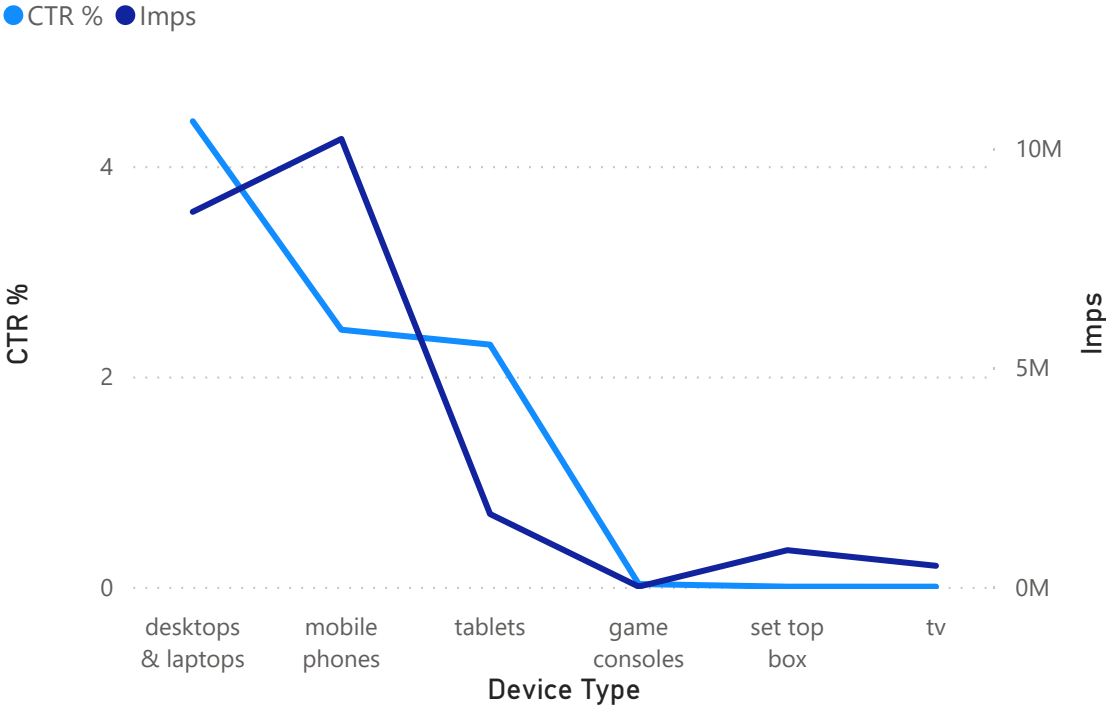
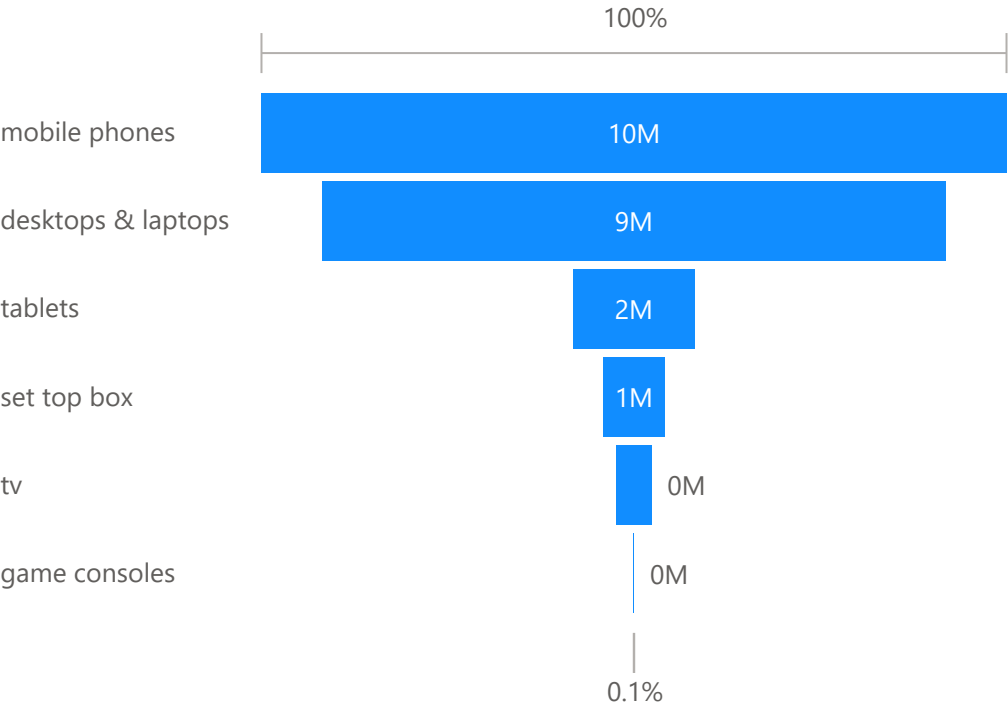


