

# PERFORMANCE REPORT

Select date range

## CAMPAIGN STATSPRIMARY KPI'S



Impressions  
458.1M



Spend  
\$3.65M



Reach  
92.1M

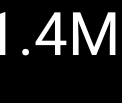


Cost Per Reach  
\$0.040

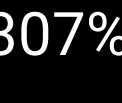


Pacing  
69.67%

## CAMPAIGN STATS - SECONDARY METRICS



Clicks  
1.4M



CTR  
0.307%



Frequency  
4.97



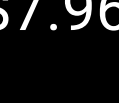
VCR  
57.32%



CPEV  
\$69.85



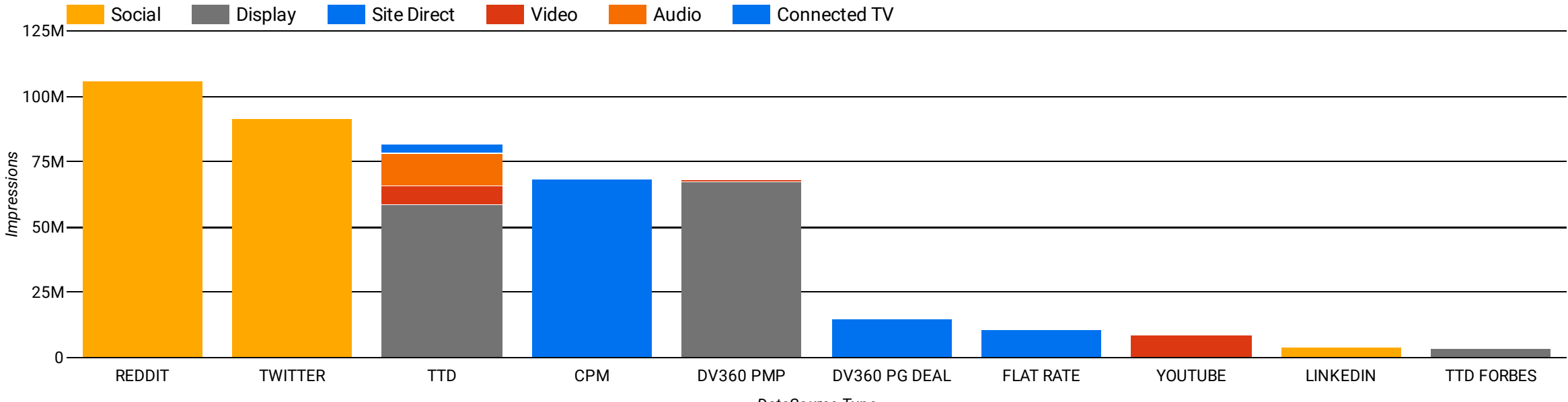
Engaged Visits  
11.4K



CPM  
\$7.96



## Impressions / SOV



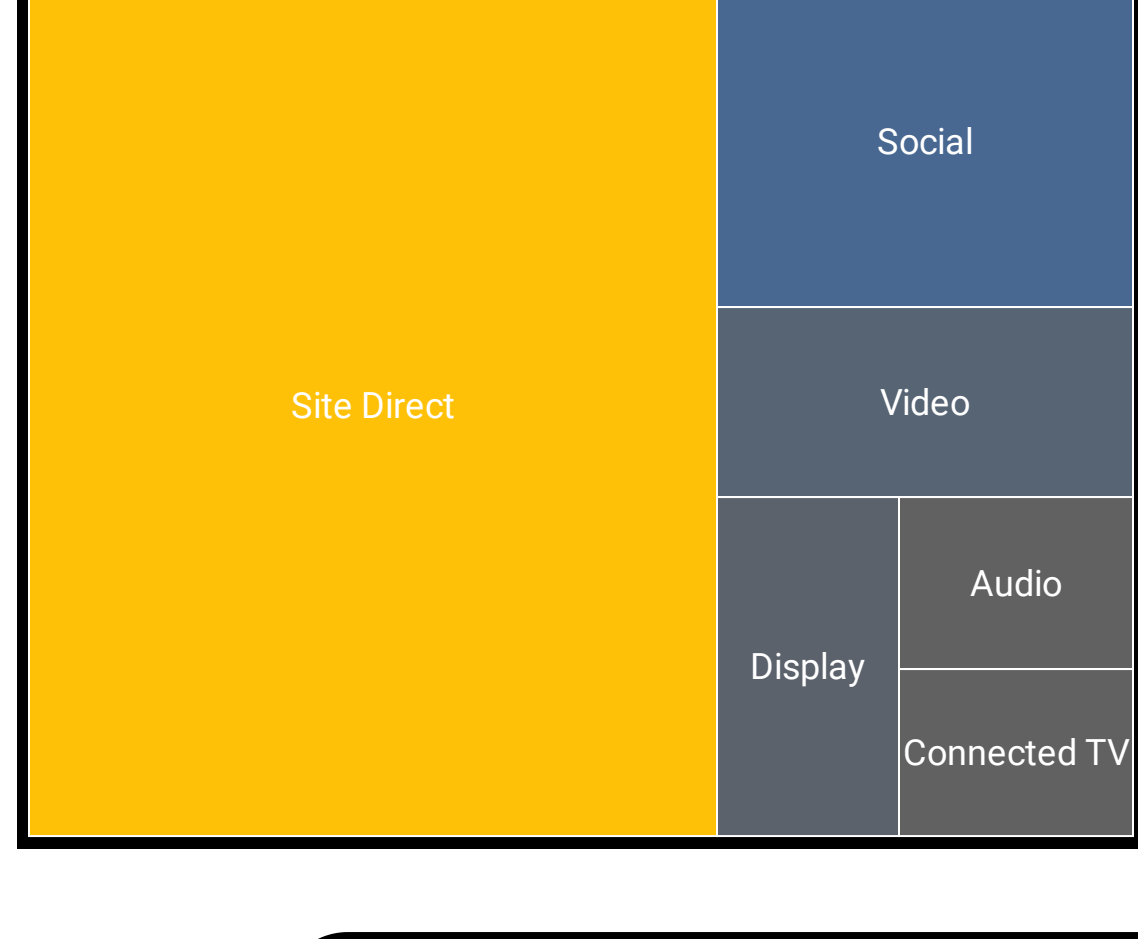
## CHANNEL PERFORMANCE

Image	Platform	Reach ▾	Cost Per Reach	VCR	Frequency	CPM
	Display	35,797,701	\$0.01	null	3.52	\$1.89
	Site Direct	21,089,713	\$0.11	130.64%	4.64	\$23.21
	Video	9,390,731	\$0.03	80.91%	1.77	\$18.23
	Audio	4,553,506	\$0.03	96.13%	2.69	\$12.66
	Connected TV	1,380,172	\$0.11	93.74%	2.82	\$39.06

