

Campaign

Package Name

Select date range

Impressions
119,587,645

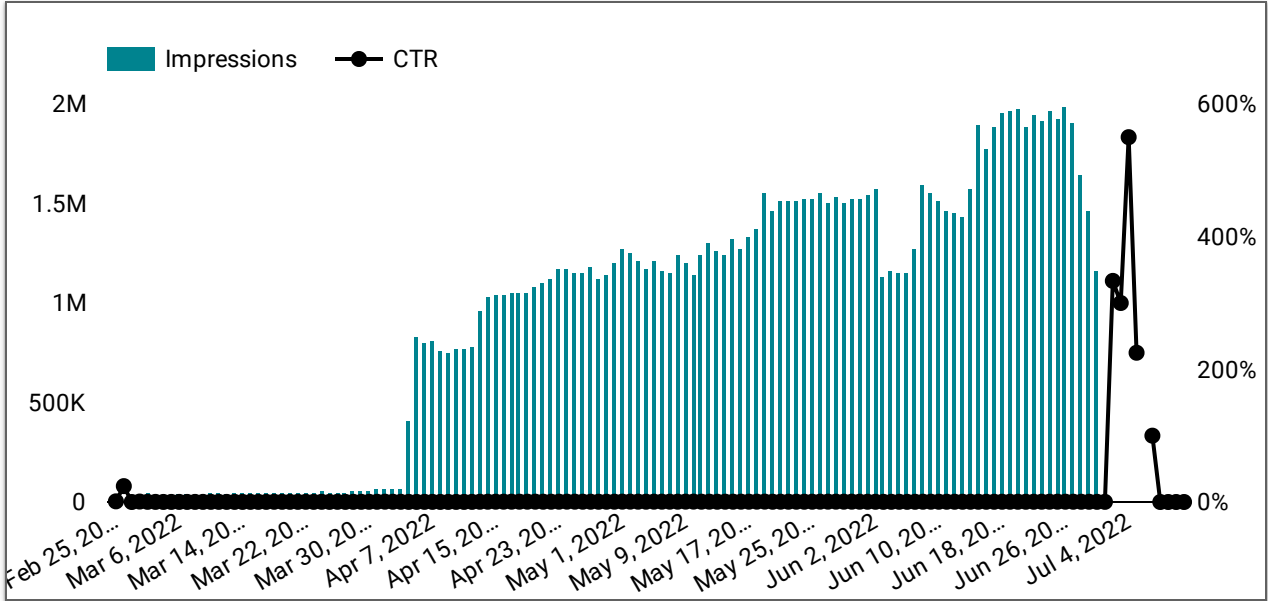
Clicks
471,994

CTR
0.39%

Spend
\$757.99K

Audio Completions
28.5M

PERFORMANCE TRENDS



LAST 7 DAYS

Impressions
No data
No data

Clicks
No data
No data

CTR
No data
No data

Spend
No data
No data

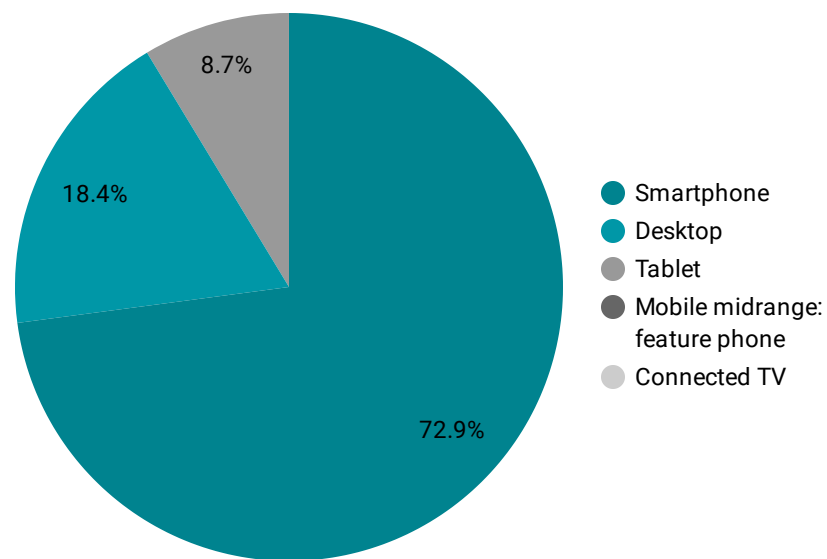
Hover over for Package Name and Placement → ↑ ↓ ⋮				
Package Name	Impressions ▾	Clicks	CTR	Spend
Display - TX	56,634,898	60,674	0.11%	\$311,491.94
INST - TX	22,808,677	162,230	0.71%	\$142,554.23
Hotspot - TX	12,482,861	146,904	1.18%	\$78,017.88
Display - NE	9,158,635	10,550	0.12%	\$50,372.49
null	7,127,994	15,563	0.22%	null
Audio - TX	6,632,403	1,016	0.02%	\$145,912.87
INST - NE	2,416,990	35,661	1.48%	\$15,106.19
Grand total	119,587,645	471,994	0.39%	\$757,987.78
1 - 9 / 9 < >				

