

Quarterly KPI Report

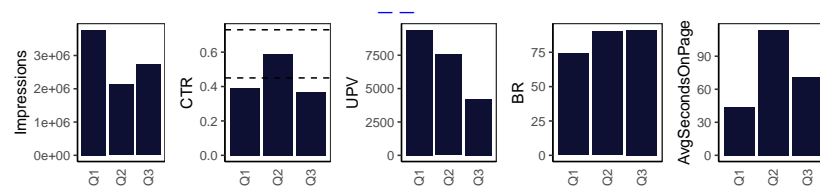
Christine Iyer

2019-05-29

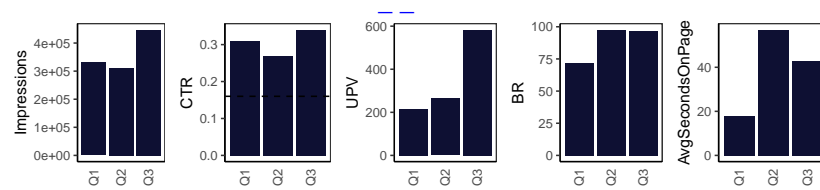
Quarter	Impressions	CTR	UPV	BR	Av_TOP	Inquiries
Q1	7,458,653	0.32%	13,498	76.05%	00:00:45	63
Q2	12,031,013	0.36%	16,750	91.47%	00:01:35	150
Q3	8,224,381	0.32%	12,639	90.71%	00:01:25	369
Q4	4,706,029	0.3%	8,053	88.35%	00:01:40	277

