

Platform 161
Campaign Name
Start Date 2016-01-05
End Date 2016-01-19
Media Budget 0.0
Media Spent 0.0

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

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

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

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