Campaign: NRG-221-01m | CY22 ... (1) ▾

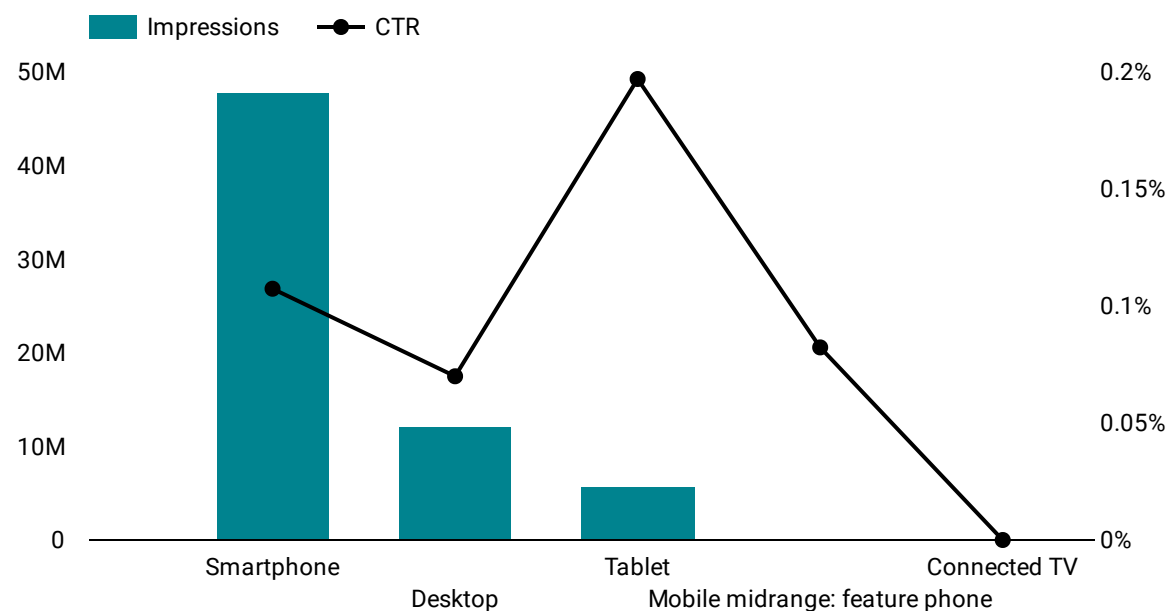
Package Name: Display - TX, Dis... (2) ▾

Select date range ▾

IMPRESSIONS BY DEVICE



PERFORMANCE BY DEVICE



Device	Impressions ▾	Clicks	CTR	Spend
Smartphone	47,966,380	51,505	0.11%	\$263,815.09
Desktop	12,120,471	8,480	0.07%	\$66,662.59
Tablet	5,704,488	11,238	0.2%	\$31,374.68
Mobile midrange: feature phone	1,215	1	0.08%	\$6.68
Connected TV	242	0	0%	\$1.33
Grand total	65,792,796	71,224	0.11%	\$361,860.38