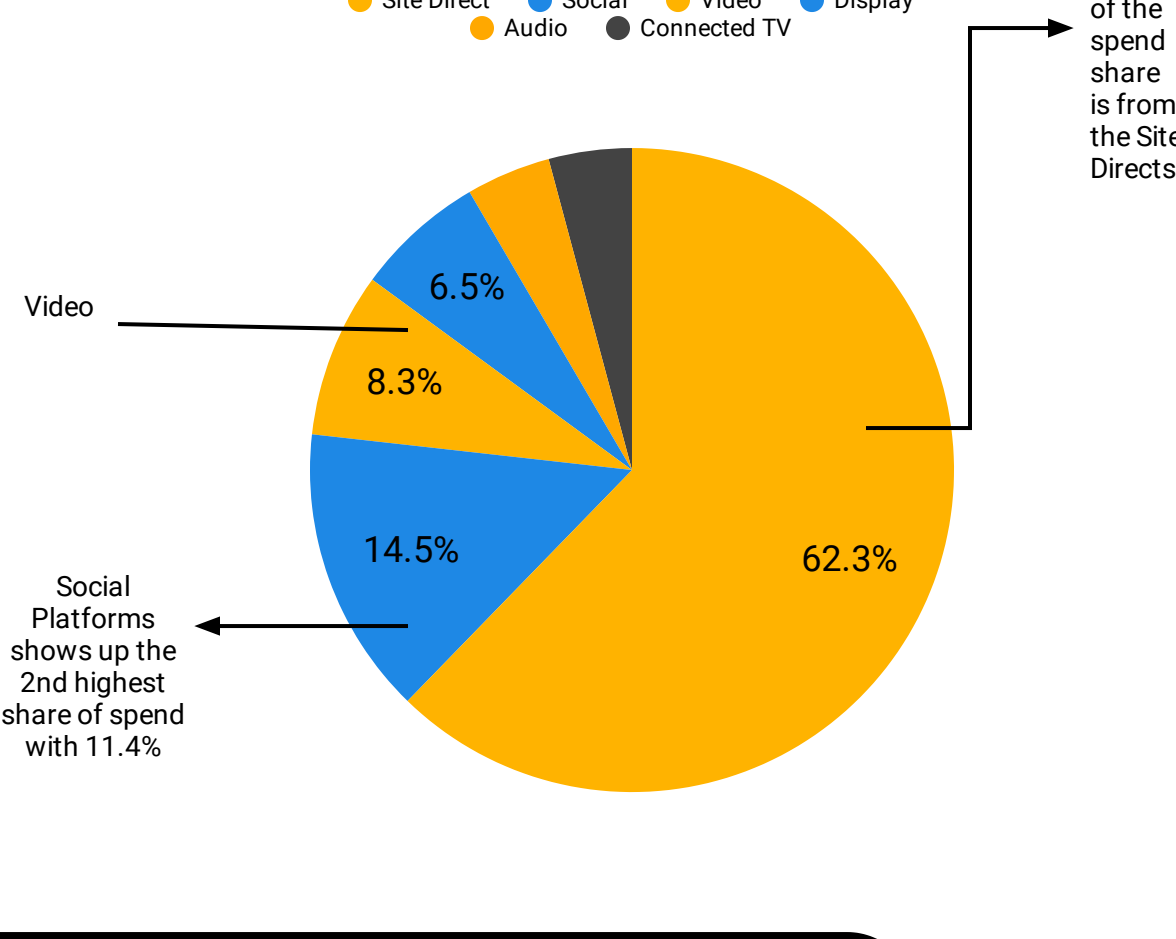
## Influence

Image	DataSource Type	Reach	Cost Per Reach	Follows ▾	CPEV	CPC	VCR	CTR
	TWITTER	18,097,690	\$0.01	1,966	69.85	\$0.5	13.57%	0.47%
	LINKEDIN	1,805,701	\$0.07	21	69.85	\$15.92	17.05%	0.18%
	REDDIT	0	No data	0	69.85	\$0.95	7.5%	0.19%

## Share of Spend



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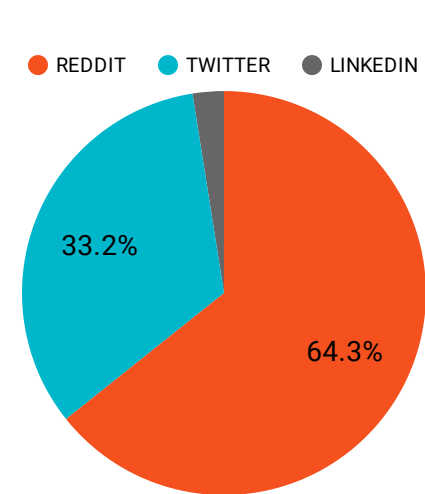
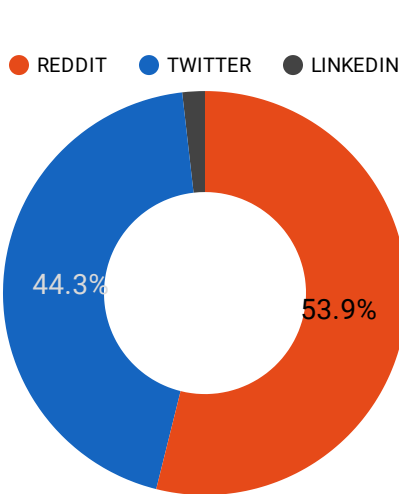


