

Campaign Report



Report Name: Overview with UU

Reporting Range: 14/01/2017 - 18/01/2017

Creation Date: 20/01/2017

Campaign: BUD_4_Men_Mobil_topp_midtbanner_14.01-18.01

Network: Amedia

Content

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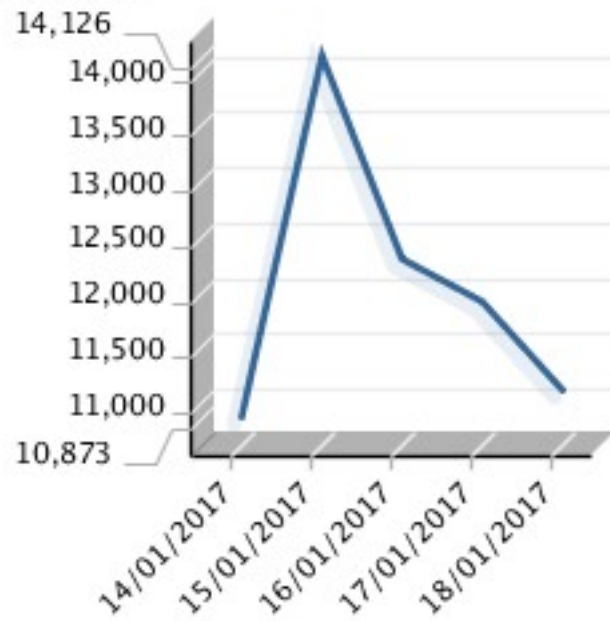
By Campaign

Customer:	Lokal_Budstikka
Advertiser:	BUD_4_Men
Sales Person:	Hanne
Flight:	BUD_4_Men_Mobil_topp_midtbanner_14.01-18.01
Start date:	14/01/2017
End date:	18/01/2017
Total Impression:	60,000
Guaranteed Impressions:	60,000
Clicks booked:	0
Payment Type:	Pay Ads
Impressions:	60,320
Clicks:	237
C-Rate [%]:	0.39
UU (lifetime):	10,912

By Date

Date	Impressions	Clicks	C-Rate [%]
14/01/2017	10,873	36	0.33
15/01/2017	14,126	57	0.40
16/01/2017	12,302	55	0.45
17/01/2017	11,899	45	0.38
18/01/2017	11,120	44	0.40
Total	60,320	237	0.39

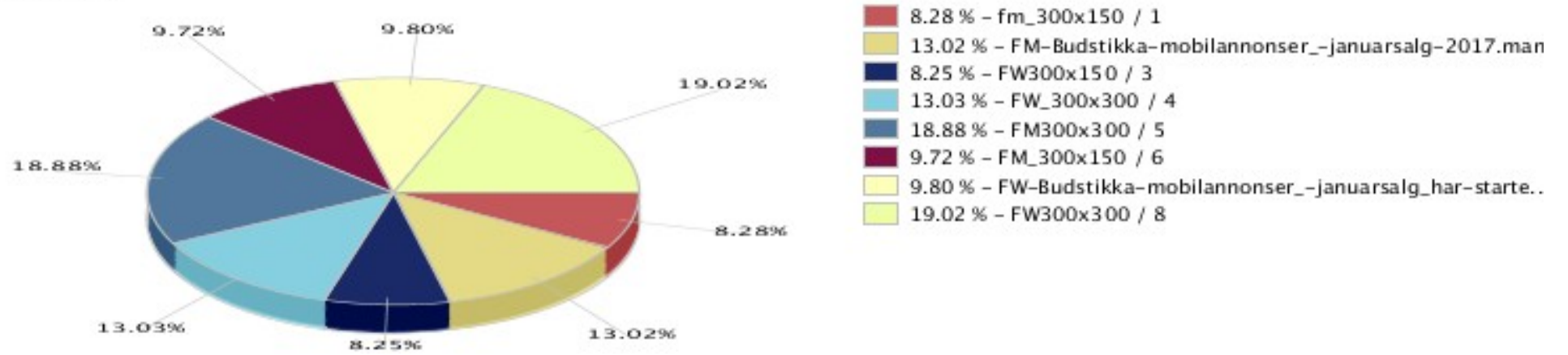
Impressions



By Banner

Banner Display	Banner/CC Name	Id	Impressions	Clicks	C-Rate [%]
(-)	fm_300x150	1	4,995	12	0.24
(-)	FM-Bud-stikka-mobilannonser_januarsalg-2017.mandag-300x300.jpg	2	7,856	40	0.51
(-)	FW300x150	3	4,978	12	0.24
(-)	FW_300x300	4	7,859	31	0.39
(-)	FM300x300	5	11,386	61	0.54
(-)	FM_300x150	6	5,863	17	0.29
(-)	FW-Bud-stikka-mobilannonser_januarsalg_har-startet-2017_mandag-300x150.jpg	7	5,911	15	0.25
(-)	FW300x300	8	11,472	49	0.43
Total			60,320	237	0.39