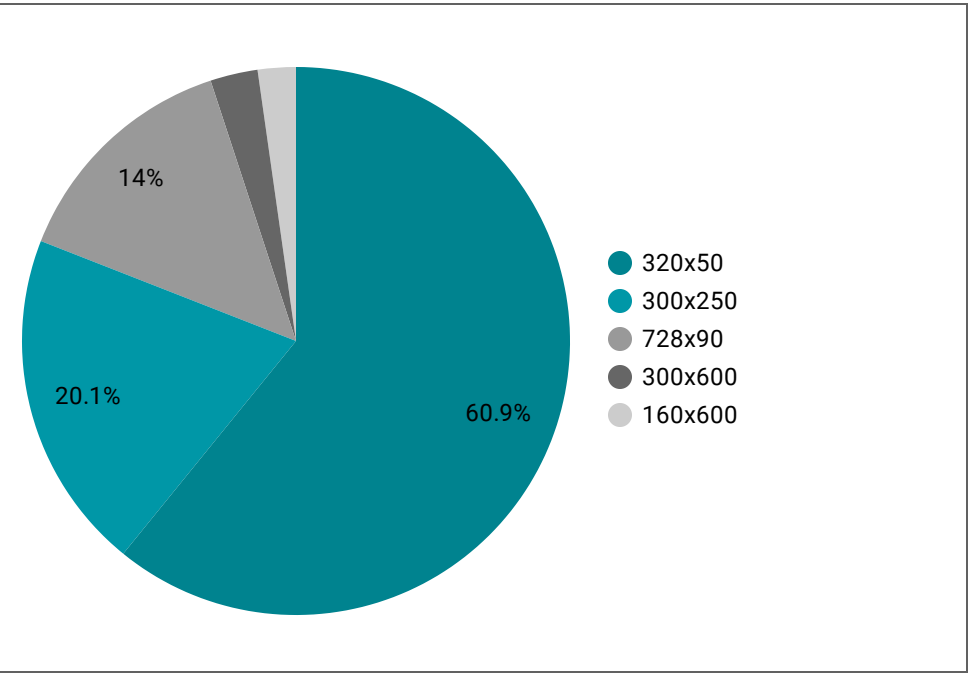
1 - 5 / 5 < >

Campaign: NRG-221-01m | CY22 ... (1) ▾

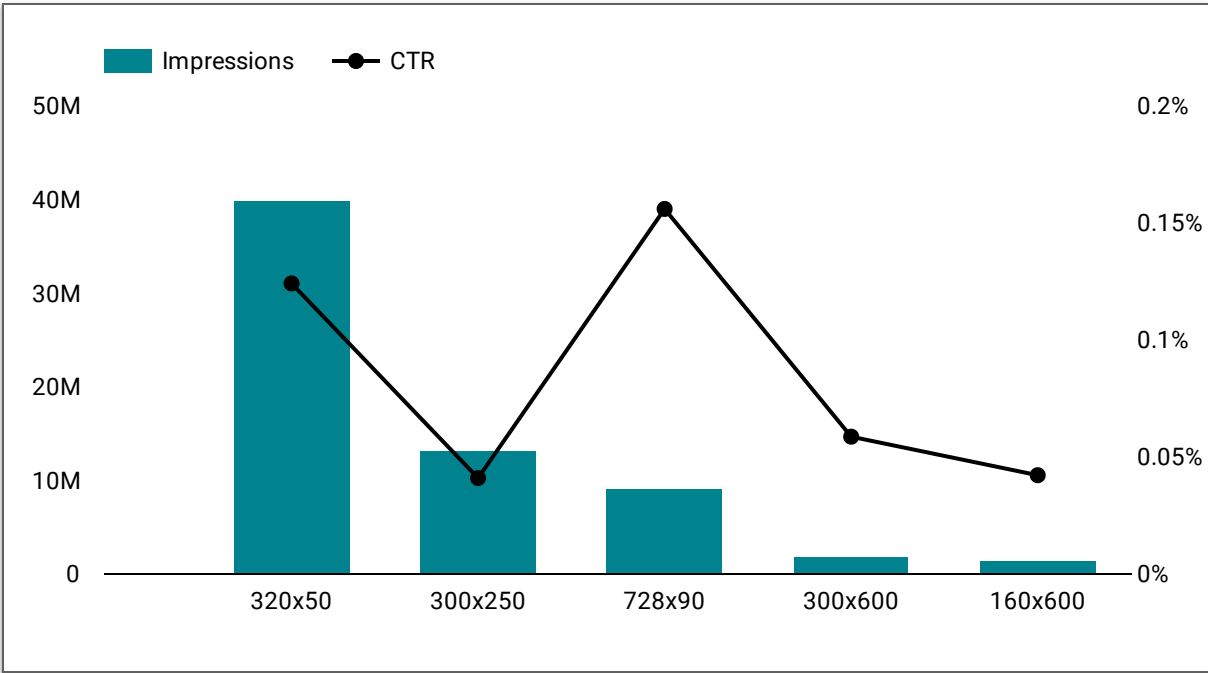
Package Name: Display - TX, Dis... (2) ▾

