# Campaign Report



| | |
|---|---|
| Report Name: | Overview with Demographic Data |
| Reporting Range: | 01/05/2013 - 31/05/2013 |
| Creation Date: | 04/06/2013 |
| | |
| Campaign: | Voda Network May 2013 |
| Network: | PinPoint Africa Media - Digital Content Network |

# By Campaign

| | |
|---|---|
| Customer: | AIM Group |
| Advertiser: | Vodacom Tanzania |
| Flight: | Voda Network May 2013 |
| Start date: | 01/05/2013 |
| End date: | 31/05/2013 |
| Total Impression: | 1,275,000 |
| Guaranteed Impressions: | 1,200,000 |
| Clicks booked: | 0 |
| Payment Type: | Pay Ads |
| Impressions: | 1,275,036 |
| Clicks: | 6,812 |
| C-Rate [%]: | 0.53 |
| UU (lifetime): | 141,160 |

# By Date

| Date | Impressions | Clicks | C-Rate [%] |
|---|---|---|---|
| 01/05/2013 | 41,898 | 147 | 0.35 |
| 02/05/2013 | 42,756 | 119 | 0.28 |
| 03/05/2013 | 45,060 | 136 | 0.30 |
| 04/05/2013 | 35,548 | 117 | 0.33 |
| 05/05/2013 | 30,445 | 72 | 0.24 |
| 06/05/2013 | 43,630 | 92 | 0.21 |
| 07/05/2013 | 35,653 | 60 | 0.17 |
| 08/05/2013 | 39,412 | 90 | 0.23 |
| 09/05/2013 | 33,870 | 59 | 0.17 |
| 10/05/2013 | 28,538 | 44 | 0.15 |
| 11/05/2013 | 16,704 | 30 | 0.18 |
| 12/05/2013 | 11,810 | 27 | 0.23 |
| 13/05/2013 | 29,051 | 54 | 0.19 |
| 14/05/2013 | 30,632 | 81 | 0.26 |
| 15/05/2013 | 48,277 | 355 | 0.74 |
| 16/05/2013 | 49,559 | 375 | 0.76 |
| 17/05/2013 | 47,761 | 383 | 0.80 |
| 18/05/2013 | 22,036 | 154 | 0.70 |
| 19/05/2013 | 23,669 | 132 | 0.56 |
| 20/05/2013 | 53,006 | 304 | 0.57 |
| 21/05/2013 | 80,296 | 607 | 0.76 |
| 22/05/2013 | 77,654 | 782 | 1.01 |
| 23/05/2013 | 46,504 | 292 | 0.63 |

| Date | Impressions | Clicks | C-Rate [%] |
|---|---|---|---|
| 24/05/2013 | 46,891 | 312 | 0.67 |
| 25/05/2013 | 39,774 | 255 | 0.64 |
| 26/05/2013 | 36,835 | 283 | 0.77 |
| 27/05/2013 | 47,268 | 275 | 0.58 |
| 28/05/2013 | 48,089 | 344 | 0.72 |
| 29/05/2013 | 47,785 | 287 | 0.60 |
| 30/05/2013 | 45,151 | 261 | 0.58 |
| 31/05/2013 | 49,474 | 283 | 0.57 |
| Total | 1,275,036 | 6,812 | 0.53 |

# By Website

| Website | Impressions | Clicks | C-Rate [%] |
|---|---|---|---|
| Anitha's Closet | 1,775 | 3 | 0.17 |
| DJ Choka | 63,532 | 280 | 0.44 |
| DJ Fetty | 43,797 | 90 | 0.21 |
| Events TZ | 938 | 10 | 1.07 |
| G5 Click | 18,721 | 84 | 0.45 |
| Kandanda | 507 | 5 | 0.99 |
| Magazetini | 5,604 | 16 | 0.29 |
| Mpakasi | 201 | 0 | 0.00 |
| PesaTimes | 1,007 | 3 | 0.30 |
| Raia Mwema | 2,242 | 3 | 0.13 |
| Sam Misago | 3,713 | 7 | 0.19 |
| Shaffih Dauda | 45,036 | 74 | 0.16 |
| Swahili Music Notes | 28,237 | 213 | 0.75 |
| Tanzania Daima | 6,336 | 17 | 0.27 |
| TeenTz | 19,477 | 260 | 1.33 |
| ZoomTanzania | 1,033,913 | 5,747 | 0.56 |
| Total | 1,275,036 | 6,812 | 0.53 |