Quarterly KPI by Vendor and Medium Cohorts

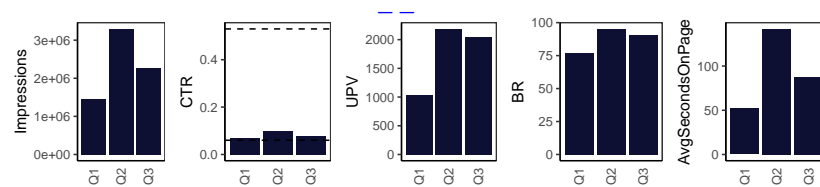
Facebook Display



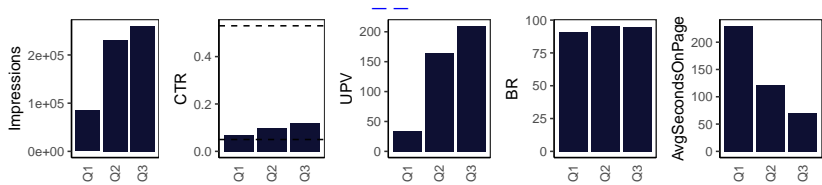
Instagram Display



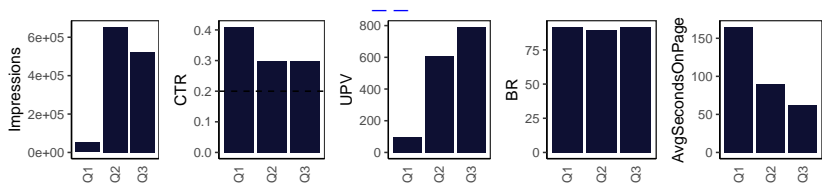
Programmatic Display



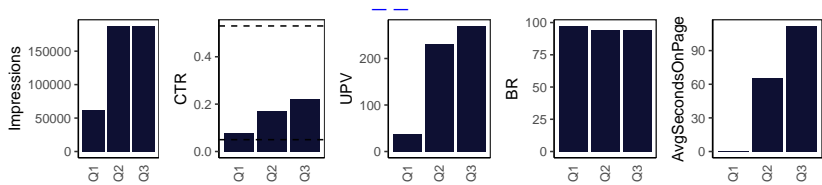
BDN Display



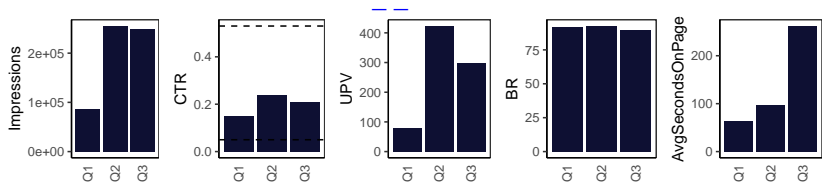
Pinterest Display



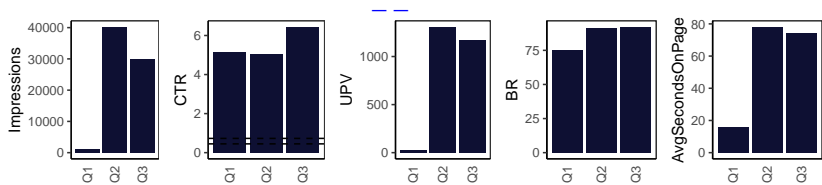
PPH Display



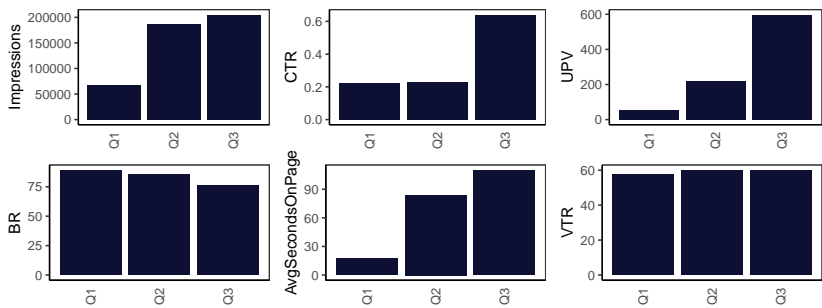
SJ Display



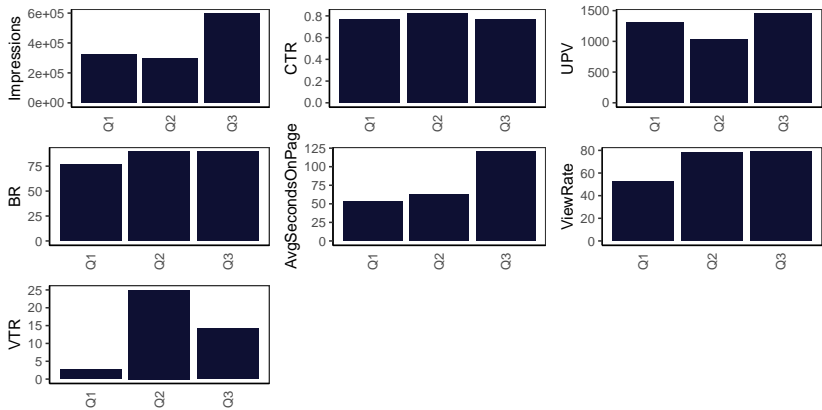
BDN Display



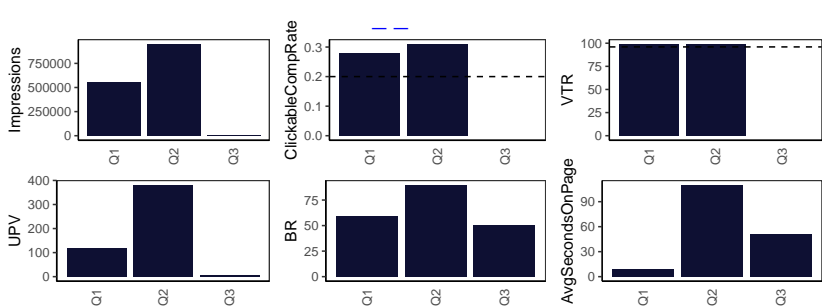