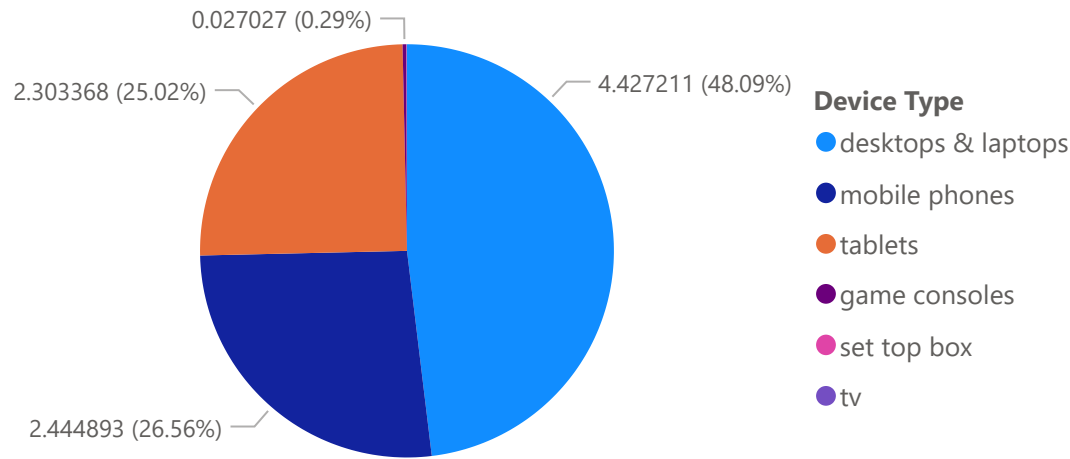
CTR % and Imps by Device Type



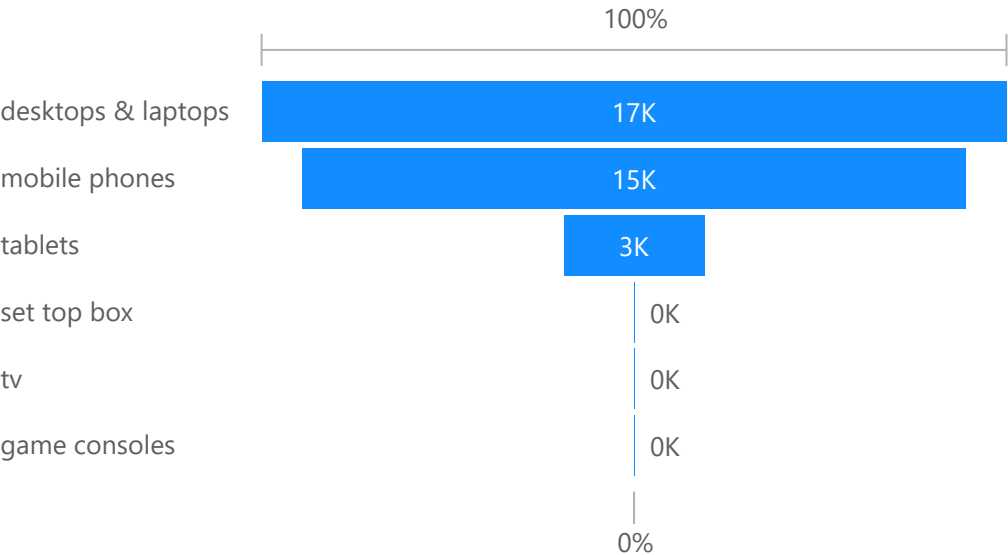
Imps by Device Type



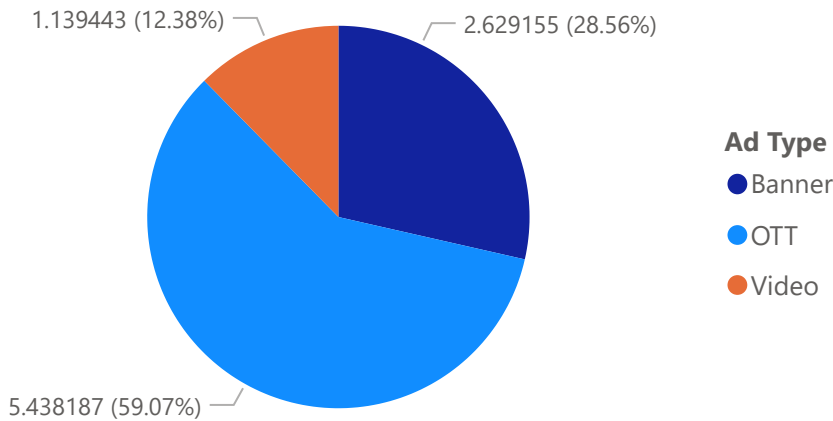
CTR % by Device Type



Clicks by Device Type



CTR % by Ad Type



Banner

2.63
CTR %

OTT

5.44
CTR %

Video