# By Hour

| Hour | Impressions | Clicks | C-Rate [%] |
|---|---|---|---|
| 0 | 76,148 | 392 | 0.51 |
| 1 | 51,782 | 306 | 0.59 |
| 2 | 30,146 | 207 | 0.69 |
| 3 | 16,407 | 116 | 0.71 |
| 4 | 10,749 | 73 | 0.68 |
| 5 | 9,485 | 67 | 0.71 |
| 6 | 10,327 | 51 | 0.49 |
| 7 | 14,229 | 66 | 0.46 |
| 8 | 31,982 | 170 | 0.53 |
| 9 | 63,941 | 360 | 0.56 |
| 10 | 101,132 | 547 | 0.54 |
| 11 | 113,798 | 572 | 0.50 |
| 12 | 92,609 | 496 | 0.54 |
| 13 | 79,013 | 446 | 0.56 |
| 14 | 67,632 | 406 | 0.60 |
| 15 | 64,439 | 346 | 0.54 |
| 16 | 66,690 | 342 | 0.51 |
| 17 | 67,564 | 311 | 0.46 |
| 18 | 61,389 | 253 | 0.41 |
| 19 | 53,361 | 241 | 0.45 |
| 20 | 51,417 | 235 | 0.46 |
| 21 | 48,347 | 307 | 0.63 |
| 22 | 48,839 | 310 | 0.63 |
| 23 | 43,610 | 192 | 0.44 |
| Total | 1,275,036 | 6,812 | 0.53 |

# By Operation System

| Operating System | Impressions | Clicks | C-Rate [%] |
|---|---|---|---|
| Mac OS X | 53,610 | 284 | 0.53 |
| NEXT | 95 | 1 | 1.05 |
| Unix: BSD | 1 | 0 | 0.00 |
| Unix: Linux | 62,859 | 272 | 0.43 |
| Unix: Other | 30 | 0 | 0.00 |
| Unix: Sun | 232 | 0 | 0.00 |
| Unknown | 172,447 | 562 | 0.33 |
| Windows 2000 | 149 | 0 | 0.00 |
| Windows 98 | 65 | 0 | 0.00 |
| Windows NT | 136 | 3 | 2.21 |
| Windows Vista | 22,829 | 119 | 0.52 |
| Windows XP | 273,069 | 1,631 | 0.60 |
| Windows XP SP2 | 12,000 | 28 | 0.23 |
| Windows other | 6,198 | 22 | 0.35 |
| Windows7 | 631,461 | 3,617 | 0.57 |
| Windows8 32 bit | 19,387 | 162 | 0.84 |
| Windows8 64 bit | 20,468 | 111 | 0.54 |
| Total | 1,275,036 | 6,812 | 0.53 |

# By Browser

| Browser Type | Impressions | Clicks | C-Rate [%] |
|---|---|---|---|
| Apple Safari (other) | 6,256 | 24 | 0.38 |
| Apple Safari 3 | 633 | 6 | 0.95 |
| Apple Safari 4 | 43,914 | 209 | 0.48 |
| Apple Safari 5 | 10,839 | 130 | 1.20 |
| Apple Safari 6 | 14,470 | 41 | 0.28 |
| Apple iPad | 15,589 | 51 | 0.33 |
| Apple iPhone | 10,871 | 54 | 0.50 |
| AppleWebKit | 15,751 | 60 | 0.38 |
| Google Chrome (other) | 320 | 5 | 1.56 |
| Google Chrome 1.0 | 110 | 0 | 0.00 |
| Google Chrome 10.x | 991 | 3 | 0.30 |
| Google Chrome 11.x | 765 | 8 | 1.05 |
| Google Chrome 12.x | 497 | 2 | 0.40 |
| Google Chrome 13.x | 785 | 10 | 1.27 |
| Google Chrome 14.x | 662 | 4 | 0.60 |
| Google Chrome 15.x | 777 | 6 | 0.77 |
| Google Chrome 16.x | 2,485 | 13 | 0.52 |
| Google Chrome 17.x | 232 | 2 | 0.86 |
| Google Chrome 18.x | 3,710 | 11 | 0.30 |
| Google Chrome 19.x | 251 | 1 | 0.40 |
| Google Chrome 2.0 | 22 | 1 | 4.55 |
| Google Chrome 20.x | 346 | 0 | 0.00 |
| Google Chrome 21.x | 1,740 | 3 | 0.17 |
| Google Chrome 22.x | 1,785 | 11 | 0.62 |
| Google Chrome 23.x | 2,264 | 4 | 0.18 |

