

House Ads Overview

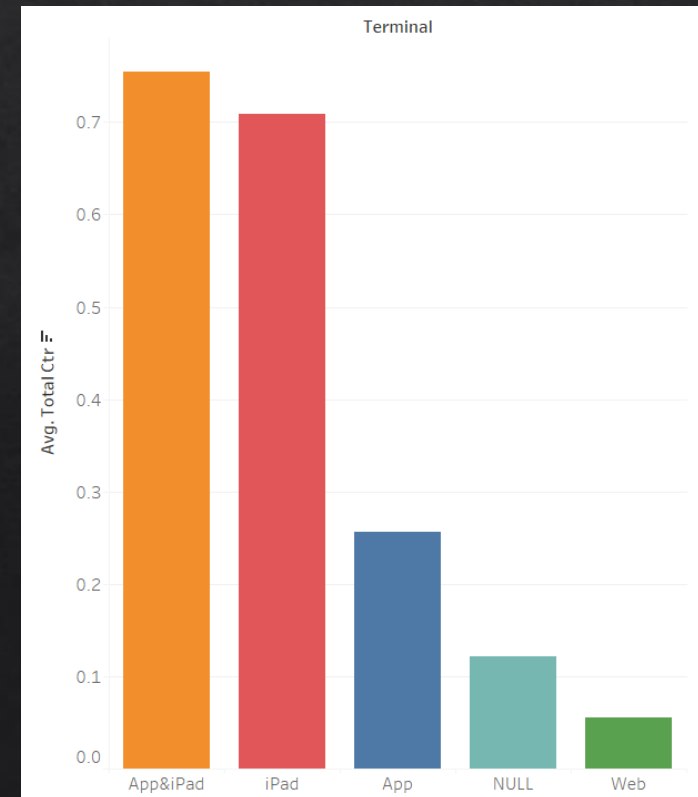
Max Xiang

6/15/2023

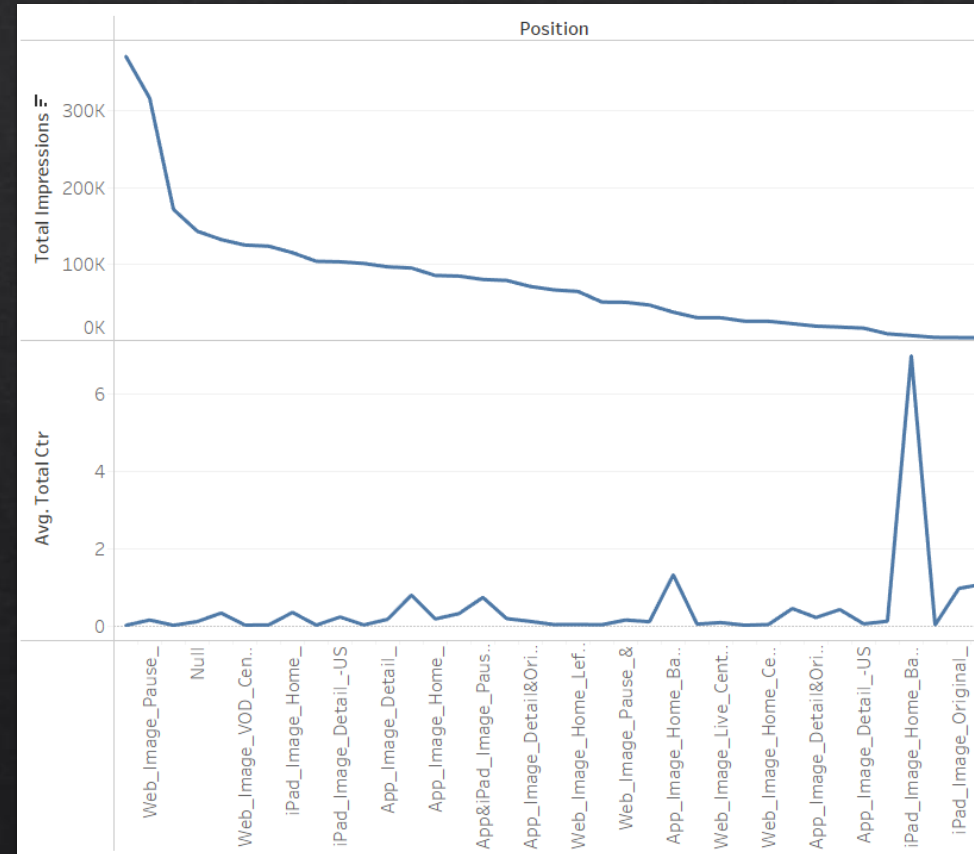