Programmatic Video



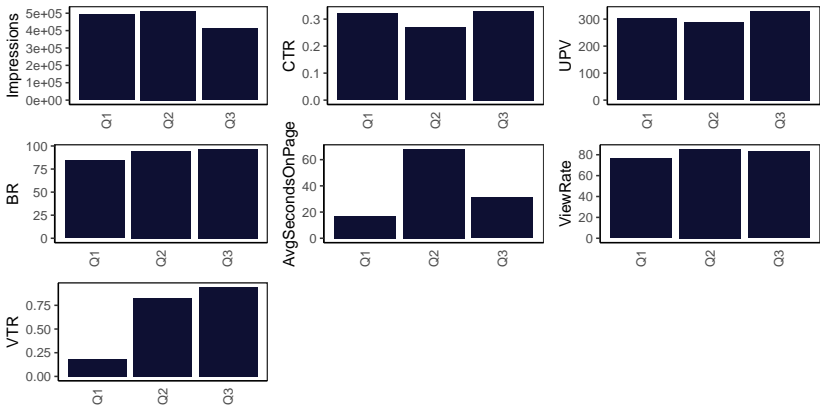
Facebook Video



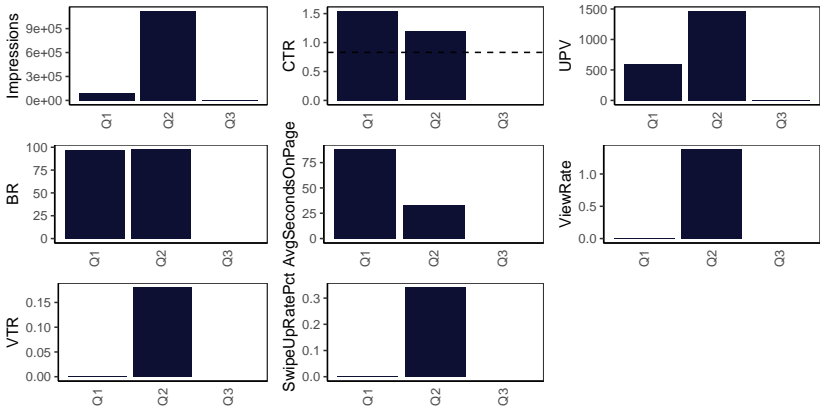
Hulu



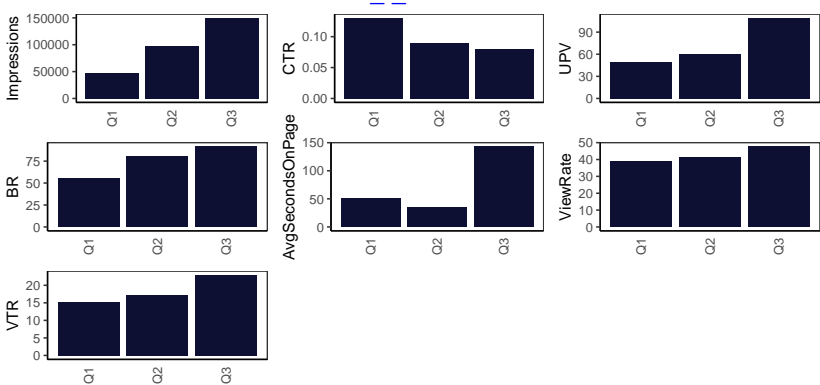
Instagram Video



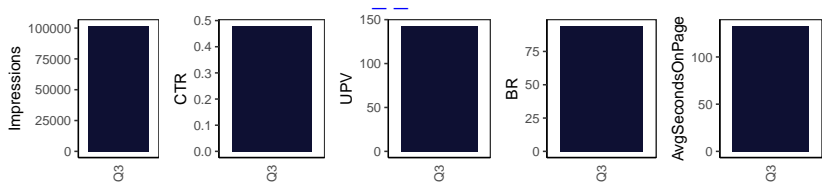
Snapchat Video



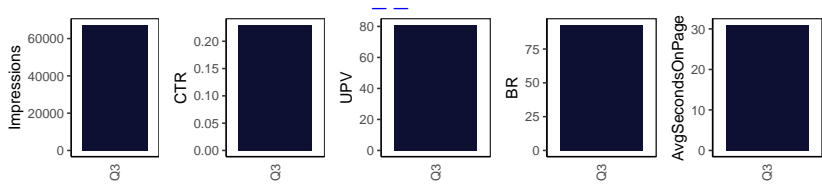
YouTube Video



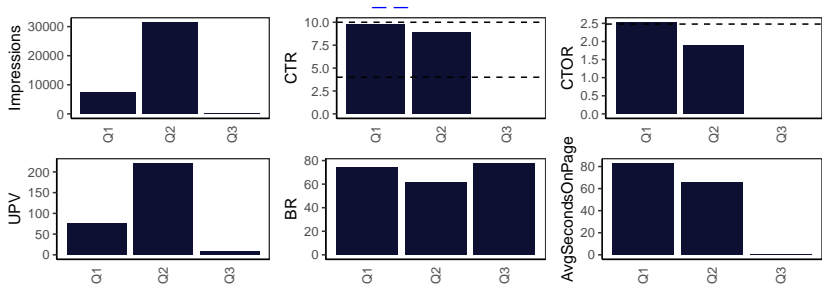
Facebook Carousel



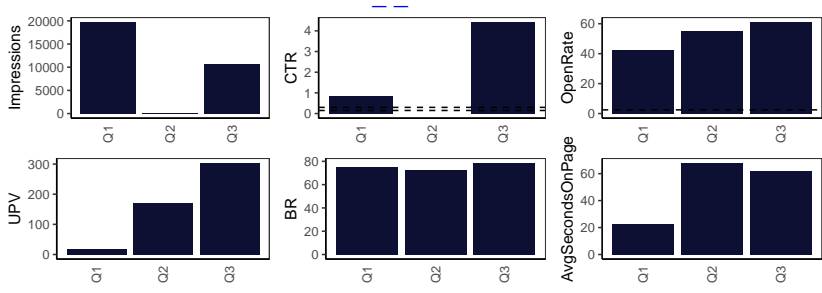
Instagram Carousel



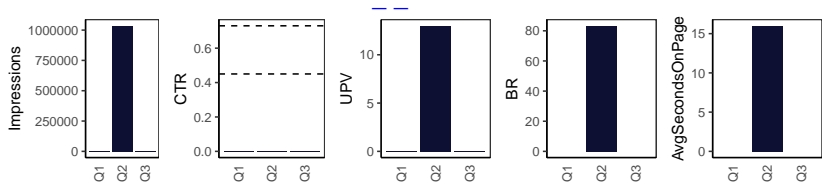
Gmail



LinkedIn



Programmatic Audio



Spotify Audio