1.14

desktops & laptops

4.43
CTR %

mobile phones

2.44
CTR %

tablets

2.30
CTR %

game consoles

0.03
CTR %

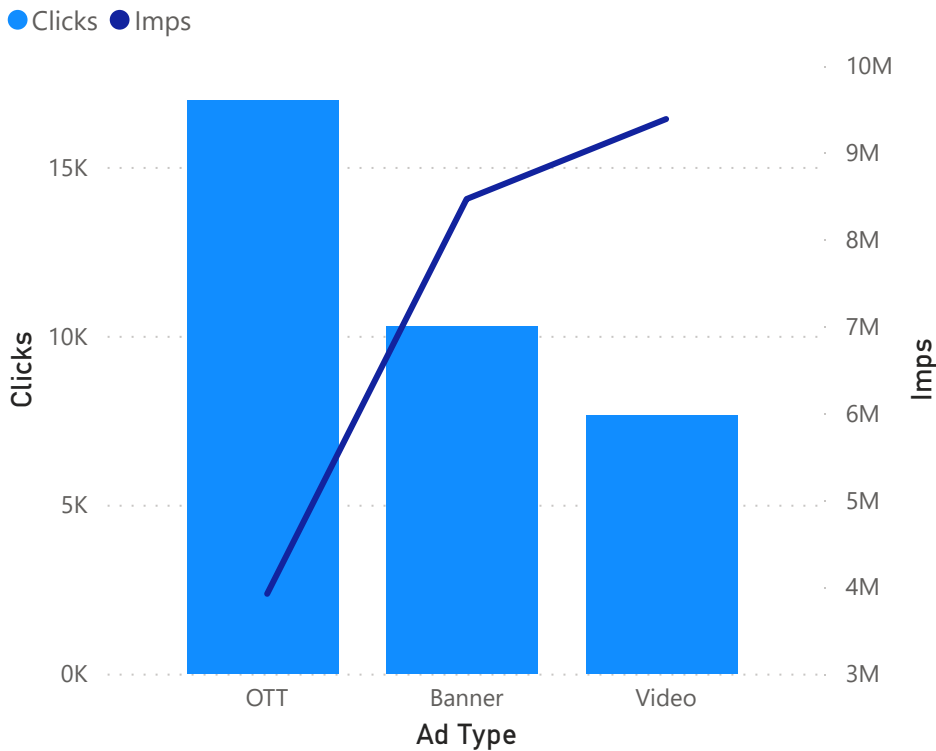
set top box

0.00
CTR %

tv

0.00
CTR %

Clicks and Imps by Ad Type



Device Type

desktops & laptops

Ad Type

desktops & laptops
4.43

