














CAMPAIGN INFO

| | | | | | | | | | |
|---|--|--|--|--|--|---|--|---|--|
| TRACKING NO BB3615256 | | CAMPAIGN NAME NW-Farleys_Solicitors_Llp_Blackbur n-BB3615256 | | ADVERTISER NW-Farleys_Solicitors_Llp_Blackbur n | | SALES REP riyaz.ismail@nqnw.co.uk | | | |
| START DATE 2017-10-21 00:00:00 | | END DATE 2017-11-19 23:59:59 | | REGION North West | | AD SERVERS | | | |
| <div></div> <div>TOTAL IMPRESSIO...</div> <div>72404</div> | | <div></div> <div>TOTAL CLICKS</div> <div>52</div> | | <div></div> <div>CLICK THROUGH R...</div> <div>0.0700</div> | | <div></div> <div>eCPM</div> <div>£</div> | | <div></div> <div>AMOUNT SPENT</div> <div>£ 573.4</div> | |

LINE ITEM INFO

| | | | |
|--|--|--|--|
| LINE ITEM NAME NW-Farleys_Solicitors_Llp_Blackburn-Standard_MPU-BB3615256_v2 | START DATE 2017-10-21 00:00:00 | END DATE 2017-10-22 23:59:59 | RATE 7.92 |
| GOAL PROGRESS 3300033002 | | | |
|  IMPRESSIONS 33002 |  CLICKS 19 |  CLICK THROUGH ... 0 |  WEBSITE 1 |

| | | | |
|--|--|--|--|
| LINE ITEM NAME NW-Farleys_Solicitors_Llp_Blackburn-Standard_MPU-BB3615256_v4 | START DATE 2017-10-23 00:00:00 | END DATE 2017-11-19 23:59:59 | RATE 7.92 |
| GOAL PROGRESS 3939939402 | | | |
|  IMPRESSIONS 39402 |  CLICKS 33 |  CLICK THROUGH ... 0 |  WEBSITE 1 |

CREATIVES

LINE ITEM ANALYTICS

| | | | |
|-------------------------------|-------------|--------|-------------------|
| WEBSITE | IMPRESSIONS | CLICKS | CTR |
| www.lancashiretelegraph.co.uk | 33002 | 19 | 0.057572268347373 |

| | | | |
|-------------------------------|-------------|--------|-------------------|
| WEBSITE | IMPRESSIONS | CLICKS | CTR |
| www.lancashiretelegraph.co.uk | 39402 | 33 | 0.083752093802345 |