Select date range ▾

IMPRESSIONS BY CREATIVES



PERFORMANCE BY CREATIVES



Hover over for Creative Name → ↑ ↓ ≡ ⋮				
Creative Size	Impressions ▾	Clicks	CTR	Spend
320x50	40,039,025	49,719	0.12%	\$220,214.64
300x250	13,215,623	5,418	0.04%	\$72,685.93
728x90	9,218,741	14,382	0.16%	\$50,703.08
300x600	1,842,026	1,081	0.06%	\$10,131.14
160x600	1,478,118	624	0.04%	\$8,129.65
Grand total	65,793,533	71,224	0.11%	\$361,864.43

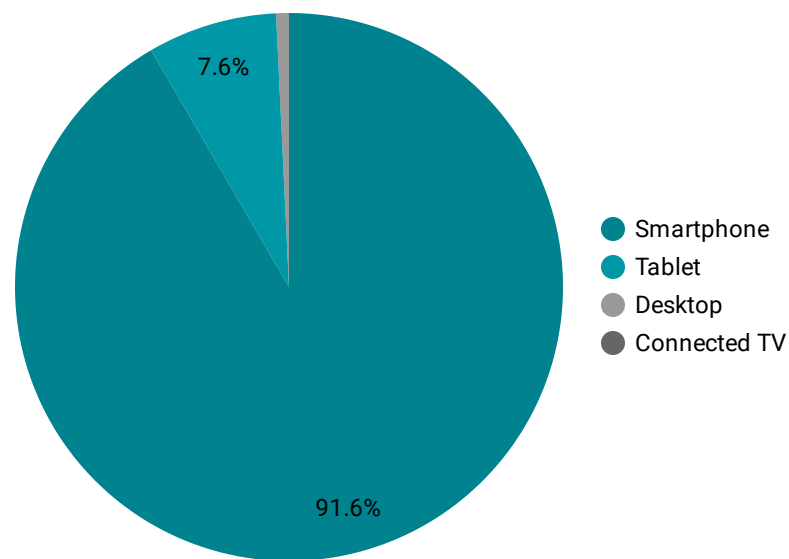
1 - 5 / 5 < >

Campaign: NRG-221-01m | CY22 ... (1) ▾

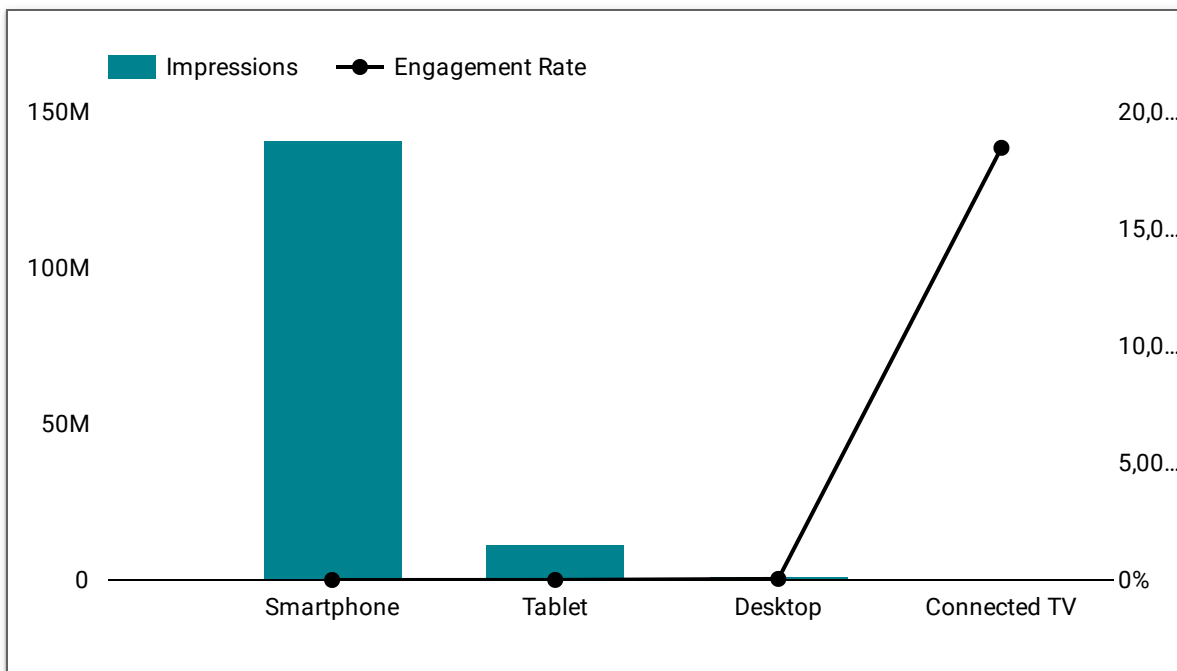
Placement Type: RM (1) ▾

Select date range ▾

IMPRESSIONS BY DEVICE



PERFORMANCE BY DEVICE



Device	Impressions ▾	Clicks	CTR	Ad engagements	Engagement Rate	Spend
Smartphone	141,293,813	1,497,649	1.06%	612,985	0.43%	\$9,900,736
Tablet	11,779,244	126,372	1.07%	396,509	3.37%	\$885,029.79
Desktop	1,166,994	88,292	7.57%	537,888	46.09%	\$98,217.64
Connected TV	508	1	0.2%	93,823	18,469.09%	\$25.7
Grand total	154,240,559	1,712,314	1.11%	1,641,205	1.06%	\$10,884,009.13

