

By Campaign

Customer: AIM Group
 Advertiser: [REDACTED] Tanzania
 Flight: [REDACTED] Network May 2013

Start date: 01/05/2013

End date: 31/05/2013

} CAMPAIGN DATES FOR THIS REPORT

Total Impression: 1,275,000

Guaranteed Impressions: 1,200,000

Clicks booked: 0

Payment Type: Pay Ads

Impressions: 1,275,036

} TOTAL IMPRESSIONS DELIVERED IN MAY 2013

Clicks: 6,812

} TOTAL CLICKS IN MAY 2013

C-Rate [%]: 0.53

} CLICKED 5.3 TIMES PER 1,000 IMPRESSIONS IN MAY 2013

UU (lifetime): 141,160

} UNIQUE/DIFFERENT PEOPLE REACHED IN MAY 2013