Impressions



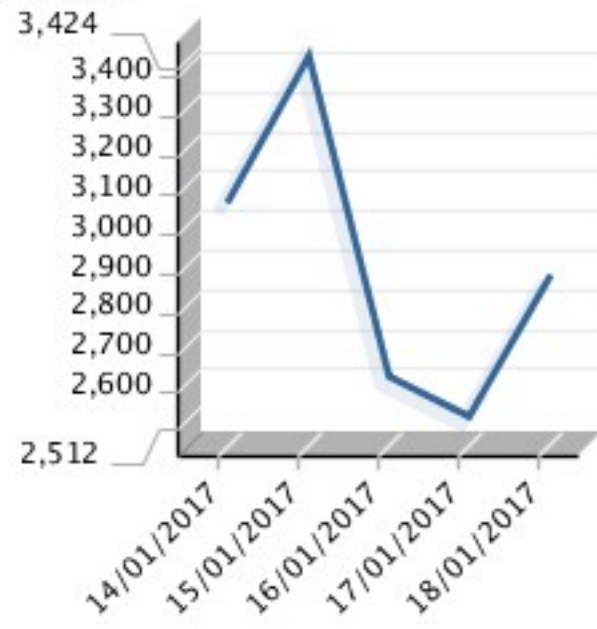
By Website

Website	Impressions	Clicks	C-Rate [%]
Lokal - Budstikka	60,320	237	0.39
Total	60,320	237	0.39

By daily UU

Date	Impressions	Unique Users	Impr./UU	Clicks	C-Rate [%]	UU C-Rate [%]
14/01/2017	10,873	3,056	3.56	36	0.33	1.18
15/01/2017	14,126	3,424	4.13	57	0.40	1.66
16/01/2017	12,302	2,616	4.70	55	0.45	2.10
17/01/2017	11,899	2,512	4.74	45	0.38	1.79
18/01/2017	11,120	2,864	3.88	44	0.40	1.54
Total	60,320	(-)	(-)	237	0.39	(-)

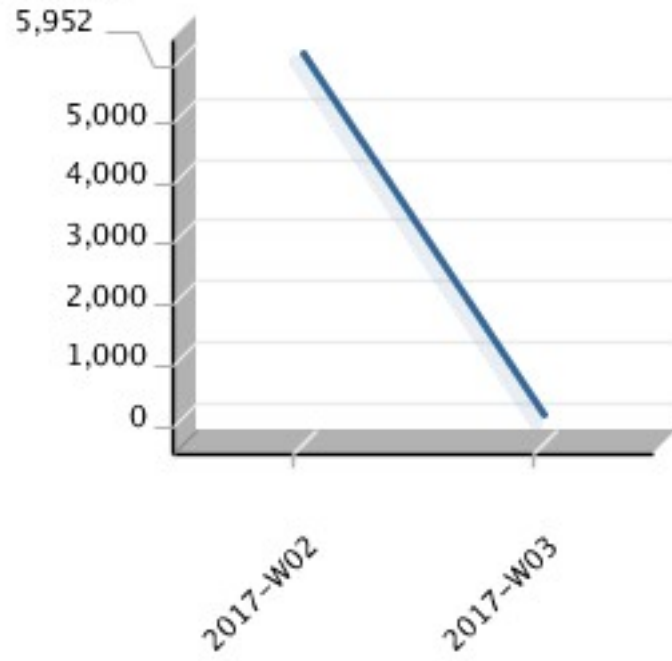
Unique Users



By weekly UU

Week	Impressions	Unique Users	Impr./UU	Clicks	C-Rate [%]	UU C-Rate [%]
2017-W02	24,999	5,952	4.20	93	0.37	1.56
2017-W03	35,321	0	0.00	144	0.41	0.00
Total	60,320	(-)	(-)	237	0.39	(-)

Unique Users



By monthly UU

Month	Impressions	Unique Users	Impr./UU	Clicks	C-Rate [%]	UU C-Rate [%]
2017-M01	60,320	0	0.00	237	0.39	0.00
Total	60,320	(-)	(-)	237	0.39	(-)

Legend

AdCount C-Rate [%]:

Displays the click rate regarding the adcounts in percent.

AdCounts:

Displays the amount of the delivered adcounts for the respective time period provided that the counting method "ViewCount" had been activated for the flight.

Clicks:

Displays the amount of the total clicks for the respective time period.

C-Rate [%]:

Displays the click rate regarding the impressions in percent.

Diff. [%]:

Displays the relative discrepancy between impressions and adcounts in percent.

Difference:

Displays the total difference between impressions and adcounts.

Impr./UU:

Average number of impressions per UU.

Impressions:

Displays the amount of delivered impressions for the respective time period.

Total Impression:

Displays the total amount of booked impressions for this flight for the entire time period of the flight.

UU C-Rate [%]:

Amount of clicks in relation to the number of UU.

Views/UUsers:

Average number of adcounts per UU.