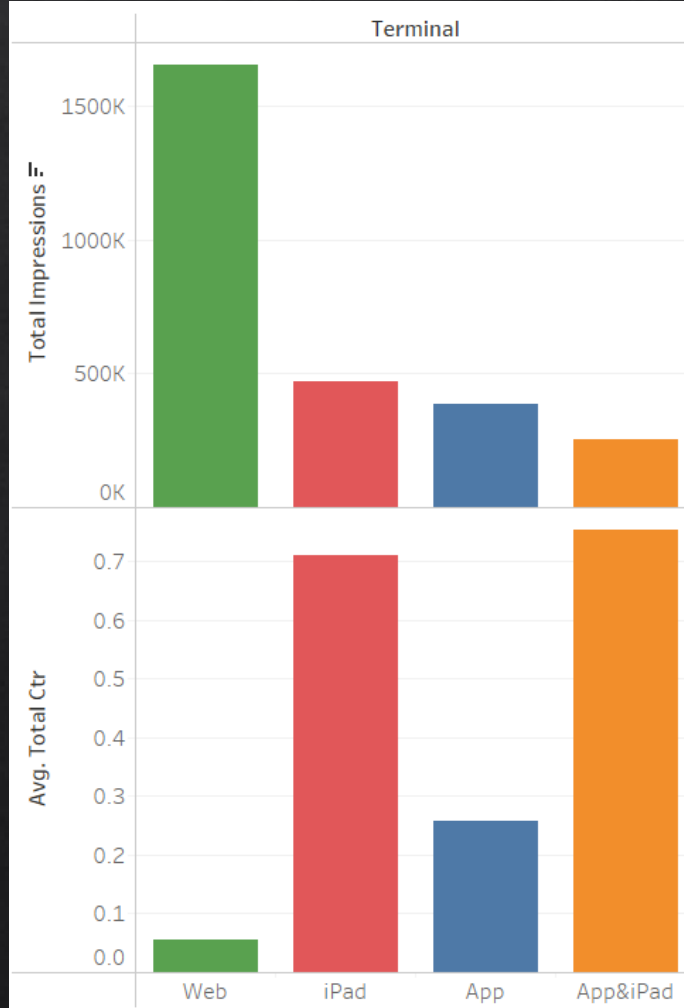
Overview

- ◇ Total impressions: 2916165
- ◇ Total clicks: 5145
- ◇ CTR(click-through-rate): 0.18%