mobile phones
2.44

tablets
2.30

game consoles
0.03

set top box
0.00

tv
0.00

OTT
3.57

Banner
0.73

Video
0.13

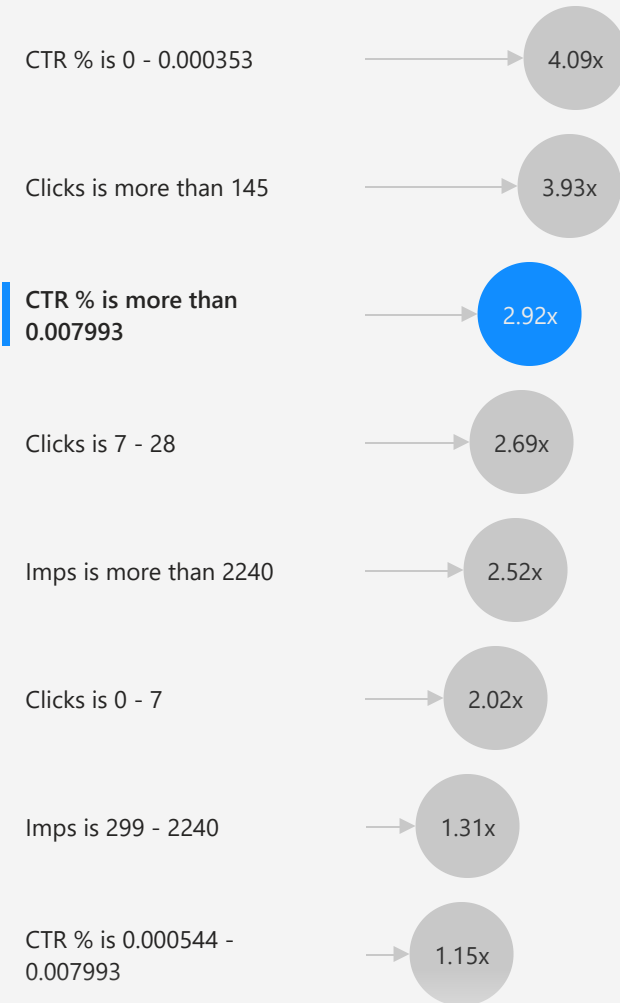
CTR %
9.21

Key influencers Top segments

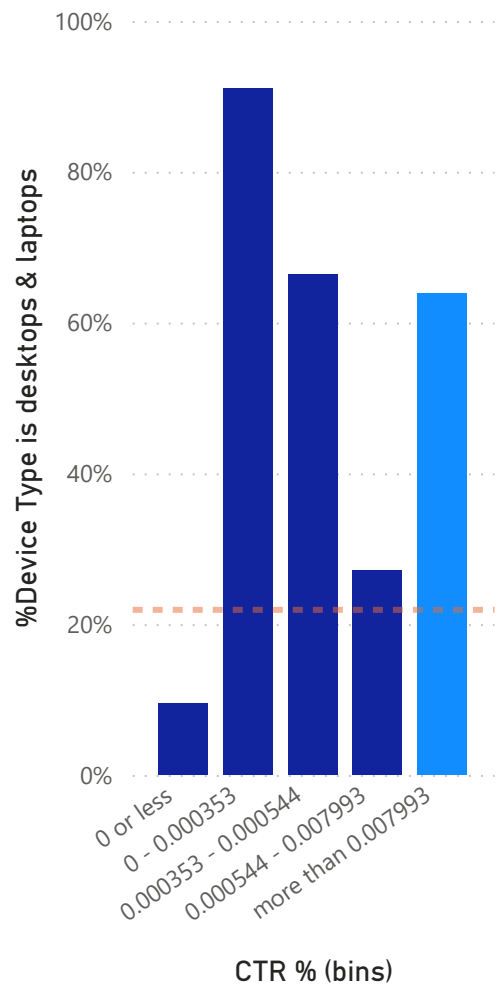


What influences Device Type to be desktops & laptops ?

