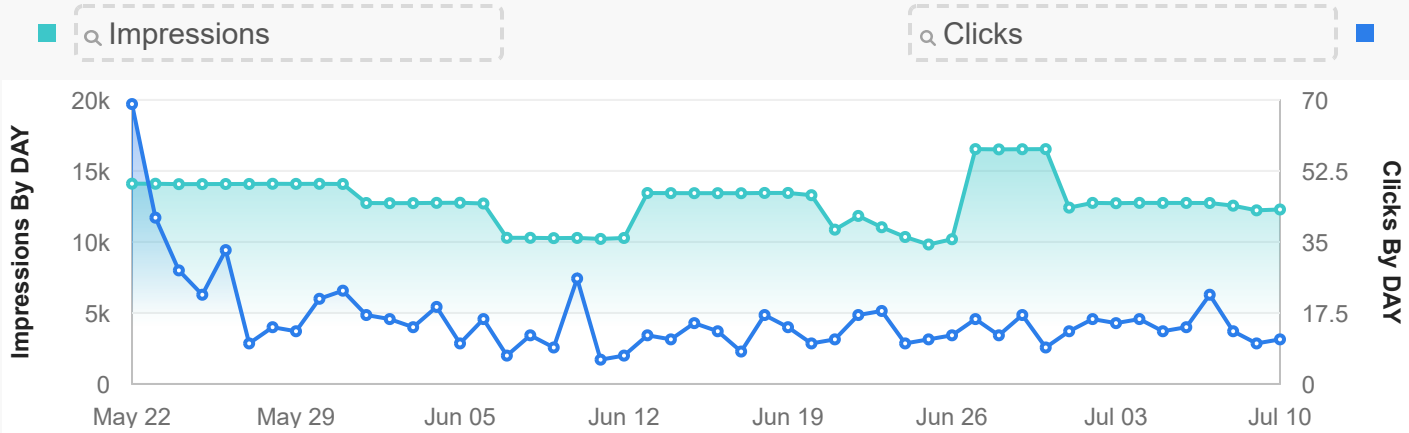
Konjolka (ORAU - BMC Wave 5 NALOXONE)
Display / Geofencing / Native Report – 2022-05-15 – 2022-07-10

Snapshot

Impressions 642,666 —	Clicks 809 —	CTR 0.13% —	Conversions 0 —
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Data by Time Frame

DAY



Performance by Campaigns

Name	Impre...	Clicks	CTR	Conve...
149014 - DISPLAY ENGLISH SALEM	147,843	175	0.12%	0
149014 - DISPLAY ENGLISH LOWELL	147,028	175	0.12%	0
149014 - DISPLAY ENGLISH BROCKTON	140,682	172	0.12%	0
149014 - DISPLAY SPANISH LOWELL	69,066	99	0.14%	0
149014 - DISPLAY SPANISH SALEM	69,043	90	0.13%	0
Total	642,666	809	0.13%	0

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

Geography

Zip Codes	Location	Impressions	Clicks	Conversions
02301	Brockton, Massachusetts	66,525	102	0
01810	Andover, Massachusetts	35,233	28	0
01852	Lowell, Massachusetts	33,317	44	0
02302	Brockton, Massachusetts	28,188	38	0
01902	Lynn, Massachusetts	28,121	36	0
Total		642,666	809	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	140,352
Musi	53,288
Amino	51,129
Kik	46,772
Daily Mail	27,280

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

Device Type

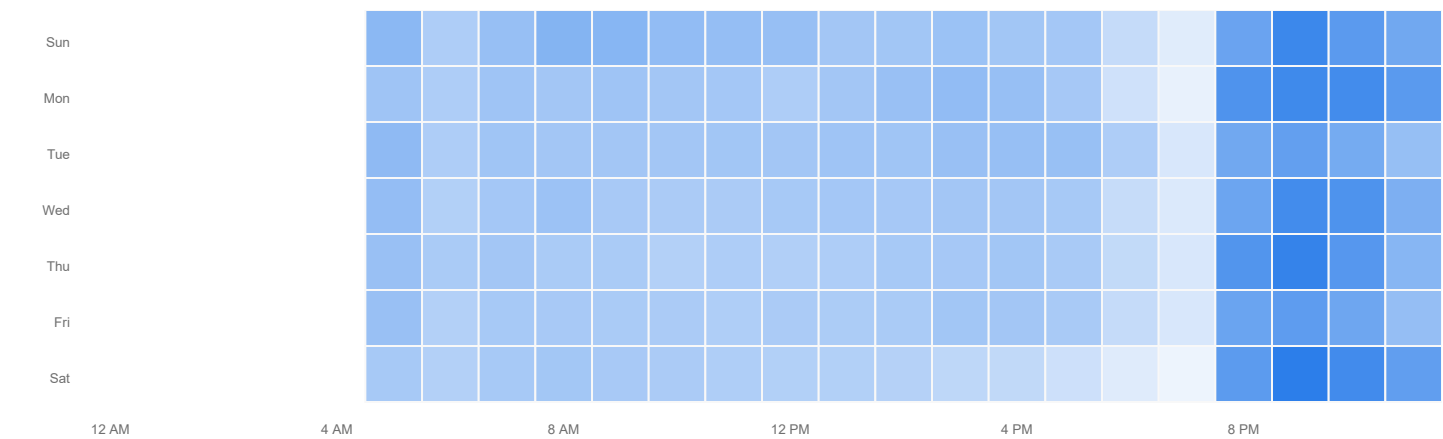
Type	Impressions	Clicks	CTR
Mobile	554,805	591	0.11%
Tablet	86,096	211	0.25%
Desktop	1,765	7	0.40%

Performance by Creative

Preview	Name	Impre...	Clicks	CTR	Conve...
	Salem Naloxone_320x50.png	126,011	104	0.08%	0
	Lowell Naloxone 320x50.png	125,031	95	0.08%	0
	320x50Brockton Naloxone.png	117,772	110	0.09%	0
	Salem Naloxone_320x50 SPA_SPA...	54,410	50	0.09%	0
	Lowell Naloxone 320x50 SPA_SPA...	53,379	64	0.12%	0
Total		642,666	809	0.13%	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
Demographic > Career > Health Care ...	67,467	92	0.14%
Demographic > Career > Career - He...	56,675	105	0.19%
Interest > TV Viewership > Categories...	53,948	82	0.15%
Demographic > Language > Spanish	43,705	79	0.18%
ABM > Companies > A-F > CVS Health	43,465	97	0.22%

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