

# Campaign Report



Report Name: By Placement

Reporting Range: 07/12/2016 - 11/12/2016

Creation Date: 05/01/2017

Campaign: BUD\_Maximat\_ROS\_Nett\_07.12-11.12

Network: Amedia

## Overview

Customer:	Lokal_Budstikka
Advertiser:	BUD_Maximat
Sales Person:	Ulf
Flight:	BUD_Maximat_ROS_Nett_07.12-11.12
Start date:	07/12/2016
End date:	11/12/2016
Total Impression:	180,000
Guaranteed Impressions:	180,000
Clicks booked:	0
Payment Type:	Pay Ads
Impressions:	174,049
Clicks:	278
C-Rate [%]:	0.16
UU (lifetime):	32,768

## Detail View

Website	Page	Placement	Position	Impressions	Clicks	C-Rate [%]
Lokal - Budstikka	1. side	1. side-Netboard 1-980 x 300	Netboard 1	7,225	9	0.12
Lokal - Budstikka	1. side	1. side-Netboard 2-980 x 300	Netboard 2	2,189	4	0.18
Lokal - Budstikka	1. side	1. side-Skyskraper 1-180 x 500	Skyskraper 1	19,697	16	0.08
Lokal - Budstikka	1. side	1. side-Sticky skyskraper-180 x 500	Sticky skyskraper	6,687	5	0.07
Lokal - Budstikka	1. side	1. side-Toppbanner-980 x 150	Toppbanner	59,114	108	0.18
Lokal - Budstikka	Nyheter	Nyheter-Skyskraper 1-180 x 500	Skyskraper 1	3	0	0.00
Lokal - Budstikka	Nyheter	Nyheter-Toppbanner-980 x 150	Toppbanner	1	0	0.00
Lokal - Budstikka	Udefinerte	Udefinerte-Artikkelboard-480 x 400	Artikkelboard	5,952	29	0.49
Lokal - Budstikka	Udefinerte	Udefinerte-Netboard 1-980 x 300	Netboard 1	377	0	0.00
Lokal - Budstikka	Udefinerte	Udefinerte-Skyskraper 1-180 x 500	Skyskraper 1	14,347	7	0.05
Lokal - Budstikka	Udefinerte	Udefinerte-Sticky skyskraper-180 x 500	Sticky skyskraper	4,390	10	0.23
Lokal - Budstikka	Udefinerte	Udefinerte-Toppbanner-980 x 150	Toppbanner	54,067	90	0.17
<b>Total</b>				174,049	278	0.16

## Impressions

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