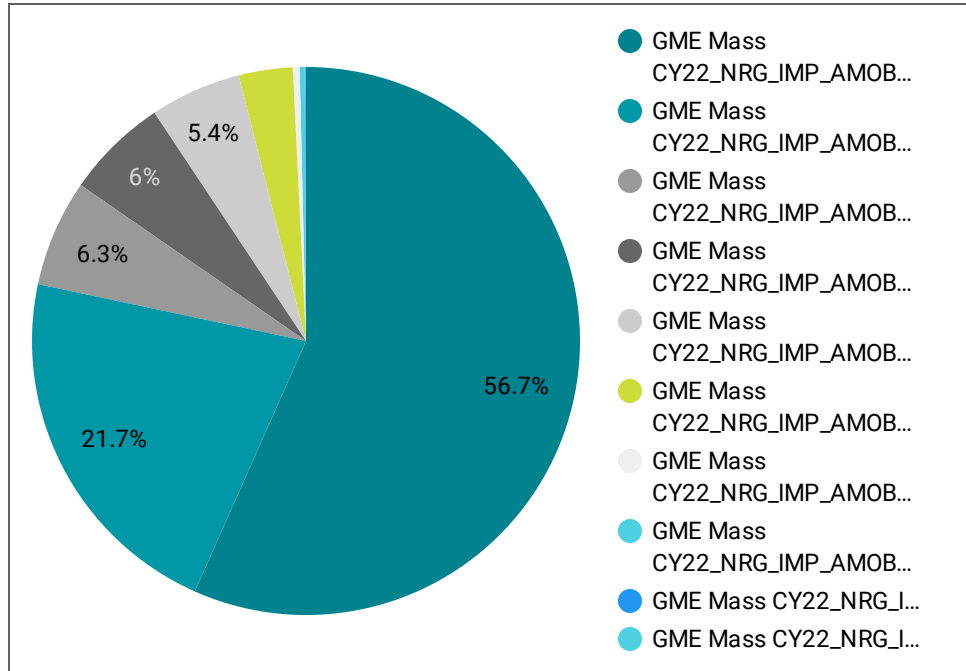
1 - 4 / 4 < >

Campaign: NRG-221-01m | CY22 ... (1) ▾

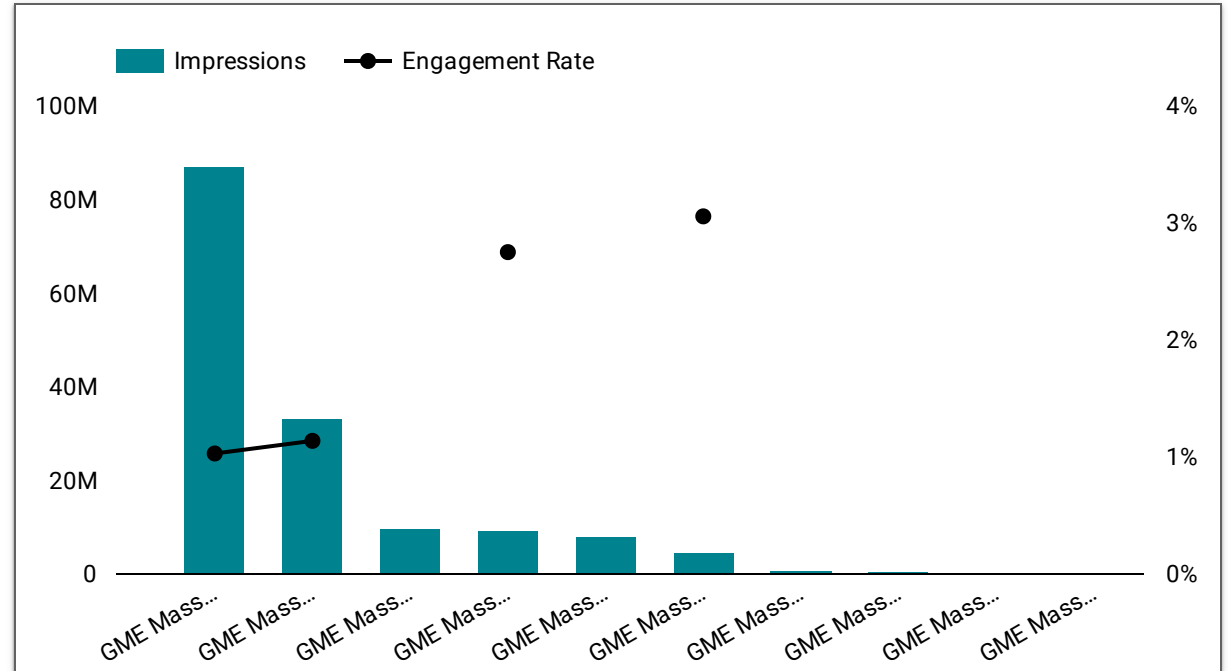
Placement Type: RM (1) ▾

Select date range ▾

IMPRESSIONS BY PLACEMENTS



PERFORMANCE BY PLACEMENTS



Hover over for Creative Name → ↑ ↓ ≡ ⋮					
Placement	Impressions ▾	Clicks	CTR	Ad engagements	Engagement Rate
GME Mass CY22_NRG_IMP_AMOBEE_at_NEW Earth Month Hotspot_TX_282_1 x 1_na	87,380,027	1,028,328	1.18%	899,900	1.03%
GME Mass CY22_NRG_IMP_AMOBEE_at_NEW Rapid Earth Month_TX_280_1 x 1_na	33,429,998	312,921	0.94%	380,448	1.14%
GME Mass CY22_NRG_IMP_AMOBEE_at_Rapid Evergreen_TX_280_1 x 1_na	9,732,593	47,542	0.49%	null	null
GME Mass CY22_NRG_IMP_AMOBEE_at_NEW Earth Month Hotspot_NE_283_1 x 1_na	9,300,596	157,560	1.69%	255,867	2.75%
GME Mass CY22_NRG_IMP_AMOBEE_at_Evergreen Hotspot_TX_282_1 x 1_na	8,300,370	69,985	0.84%	null	null
GME Mass CY22_NRG_IMP_AMOBEE_at_NEW Rapid Earth Month_NE_281_1 x 1_na	4,906,656	80,428	1.64%	149,985	3.06%
GME Mass CY22_NRG_IMP_AMOBEE_at_Rapid Evergreen_NE_281_1 x 1_na	618,140	8,323	1.35%	null	null
GME Mass CY22_NRG_IMP_AMOBEE_at_Evergreen Hotspot_NE_283_1 x 1_na	455,813	5,869	1.29%	null	null
Grand total	154,240,566	1,712,318	1.11%	1,686,200	1.09%