When...
...the likelihood of Device Type being desktops & laptops increases by



← Device Type is more likely to be desktops & laptops when CTR % is more than 0.007993 than otherwise (on average).



☐ Only show values that are influencers

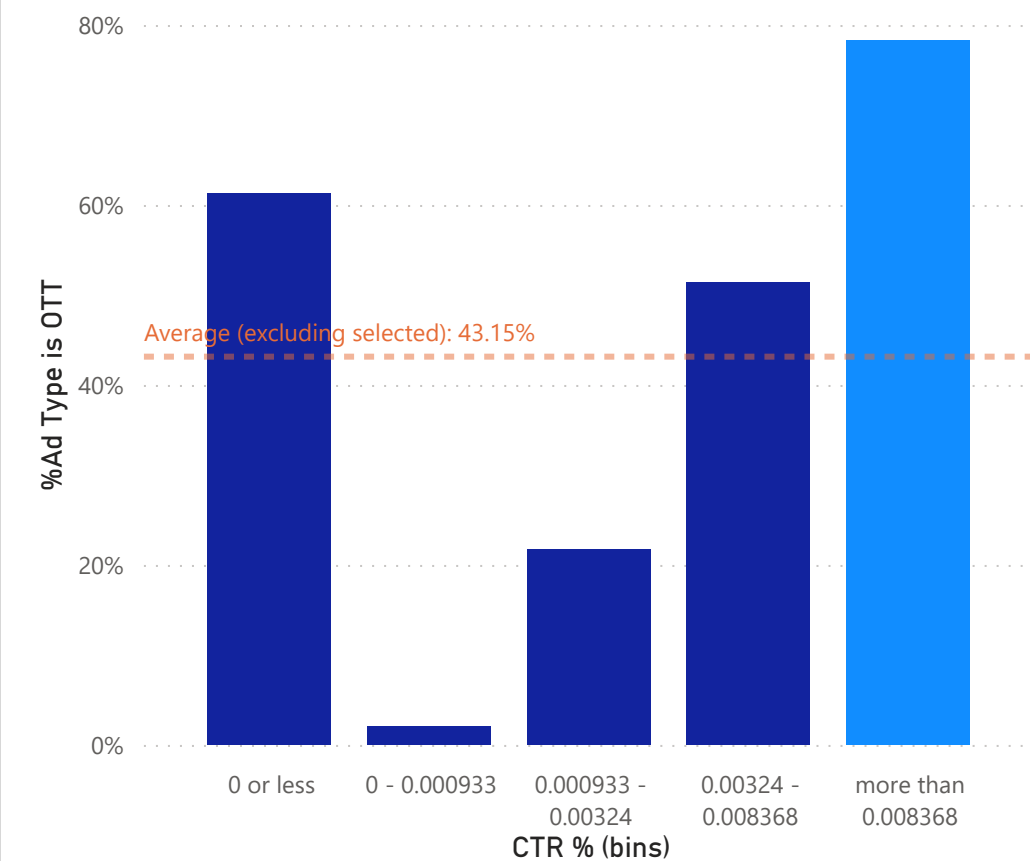
Key influencers Top segments



What influences Ad Type to be OTT ?

