

| Campaign name | Imps | Clic ks | Ctr | Co nv | eC PM | eC PC | eC PA | Spen t |
|---|------------|------------|-------------------------|----------|----------|----------|----------|------------|
| Universiteit_Leiden_Universiteit_Educatie_Desktop_CPM_Retargeting | 0 | 0 | 0.0% | 9 | Na N | Na N | 0.0 | 450. 0 |
| Universiteit_Leiden_Opleidingsinstituut_Educatie_Dekstop_Mobiel_CPM_RET | 0 | 0 | 0.0% | 3 | Na N | Na N | 0.0 | 450. 0 |
| Vltesse_Media_Hoepfner_Bordesholm_Bordesholm | 355 | 1 | 28.00000000 0000004% | 1 | 0.0 | 0.0 | 0.0 | 350. 0 |
| Vltesse_Media_Hoepfner_Bordesholm_Kiel | 233 74 | 16 | 7.00000000 000001% | 7 | 0.0 | 0.0 | 0.0 | 612. 0 |
| Test Bannerflow | 35 | 4 | 1143.0% | 0 | 0.0 | 0.0 | Na N | 5.0 |
| Ilvy Magazine dec 2015 | 231 22 | 10 | 4.0% | 0 | 0.0 | 0.0 | Na N | 869. 57 |
| Platform161 - DEAL ID TEST PREFERED- do not invoice | 913 17 | 50 | 5.0% | 0 | 0.0 | 0.0 | Na N | 100. 0 |
| House-ad Stichting Beating GBM | 711 990 | 192 | 3.0% | 0 | 0.0 | 0.0 | Na N | 300. 0 |
| Platform161 - DEAL ID TEST PRIVATE - do not invoice | 180 585 | 101 | 6.0% | 0 | 0.0 | 0.0 | Na N | 100. 0 |
| 048_16_01_3suissses_CPC_BE | 204 523 | 512 | 25.0% | 0 | 0.0 | 0.0 | Na N | 321. 74 |
| 043_Rotation_DE_CPM | 852 907 | 0 | 0.0% | 0 | 0.0 | Na N | Na N | 608. 7 |
| 002_16_01_Rotation_CH_CPC | 215 602 | 437 | 20.0% | 0 | 0.0 | 0.0 | Na N | 608. 7 |
| Test_Mobile_DePersgroep | 856 4 | 2 | 2.0% | 0 | 0.0 | 0.0 | Na N | 30.0 |
| Test_Mobile_Marktplaats_In-app | 406 62 | 10 | 2.0% | 0 | 0.0 | 0.0 | Na N | 30.0 |
| Test_Mobile_Marktplaats_Mobile-Browser | 178 37 | 20 | 11.0% | 0 | 0.0 | 0.0 | Na N | 30.0 |
| Test_Mobile_Massarius_Phone-Web | 162 32 | 46 | 28.00000000 0000004% | 0 | 0.0 | 0.0 | Na N | 30.0 |
| Test_Mobile_Sanoma_App-Name | 845 0 | 8 | 9.0% | 0 | 0.0 | 0.0 | Na N | 30.0 |
| Test_Mobile_Sanoma_Bid-url | 101 87 | 38 | 37.0% | 0 | 0.0 | 0.0 | Na N | 30.0 |

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|---|-------|----|-------|---|-----|-----|-----|---------|
| Training_GBM_Prospicing_Jan15_Daphne | 4189 | 4 | 10.0% | 0 | 0.0 | 0.0 | NaN | 100.0 |
| Training_GBM_Prospicing_Jan15_Engine | 21952 | 21 | 10.0% | 0 | 0.0 | 0.0 | NaN | 100.0 |
| Monster_Jan 2016_Retargeting | 18824 | 2 | 1.0% | 0 | 0.0 | 0.0 | NaN | 13000.0 |
| Training_GBM_Prospicing_Jan15_ChristianFraude | 13724 | 20 | 15.0% | 0 | 0.0 | 0.0 | NaN | 100.0 |

| Creative size | Imps. | Clicks | Ctr | Conv | eCPM | eCPC | eCPA | Spent |
|------------------------------------|--------|--------|---------|------|------|------|------|--------|
| 300x250 V3 | 0 | 0 | 0.0% | 1 | NaN | NaN | 0.0 | 450.0 |
| 320x50 V3 | 0 | 0 | 0.0% | 1 | NaN | NaN | 0.0 | 450.0 |
| 728x90_V4_Meetlink_1_2 | 0 | 0 | 0.0% | 1 | NaN | NaN | 0.0 | 450.0 |
| universiteit_leiden_300x250 ret v2 | 0 | 0 | 0.0% | 1 | NaN | NaN | 0.0 | 450.0 |
| universiteit_leiden_468x60 ret v2 | 0 | 0 | 0.0% | 4 | NaN | NaN | 0.0 | 450.0 |
| universiteit_leiden_728x90 ret v2 | 0 | 0 | 0.0% | 4 | NaN | NaN | 0.0 | 450.0 |
| Beating_GBM | 2981 | 3 | 10.0% | 0 | 0.0 | 0.0 | NaN | 300.0 |
| Beating_GBM | 125351 | 49 | 4.0% | 0 | 0.0 | 0.0 | NaN | 300.0 |
| Beating_GBM | 178411 | 24 | 1.0% | 0 | 0.0 | 0.0 | NaN | 300.0 |
| Beating_GBM | 237810 | 92 | 4.0% | 0 | 0.0 | 0.0 | NaN | 300.0 |
| Beating_GBM | 12984 | 5 | 4.0% | 0 | 0.0 | 0.0 | NaN | 300.0 |
| Beating_GBM | 154453 | 19 | 1.0% | 0 | 0.0 | 0.0 | NaN | 300.0 |
| Test clicktracker | 35 | 4 | 1143.0% | 0 | 0.0 | 0.0 | NaN | 5.0 |
| ilvy-160x600 | 5340 | 2 | 4.0% | 0 | 0.0 | 0.0 | NaN | 869.57 |
| ilvy-300x250 | 7204 | 4 | 6.0% | 0 | 0.0 | 0.0 | NaN | 869.57 |
| ilvy-300x600 | 36 | 0 | 0.0% | 0 | 0.0 | NaN | NaN | 869.57 |
| ilvy-336x280 | 8010 | 3 | 4.0% | 0 | 0.0 | 0.0 | NaN | 869.57 |
| ilvy-468x60 | 7 | 0 | 0.0% | 0 | 0.0 | NaN | NaN | 869.57 |
| ilvy-728x90 | 2525 | 1 | 4.0% | 0 | 0.0 | 0.0 | NaN | 869.57 |
| MedRect_Bordesholm_Motiv 01 | 12877 | 13 | 10.0% | 8 | 0.0 | 0.0 | 0.0 | 962.0 |