| Browser Type | Impressions | Clicks | C-Rate [%] |
|---|---|---|---|
| Google Chrome 24.x | 1,090 | 13 | 1.19 |
| Google Chrome 25.x | 4,763 | 27 | 0.57 |
| Google Chrome 26.x | 122,166 | 749 | 0.61 |
| Google Chrome 27.x | 37,154 | 262 | 0.71 |
| Google Chrome 28.x | 1,410 | 3 | 0.21 |
| Google Chrome 3.0 | 361 | 2 | 0.55 |
| Google Chrome 4.0 | 332 | 0 | 0.00 |
| Google Chrome 4.1 | 27 | 0 | 0.00 |
| Google Chrome 5.x | 237 | 0 | 0.00 |
| Google Chrome 6.x | 247 | 1 | 0.40 |
| Google Chrome 7.x | 395 | 10 | 2.53 |
| Google Chrome 8.x | 566 | 1 | 0.18 |
| Google Chrome 9.x | 664 | 29 | 4.37 |
| MS Explorer 10 | 51,329 | 247 | 0.48 |
| MS Explorer 4.x | 67 | 0 | 0.00 |
| MS Explorer 5.5 | 2 | 0 | 0.00 |
| MS Explorer 6.x | 12,744 | 30 | 0.24 |
| MS Explorer 7 (AOL V9) | 2 | 0 | 0.00 |
| MS Explorer 7.x | 19,483 | 86 | 0.44 |
| MS Explorer 8 | 108,101 | 862 | 0.80 |
| MS Explorer 9 | 104,083 | 558 | 0.54 |
| Mozilla 1.x | 24,735 | 36 | 0.15 |
| Mozilla Firefox (other) | 13,936 | 63 | 0.45 |
| Mozilla Firefox 1.x | 129 | 1 | 0.78 |
| Mozilla Firefox 10.x | 12,116 | 120 | 0.99 |
| Mozilla Firefox 11.x | 15,891 | 126 | 0.79 |
| Mozilla Firefox 12.x | 37,703 | 200 | 0.53 |
| Mozilla Firefox 13.x | 17,147 | 70 | 0.41 |

| Browser Type | Impressions | Clicks | C-Rate [%] |
|---|---|---|---|
| Mozilla Firefox 14.x | 20,721 | 109 | 0.53 |
| Mozilla Firefox 15.x | 14,763 | 47 | 0.32 |
| Mozilla Firefox 16.x | 20,130 | 138 | 0.69 |
| Mozilla Firefox 17.x | 7,147 | 50 | 0.70 |
| Mozilla Firefox 18.x | 9,236 | 61 | 0.66 |
| Mozilla Firefox 19.x | 13,671 | 71 | 0.52 |
| Mozilla Firefox 2.x | 1,443 | 2 | 0.14 |
| Mozilla Firefox 20.x | 154,409 | 746 | 0.48 |
| Mozilla Firefox 21.x | 71,239 | 425 | 0.60 |
| Mozilla Firefox 3.0 | 5,994 | 32 | 0.53 |
| Mozilla Firefox 3.5 | 4,272 | 28 | 0.66 |
| Mozilla Firefox 3.6 | 21,313 | 100 | 0.47 |
| Mozilla Firefox 4.0 | 16,607 | 82 | 0.49 |
| Mozilla Firefox 5.x | 8,976 | 34 | 0.38 |
| Mozilla Firefox 6.x | 6,095 | 18 | 0.30 |
| Mozilla Firefox 7.x | 8,951 | 23 | 0.26 |
| Mozilla Firefox 8.x | 13,535 | 38 | 0.28 |
| Mozilla Firefox 9.x | 7,413 | 55 | 0.74 |
| Netscape 4.x | 9,343 | 53 | 0.57 |
| Netscape 7.x | 2 | 0 | 0.00 |
| Opera 10.0x | 1,002 | 2 | 0.20 |
| Opera 10.1x | 187 | 1 | 0.53 |
| Opera 10.5x | 173 | 1 | 0.58 |
| Opera 8.x | 1,484 | 6 | 0.40 |
| Opera 9.x | 110,247 | 399 | 0.36 |
| Other | 23,738 | 136 | 0.57 |
| Total | 1,275,036 | 6,812 | 0.53 |