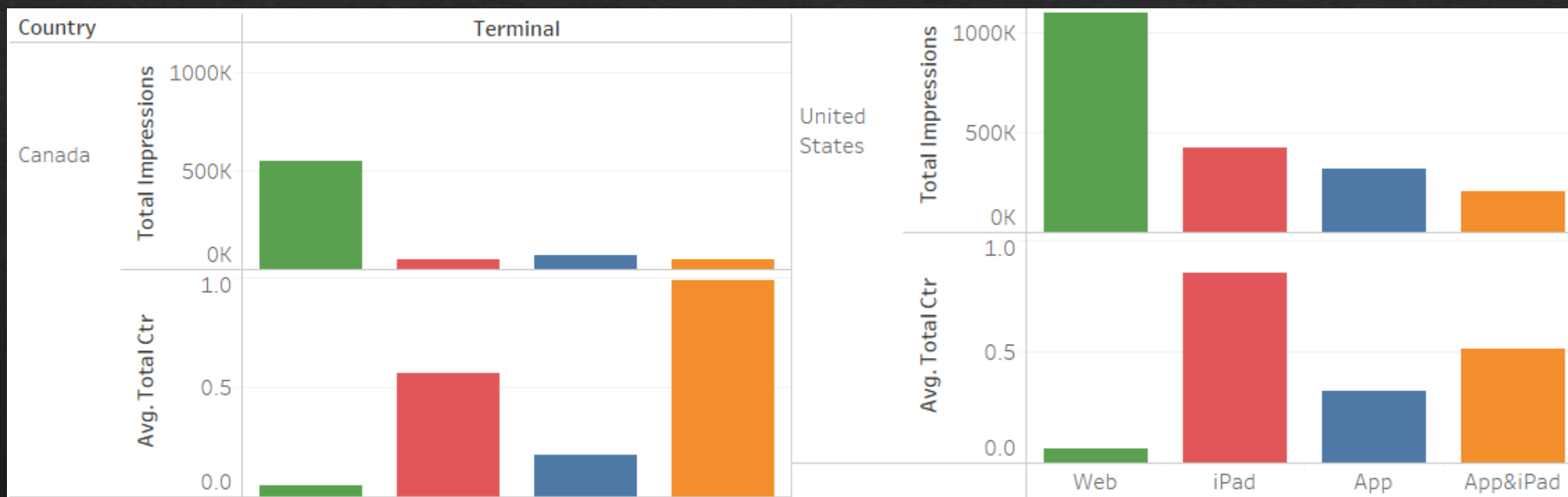
Country	SUM(Total_impressions)	SUM(Ad_server_clicks)	Total_CTR
Canada	756143	1061	0.1403
United States	2160022	4084	0.1891