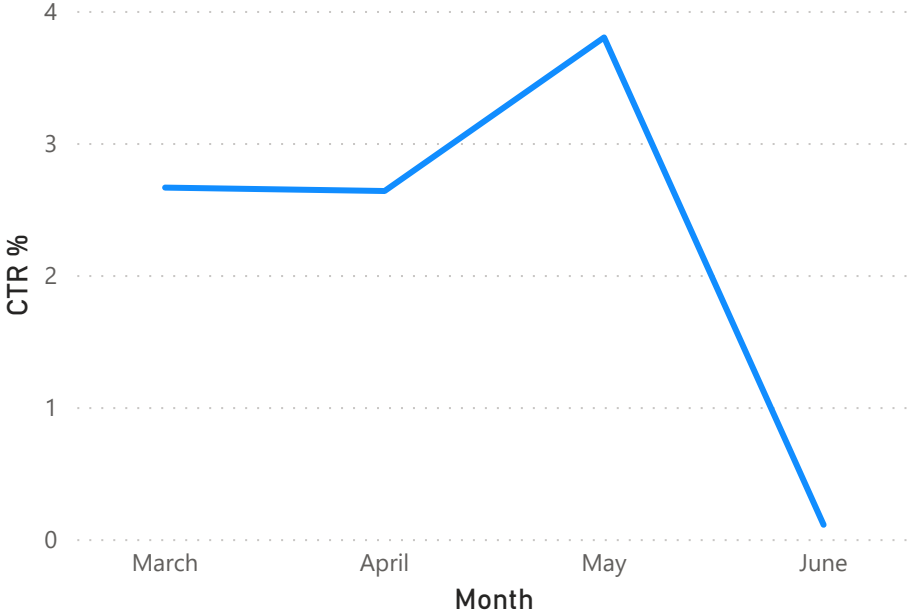
CTR % is more than 0.008... 1.82x

← Ad Type is more likely to be OTT when CTR % is more than 0.008368 than otherwise (on average).

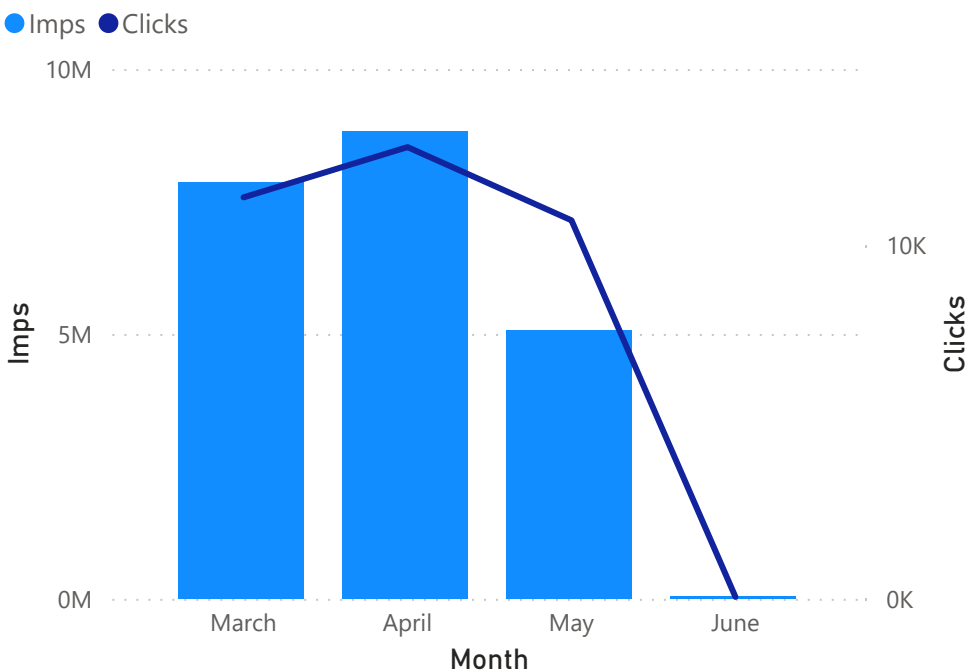


☐ Only show values that are influencers

CTR % by Month



Imps and Clicks by Month



May	2.88	OTT
Month	CTR %	Ad Type
April	1.50	OTT
Month	CTR %	Ad Type
March	1.20	Banner
Month	CTR %	Ad Type
March	0.98	OTT
Month	CTR %	Ad Type
April	0.81	Banner
Month	CTR %	Ad Type
May	0.60	Banner