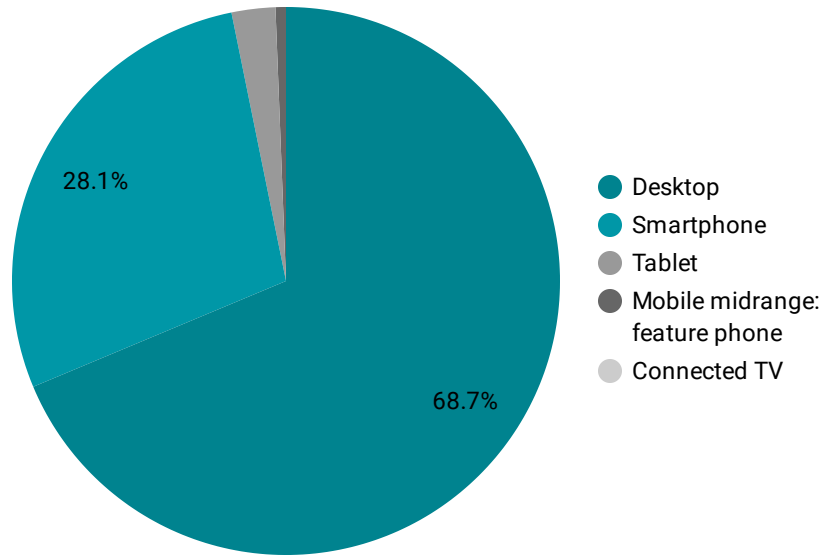
1 - 10 / 10 < >

Campaign: NRG-221-01m | CY22 ... (1) ▾

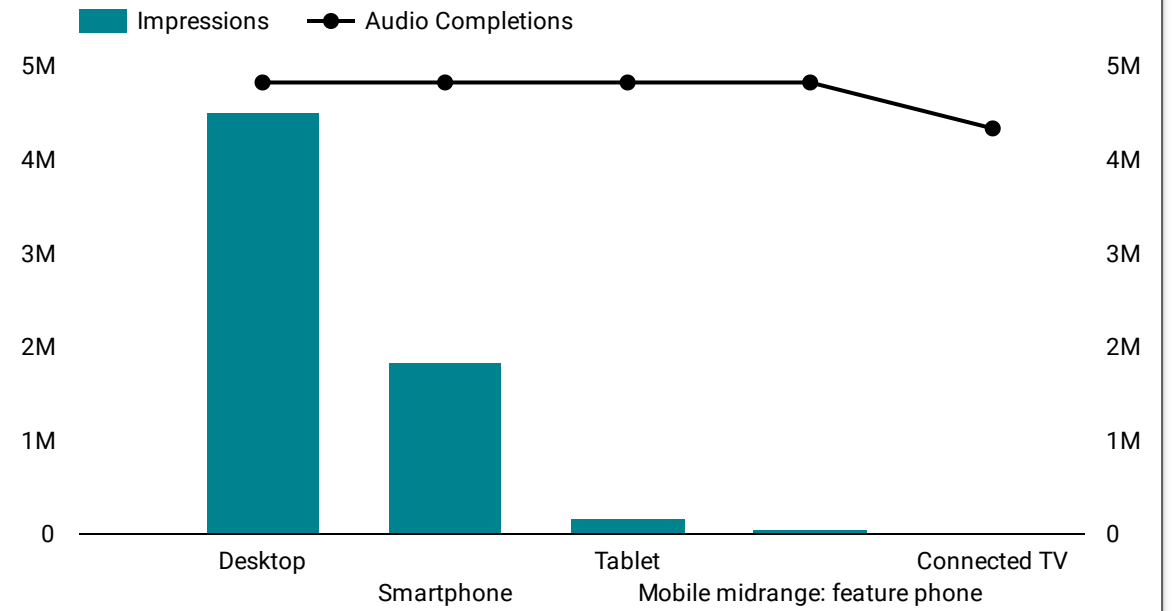
Placement Type: Audio (1) ▾

Select date range ▾

IMPRESSIONS BY DEVICE



PERFORMANCE BY DEVICE



Platform Type	Impressions ▾	Clicks	Audio Completions	ACR
Desktop	4,498,260	55	4,823,968	107.24%
Smartphone	1,840,926	903	4,823,968	262.04%
Tablet	169,061	58	4,823,968	2,853.39%
Mobile midrange: feature phone	40,111	0	4,823,968	12,026.55%
Connected TV	27	0	4,333,119	16,048,588.89%
Grand total	6,548,385	1,016	23,628,991	360.84%

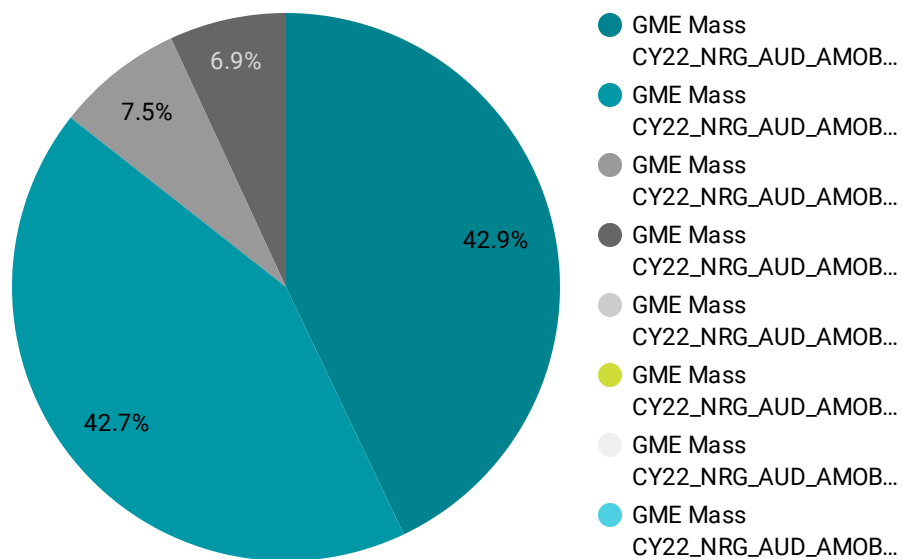
1 - 5 / 5 < >

Campaign: NRG-221-01m | CY22 ... (1)