Performance by Terminal



Performance by Country



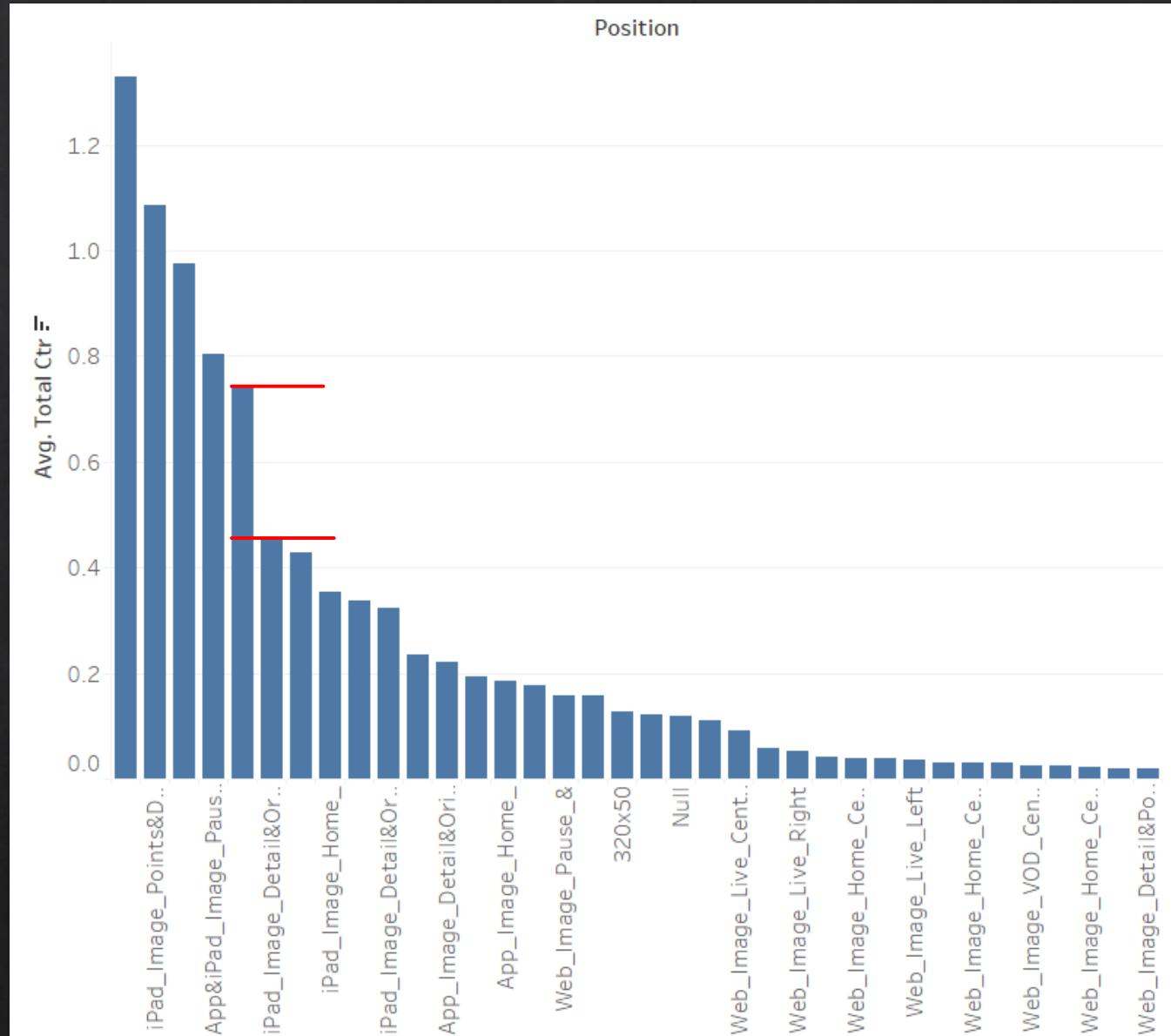
Performance by Position

Best

position	SUM(total_impressions)	SUM(total_clicks)	AVG(total_ctr)
iPad_Image_Home_Banner_	6460	335	6.996667
App_Image_Home_Banner_	36990	642	1.328333
iPad_Image_Points&Detail_	3503	28	1.084632
iPad_Image_Original_	3785	23	0.975000
App&iPad_Image_Pause_	94709	562	0.803151
App&iPad_Image_Pause_-	79712	557	0.742778
iPad_Image_Detail&Original_&	21963	71	0.455000
App_Image_Intro_	17513	25	0.428194
iPad_Image_Home_	114738	289	0.354490
iPad_Image_Detail_	131874	338	0.337286

Worst

position	SUM(total_impressions)	SUM(total_clicks)	AVG(total_ctr)
Web_Image_Detail&Points_	371393	81	0.019412
Web_Image_Home_Center_Top	171301	38	0.020625
Web_Image_Home_Center_Top_	25161	8	0.023333
Web_Image_Banner_Right	103476	26	0.024000
Web_Image_VOD_Center	124671	35	0.026042
Web_Image_Home_Right_Top	123257	34	0.029000
Web_Image_Home_Center_Bottom	100632	34	0.030682
Web_Image_Detail&Original_-US	4041	3	0.031667
Web_Image_Live_Left	50160	19	0.035000
Web_Image_Banner_Left	66038	27	0.038500



Best Positions

iPad Home banner

month	adsdate	position	SUM(total_impressions)	SUM(total_clicks)	avg_ctr
3	20230209	iPad_Image_Home_Banner_	5699	247	3.675000
4	20230209	iPad_Image_Home_Banner_	701	79	7.530000
5	20230209	iPad_Image_Home_Banner_	60	9	9.785000

App Home banner

month	adsdate	position	SUM(total_impressions)	SUM(total_clicks)	avg_ctr
3	20230209	App_Image_Home_Banner_	32589	602	1.690000
4	20230209	App_Image_Home_Banner_	3994	35	0.910000
5	20230209	App_Image_Home_Banner_	407	5	1.385000

iPad HD vertical ads postion

month	adsdate	position	SUM(total_impressions)	SUM(total_clicks)	avg_ctr
3	20221117	iPad_Image_Original_	439	8	2.085000
4	20221117	iPad_Image_Original_	1695	8	0.440000
5	20221117	iPad_Image_Original_	1651	7	0.400000

Best Positions(cont.)