## COUNTRY PERFORMANCE TIER-1

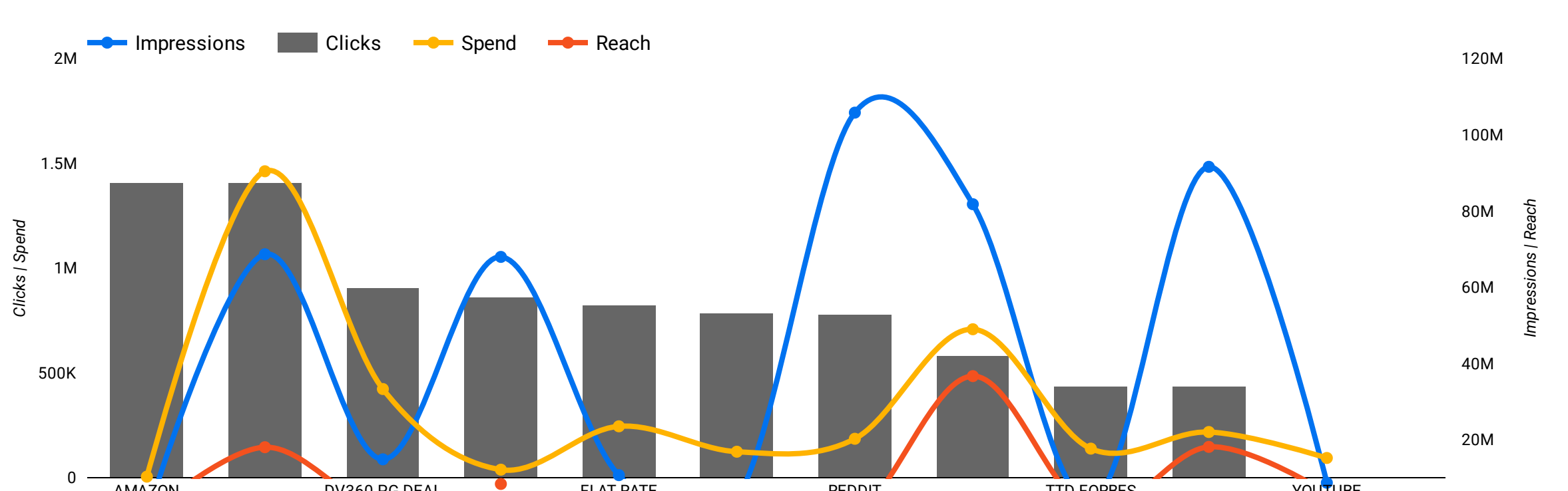
*	Country	Spend ▾	Impressions	Reach
	United States	2,648,336.18	222,171,993	51,330,733
	Germany	247,153.11	50,128,386	5,786,243
	United Kingdom	190,305.07	45,387,269	6,664,160
	Japan	188,379.77	38,796,009	8,057,833
	Canada	123,344.12	20,444,617	3,986,579
	Australia	95,426.09	20,441,389	2,760,583
	France	68,961.59	28,325,099	4,484,931

## Social Visits & Engaged Visits

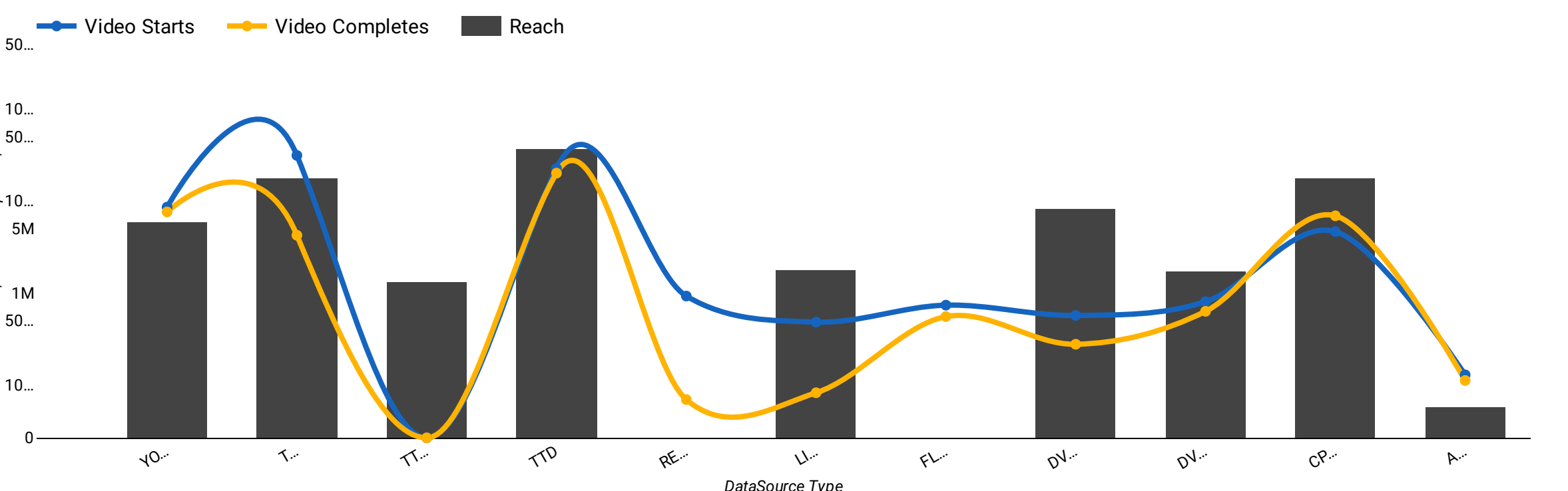
Image	Visits ▾	Enga...	CPEV	VCR
	105,976	7,310	69.85	0.08
	87,150	3,778	69.85	0.14
	3,552	284	69.85	0.17



## Data Source Type vs Metrics



## Data Source Type vs Video views



## Countries vs Calculated Metrics