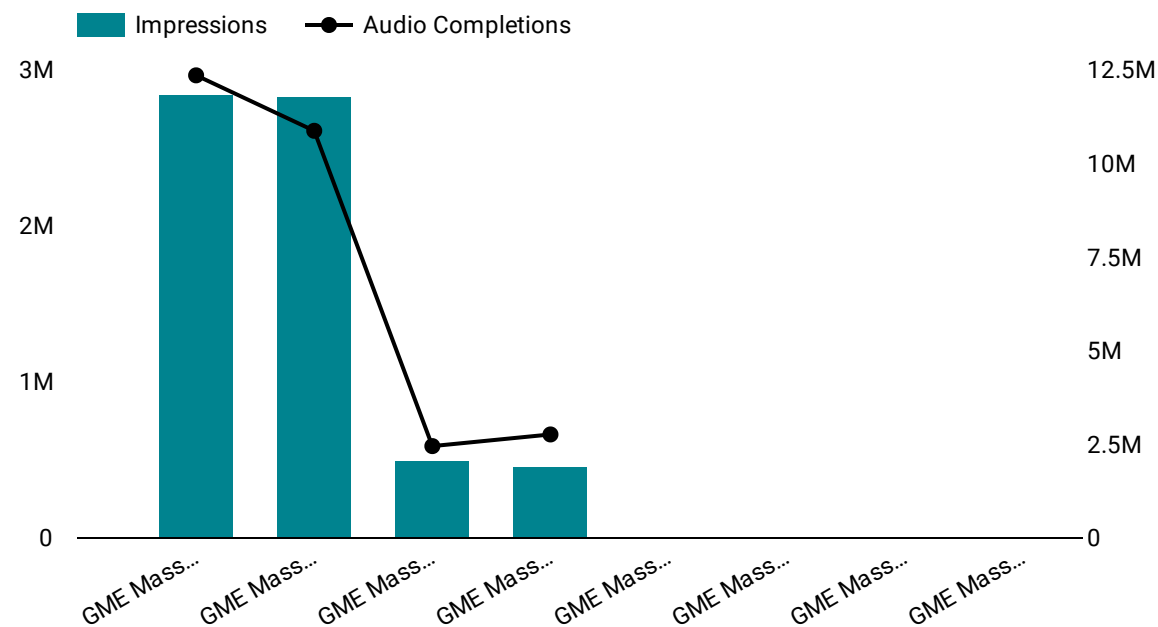
Placement Type: Audio (1)

Select date range

IMPRESSIONS BY PLACEMENTS



PERFORMANCE BY PLACEMENTS



Placement	Impressions	Clicks	Audio Completions	ACR
GME Mass CY22_NRG_AUD_AMOBEE_at_30s WFH_TX_250_1 x 1_na	2,846,884	39	12,357,150	434.06%
GME Mass CY22_NRG_AUD_AMOBEE_at_30s Movie Marathoner_TX_250_1 x 1_na	2,830,672	41	10,875,936	384.22%
GME Mass CY22_NRG_AUD_AMOBEE_at_15s WFH_TX_250_1 x 1_na	497,528	118	2,454,245	493.29%
GME Mass CY22_NRG_AUD_AMOBEE_at_15s Movie Marathoner_TX_250_1 x 1_na	457,319	90	2,765,628	604.75%
GME Mass CY22_NRG_AUD_AMOBEE_at_Green Life_TX_215_300 x 250_na	0	372	null	null
GME Mass CY22_NRG_AUD_AMOBEE_at_Choose Plan_TX_215_640 x 640_na	0	109	null	null
GME Mass CY22_NRG_AUD_AMOBEE_at_Green Life_TX_215_640 x 640_na	0	131	null	null
GME Mass CY22_NRG_AUD_AMOBEE_at_Choose Plan_TX_215_300 x 250_na	0	116	null	null
Grand total	6,632,403	1,016	28,452,959	429%