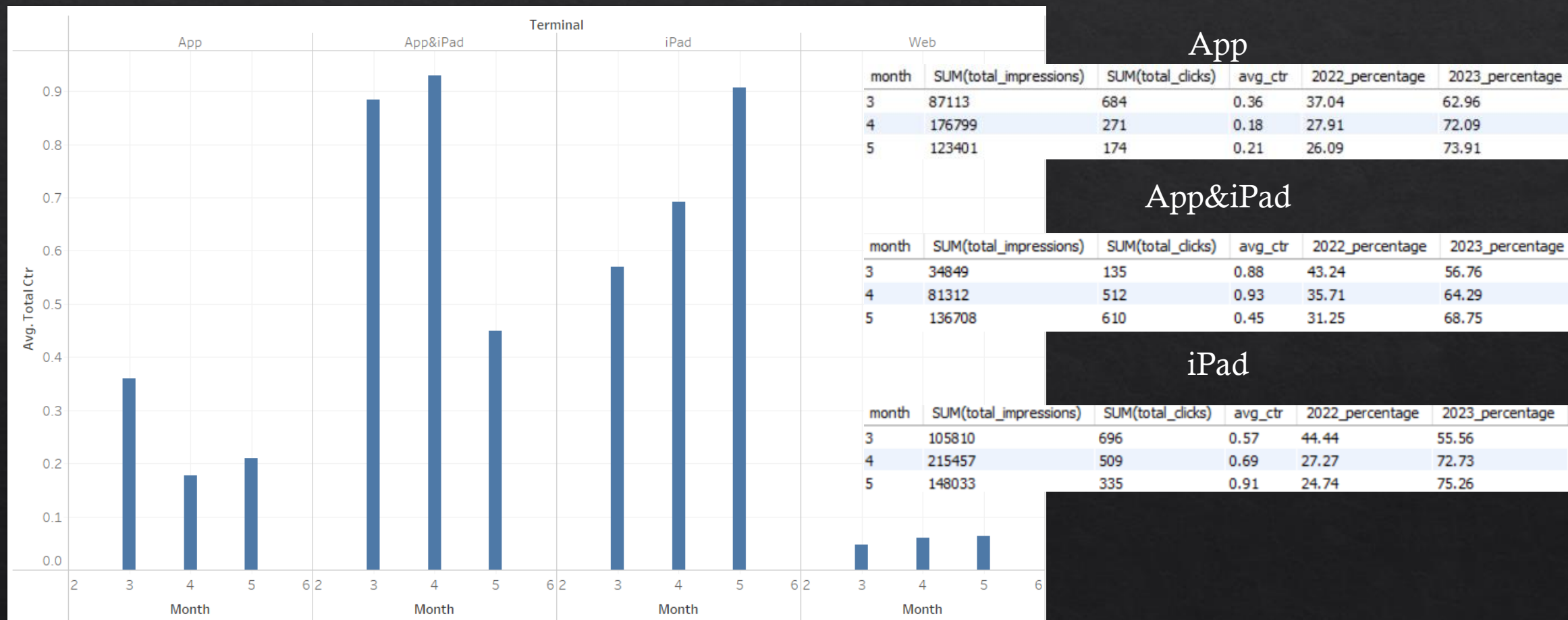
iPad HD detail&point section

month	adsdate	position	SUM(total_impressions)	SUM(total_clicks)	avg_ctr
4	20230227	iPad_Image_Points&Detail_	85	3	9.020000
5	20230407	iPad_Image_Points&Detail_	31	1	8.335000
3	20221219	iPad_Image_Points&Detail_	9	1	7.145000
5	20230227	iPad_Image_Points&Detail_	34	3	6.820000
5	20221129	iPad_Image_Points&Detail_	71	4	3.635000
4	20230216	iPad_Image_Points&Detail_	80	1	3.335000
5	20230216	iPad_Image_Points&Detail_	41	2	3.125000
5	20221117	iPad_Image_Points&Detail_	145	2	2.155000
5	20230203	iPad_Image_Points&Detail_	36	1	1.850000
5	20230210	iPad_Image_Points&Detail_	33	1	1.725000
4	20230407	iPad_Image_Points&Detail_	60	1	0.895000
4	20230110	iPad_Image_Points&Detail_	83	1	0.725000
5	20230302	iPad_Image_Points&Detail_	179	2	0.715000
4	20230103	iPad_Image_Points&Detail_	78	1	0.705000
4	20221129	iPad_Image_Points&Detail_	187	2	0.600000
3	20221117	iPad_Image_Points&Detail_	139	1	0.317500
4	20221117	iPad_Image_Points&Detail_	554	1	0.100000

