



| Campaign name   | Imps       | Click<br>sCtr | Conv                    | eC<br>PM | eC<br>PC | eC<br>PA | Spe<br>nt |            |
|---|------------|---------------|-------------------------|----------|----------|----------|-----------|------------|
| Universiteit_Leiden_Universiteit_Educatie_Desktop_CPM_Retargeting       | 0          | 0             | 0.0%                    | 9        | Na<br>N  | Na<br>N  | 0.0       | 450.<br>0  |
| Universiteit_Leiden_Opleidingsinstituut_Educatie_Desktop_Mobiel_CPM_RET | 0          | 0             | 0.0%                    | 3        | Na<br>N  | Na<br>N  | 0.0       | 450.<br>0  |
| Vltesse_Media_Hoepfner_Bordesholm_Bordesholm                            | 355        | 1             | 28.00000000<br>0000004% | 1        | 0.0      | 0.0      | 0.0       | 350.<br>0  |
| Vltesse_Media_Hoepfner_Bordesholm_Kiel                                  | 233<br>74  | 16            | 7.000000000<br>000001%  | 7        | 0.0      | 0.0      | 0.0       | 612.<br>0  |
| Test Bannerflow   | 35         | 4             | 1143.0%                 | 0        | 0.0      | 0.0      | Na<br>N   | 5.0        |
| Ilvy Magazine dec 2015  | 231<br>22  | 10            | 4.0%                    | 0        | 0.0      | 0.0      | Na<br>N   | 869.<br>57 |
| Platform161 - DEAL ID TEST<br>PREFERED- do not invoice                  | 0          | 0             | 0.0%                    | 0        | Na<br>N  | Na<br>N  | Na<br>N   | 100.<br>0  |
| House-ad Stichting Beating GBM  | 709<br>252 | 190           | 3.0%                    | 0        | 0.0      | 0.0      | Na<br>N   | 300.<br>0  |
| Platform161 - DEAL ID TEST PRIVATE -<br>do not invoice                  | 180<br>585 | 101           | 6.0%                    | 0        | 0.0      | 0.0      | Na<br>N   | 100.<br>0  |
| 048_16_01_3suissses_CPC_BE  | 204<br>107 | 510           | 25.0%                   | 0        | 0.0      | 0.0      | Na<br>N   | 321.<br>74 |
| 043_Rotation_DE_CPM   | 851<br>196 | 0             | 0.0%                    | 0        | 0.0      | Na<br>N  | Na<br>N   | 608.<br>7  |
| 002_16_01_Rotation_CH_CPC   | 214<br>321 | 437           | 20.0%                   | 0        | 0.0      | 0.0      | Na<br>N   | 608.<br>7  |
| Test_Mobile_DePersgroep   | 856<br>4   | 2             | 2.0%                    | 0        | 0.0      | 0.0      | Na<br>N   | 30.0       |
| Test_Mobile_Marktplaats_In-app  | 406<br>62  | 10            | 2.0%                    | 0        | 0.0      | 0.0      | Na<br>N   | 30.0       |
| Test_Mobile_Marktplaats_Mobile-<br>Browser                              | 178<br>37  | 20            | 11.0%                   | 0        | 0.0      | 0.0      | Na<br>N   | 30.0       |
| Test_Mobile_Massarius_Phone-Web   | 162<br>32  | 46            | 28.00000000<br>0000004% | 0        | 0.0      | 0.0      | Na<br>N   | 30.0       |
| Test_Mobile_Sanoma_App-Name   | 845<br>0   | 8             | 9.0%                    | 0        | 0.0      | 0.0      | Na<br>N   | 30.0       |
| Test_Mobile_Sanoma_Bid-url  | 101<br>87  | 38            | 37.0%                   | 0        | 0.0      | 0.0      | Na<br>N   | 30.0       |

|   |           |    |       |   |     |         |         |             |
|---|-----------|----|-------|---|-----|---------|---------|-------------|
| Training_GBM_Prospicing_Jan15_Engi<br>n           | 173<br>57 | 18 | 10.0% | 0 | 0.0 | 0.0     | Na<br>N | 100.<br>0   |
| Monster_Jan 2016_Retargeting                      | 143<br>82 | 0  | 0.0%  | 0 | 0.0 | Na<br>N | Na<br>N | 1300<br>0.0 |
| Training_GBM_Prospicing_Jan15_Chri<br>stianFraude | 136<br>28 | 20 | 15.0% | 0 | 0.0 | 0.0     | Na<br>N | 100.<br>0   |

| Creative size | Imps.   | Clicks | Ctr | Conv | eCPM | eCPC | eCPA | Spent |
|---------------|---------|--------|-----|------|------|------|------|-------|
|               | 2353646 | 1431   |     | 6.0% | 20   | 0.0  | 0.0  | 0.0   |
|               |         |        |     |      |      |      |      | 350.0 |





