

Campaign Report



Report Name: Overview with UU

Reporting Range: 14/11/2016 - 17/11/2016

Creation Date: 18/11/2016

Campaign: BUD_Bauda_Toppbanner_14.11-17.11

Network: Amedia

Content

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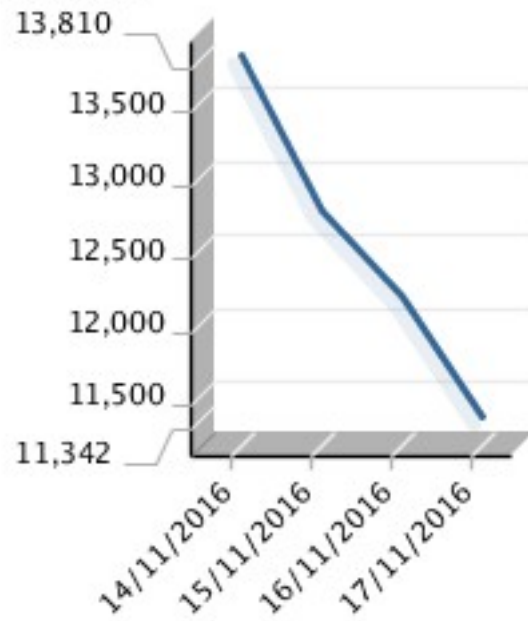
By Campaign

Customer:	Lokal_Budstikka
Advertiser:	BUD_Bauda
Sales Person:	Marthin
Flight:	BUD_Bauda_Toppbanner_14.11-17.11
Start date:	14/11/2016
End date:	17/11/2016
Total Impression:	50,000
Guaranteed Impressions:	50,000
Clicks booked:	0
Payment Type:	Pay Ads
Impressions:	50,062
Clicks:	85
C-Rate [%]:	0.17
UU (lifetime):	16,320

By Date

Date	Impressions	Clicks	C-Rate [%]
14/11/2016	13,810	29	0.21
15/11/2016	12,750	16	0.13
16/11/2016	12,160	24	0.20
17/11/2016	11,342	16	0.14
Total	50,062	85	0.17

Impressions



By Banner

Banner Display	Banner/CC Name	Id	Impressions	Clicks	C-Rate [%]
(-)	980x150_bauda	2	50,062	85	0.17
Total			50,062	85	0.17

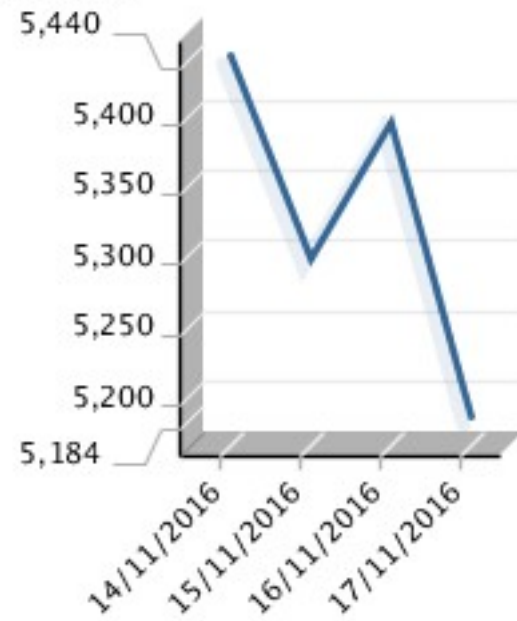
By Website

Website	Impressions	Clicks	C-Rate [%]
Lokal - Budstikka	50,062	85	0.17
Total	50,062	85	0.17

By daily UU

Date	Impressions	Unique Users	Impr./UU	Clicks	C-Rate [%]	UU C-Rate [%]
14/11/2016	13,810	5,440	2.54	29	0.21	0.53
15/11/2016	12,750	5,296	2.41	16	0.13	0.30
16/11/2016	12,160	5,392	2.26	24	0.20	0.45
17/11/2016	11,342	5,184	2.19	16	0.14	0.31
Total	50,062	(-)	(-)	85	0.17	(-)

Unique Users



By weekly UU

Week	Impressions	Unique Users	Impr./UU	Clicks	C-Rate [%]	UU C-Rate [%]
2016-W46	50,062	0	0.00	85	0.17	0.00
Total	50,062	(-)	(-)	85	0.17	(-)

By monthly UU

Month	Impressions	Unique Users	Impr./UU	Clicks	C-Rate [%]	UU C-Rate [%]
2016-M11	50,062	0	0.00	85	0.17	0.00
Total	50,062	(-)	(-)	85	0.17	(-)

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.