App&iPad Pause

month	adsdate	position	SUM(total_impressions)	SUM(total_clicks)	avg_ctr
3	20230210	App&iPad_Image_Pause_	363	2	2.380000
3	20230213	App&iPad_Image_Pause_	367	4	2.080000
3	20230321	App&iPad_Image_Pause_	48	1	2.080000
4	20230216	App&iPad_Image_Pause_	1388	20	1.760000
3	20230110	App&iPad_Image_Pause_	766	8	1.410000
3	20221129	App&iPad_Image_Pause_	729	4	1.350000
4	20230103	App&iPad_Image_Pause_	1391	17	1.235000
3	20221117	App&iPad_Image_Pause_	6269	25	1.157500
4	20221212	App&iPad_Image_Pause_	1384	16	1.145000
3	20230203	App&iPad_Image_Pause_	380	2	1.040000
4	20230110	App&iPad_Image_Pause_	1417	10	1.000000
4	20230407	App&iPad_Image_Pause_	1341	11	0.990000
3	20230216	App&iPad_Image_Pause_	400	2	0.900000
4	20221129	App&iPad_Image_Pause_	1374	14	0.870000
5	20230504	App&iPad_Image_Pause_	2377	19	0.840000
4	20221117	App&iPad_Image_Pause_	11921	102	0.830000
5	20230110	App&iPad_Image_Pause_	3036	18	0.760000

Ads Type and Terminal Effectiveness



Ads Type Has Small Affect

	adsdate	SUM(total_impressions)	SUM(total_clicks)	avg_ctr
▶	20230209	43450	977	4.162500
	20221219	16853	30	1.050556
	20230407	51771	115	0.879063
	20230227	121994	113	0.706481
	20230213	14888	23	0.594375
	20230216	97618	106	0.510000
	20221205	47243	36	0.508571
	20221129	190063	204	0.318824
	20230223	135581	275	0.290577
	20230303	87520	218	0.289333
	20230210	96550	89	0.251071
	20221212	137676	192	0.233857
	20230110	153127	167	0.228784
	20221117	590724	1240	0.227879
	20230203	152046	151	0.222353

	adsdate	SUM(total_impressions)	SUM(total_clicks)	avg_ctr
	20221201	79664	52	0.063182
	20230417	40782	39	0.083929
	20221128	27378	20	0.095833
	20230515	14368	14	0.098125
	Aijia	71959	99	0.110000
	20230221	21139	13	0.110000
	TV	70826	106	0.125000
	20230315	69155	64	0.126078
	20221221	19145	19	0.128889
	20230420	35299	45	0.137500
	20230321	125880	92	0.147654
	20221229	14905	15	0.149375
	20230217	21007	14	0.153889
	20230103	123023	152	0.180152
	20221202	19523	41	0.183333

2022 vs 2023 ads

month	avg_ctr_2022	avg_ctr_2023
3	0.34042556	0.27303149
4	0.16877339	0.37729878
5	0.24603303	0.38085090

While Terminal Has Major Affect

Best ads on different terminal

adsdate	terminal	SUM(total_impressions)	SUM(total_clicks)	avg_ctr
20221219	iPad	2363	16	2.97
20221219	App	445	1	0.09
20221219	Web	14045	13	0.09

adsdate	terminal	SUM(total_impressions)	SUM(total_clicks)	avg_ctr
20230209	iPad	6460	335	7.00
20230209	App	36990	642	1.33

Worst ads on different terminal

adsdate	terminal	SUM(total_impressions)	SUM(total_clicks)	avg_ctr
20221201	Web	79664	52	0.06

adsdate	terminal	SUM(total_impressions)	SUM(total_clicks)	avg_ctr
20230417	App	9311	14	0.10
20230417	iPad	3501	5	0.09
20230417	Web	27970	20	0.07

Conclusion

1. Try to promote the latest TV series.
2. Less focus on Web Terminal due to ineffectiveness.
3. Position has higher priority compare with ad types.
4. iPad has the best CTR performance over all.
5. Home banner is the best position, following by detail&points.
6. Pause position has the best average CTR.
7. Ads promoted at iPad's vertical HD position need up to date.
8. US should promote more on iPad, while Canada promote more on app.