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| MedRect_Bordesholm_Motiv02 | 6428 | 3 | 5.0% | 0 | 0.0 | 0.0 | NaN | 962.0 |
| MedRect_Bordesholm_Motiv03 | 4143 | 0 | 0.0% | 0 | 0.0 | NaN | NaN | 962.0 |
| Skyscraper_Bordesholm_Motiv01b | 139 | 1 | 72.0% | 0 | 0.0 | 0.0 | NaN | 962.0 |
| Skyscraper_Bordesholm_Motiv02b | 86 | 0 | 0.0% | 0 | 0.0 | NaN | NaN | 962.0 |
| Skyscraper_Bordesholm_Motiv03b | 56 | 0 | 0.0% | 0 | 0.0 | NaN | NaN | 962.0 |
| P161_300x250 | 135813 | 83 | 6.0% | 0 | 0.0 | 0.0 | NaN | 200.0 |
| Screen_Shot_2015-12-29_at_18.02.08 | 136089 | 68 | 5.0% | 0 | 0.0 | 0.0 | NaN | 200.0 |
| 120x600 -3suisses | 146743 | 512 | 35.0% | 0 | 0.0 | 0.0 | NaN | 321.74 |
| 300x250-3suisses | 43709 | 0 | 0.0% | 0 | 0.0 | NaN | NaN | 321.74 |
| 160x600-3suisses | 14071 | 0 | 0.0% | 0 | 0.0 | NaN | NaN | 321.74 |
| 728x90 Jink DE Rotation | 852907 | 0 | 0.0% | 0 | 0.0 | NaN | NaN | 608.7 |
| 728x90 | 43579 | 40 | 9.0% | 0 | 0.0 | 0.0 | NaN | 608.7 |
| 300x250 | 172023 | 397 | 23.0% | 0 | 0.0 | 0.0 | NaN | 608.7 |
| Mobile_Test_jan16Beating_GBM | 1573 | 0 | 0.0% | 0 | 0.0 | NaN | NaN | 90.0 |
| Mobile_Test_jan16Beating_GBM | 2256 | 0 | 0.0% | 0 | 0.0 | NaN | NaN | 180.0 |
| Mobile_Test_jan16Beating_GBM | 84989 | 111 | 13.0% | 0 | 0.0 | 0.0 | NaN | 180.0 |
| Mobile_Test_jan16Beating_GBM | 602 | 2 | 33.0% | 0 | 0.0 | 0.0 | NaN | 90.0 |
| Mobile_Test_jan16Beating_GBM | 467 | 0 | 0.0% | 0 | 0.0 | NaN | NaN | 90.0 |
| Mobile_Test_jan16Beating_GBM | 12045 | 11 | 9.0% | 0 | 0.0 | 0.0 | NaN | 180.0 |

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|---------------------------|-------|----|--------------------|---|-----|-----|-----|---------|
| Monster_Jan2016_160x600 | 6678 | 1 | 2.0% | 0 | 0.0 | 0.0 | NaN | 13000.0 |
| Monster_Jan2016_300x250 | 7437 | 1 | 1.0% | 0 | 0.0 | 0.0 | NaN | 13000.0 |
| Monster_Jan2016_336x280 | 153 | 0 | 0.0% | 0 | 0.0 | NaN | NaN | 13000.0 |
| Monster_Jan2016_728x90 | 4556 | 0 | 0.0% | 0 | 0.0 | NaN | NaN | 13000.0 |
| Beating_GBM_120x600 | 0 | 0 | 0.0% | 0 | NaN | NaN | NaN | 100.0 |
| Beating_GBM_160x600 | 2 | 1 | 5000.0% | 0 | 0.0 | 0.0 | NaN | 100.0 |
| Beating_GBM_300x250 | 4120 | 3 | 7.000000000000001% | 0 | 0.0 | 0.0 | NaN | 100.0 |
| Beating_GBM_728x090 | 67 | 0 | 0.0% | 0 | 0.0 | NaN | NaN | 100.0 |
| Beating_GBM_160x600_Engin | 14 | 0 | 0.0% | 0 | 0.0 | NaN | NaN | 100.0 |
| Beating_GBM_300x250_Engin | 21884 | 21 | 10.0% | 0 | 0.0 | 0.0 | NaN | 100.0 |
| Beating_GBM_336x280_Engin | 10 | 0 | 0.0% | 0 | 0.0 | NaN | NaN | 100.0 |

■ Spent Per Day





