

ID de tareas de informes 10042176885  
 Fecha/hora de creación 4 de octubre de 2017 17:21:57  
 Nombre de la red del editor Multimedios - DFP  
 Usuario vale.residencia@gmail.com  
 Intervalo 05-sep-2017 - 04-oct-2017  
 Declaración de la consulta Pl where order\_id in (21378006:  
 Tipo de informe Historial

BigBox	Línea de pedido	Fecha
	Bigbox	05/09/2017
	Bigbox	06/09/2017
	Bigbox	07/09/2017
	Bigbox	08/09/2017
	Bigbox	09/09/2017
	Bigbox	10/09/2017
	Bigbox	11/09/2017
	Bigbox	12/09/2017
	Bigbox	13/09/2017
	Bigbox	14/09/2017
	Bigbox	15/09/2017
	Bigbox	16/09/2017
	Bigbox	17/09/2017
	Bigbox	18/09/2017
	Bigbox	19/09/2017
	Bigbox	20/09/2017
	Bigbox	21/09/2017
	Bigbox	22/09/2017
	Bigbox	23/09/2017
	Bigbox	24/09/2017
	Bigbox	25/09/2017
	Bigbox	26/09/2017
	Bigbox	27/09/2017
	Bigbox	28/09/2017
	Bigbox	29/09/2017
	Bigbox	30/09/2017
	Bigbox	01/10/2017
	Bigbox	02/10/2017
	Bigbox	03/10/2017
	Bigbox	04/10/2017

Takeover_Desktop	Línea de pedido	Fecha
	Takeover	05/09/2017
	Takeover	06/09/2017
	Takeover	07/09/2017
	Takeover	08/09/2017
	Takeover	09/09/2017

Takeover	10/09/2017
Takeover	11/09/2017
Takeover	12/09/2017
Takeover	13/09/2017
Takeover	14/09/2017
Takeover	15/09/2017
Takeover	16/09/2017
Takeover	17/09/2017
Takeover	18/09/2017
Takeover	19/09/2017
Takeover	20/09/2017
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Takeover	24/09/2017
Takeover	25/09/2017
Takeover	26/09/2017
Takeover	27/09/2017
Takeover	28/09/2017
Takeover	29/09/2017
Takeover	30/09/2017
Takeover	01/10/2017
Takeover	02/10/2017
Takeover	03/10/2017
Takeover	04/10/2017

Takeover_web mobile	Línea de pedido	Fecha
	Takeover_WM	05/09/2017
	Takeover_WM	06/09/2017
	Takeover_WM	07/09/2017
	Takeover_WM	08/09/2017
	Takeover_WM	09/09/2017
	Takeover_WM	10/09/2017
	Takeover_WM	11/09/2017
	Takeover_WM	12/09/2017
	Takeover_WM	13/09/2017
	Takeover_WM	14/09/2017
	Takeover_WM	15/09/2017
	Takeover_WM	16/09/2017
	Takeover_WM	17/09/2017
	Takeover_WM	18/09/2017
	Takeover_WM	19/09/2017
	Takeover_WM	20/09/2017
	Takeover_WM	21/09/2017
	Takeover_WM	22/09/2017
	Takeover_WM	23/09/2017
	Takeover_WM	24/09/2017

Takeover_WM	25/09/2017
Takeover_WM	26/09/2017
Takeover_WM	27/09/2017
Takeover_WM	28/09/2017
Takeover_WM	29/09/2017
Takeover_WM	30/09/2017
Takeover_WM	01/10/2017
Takeover_WM	02/10/2017
Takeover_WM	03/10/2017
Takeover_WM	04/10/2017

Preroll	Línea de pedido	Fecha
	Preroll	06/09/2017
	Preroll	07/09/2017
	Preroll	08/09/2017
	Preroll	09/09/2017
	Preroll	10/09/2017
	Preroll	11/09/2017
	Preroll	12/09/2017
	Preroll	13/09/2017
	Preroll	14/09/2017
	Preroll	15/09/2017
	Preroll	16/09/2017
	Preroll	17/09/2017
	Preroll	18/09/2017
	Preroll	19/09/2017
	Preroll	20/09/2017
	Preroll	21/09/2017
	Preroll	22/09/2017
	Preroll	23/09/2017
	Preroll	24/09/2017
	Preroll	25/09/2017
	Preroll	26/09/2017
	Preroll	27/09/2017
	Preroll	28/09/2017
	Preroll	29/09/2017
	Preroll	30/09/2017
	Preroll	01/10/2017
	Preroll	02/10/2017
	Preroll	03/10/2017
	Preroll	04/10/2017

Total de impresiones
1,211,816

1 CDT

37)

Impresiones del servidor de anuncios	Clics del servidor de anuncios
7,962	11
34,035	6
47,199	7
1,489	151
15,765	422
239,882	525
201,260	557
58,362	103
14,318	1
14,711	9
12,737	3
8,474	1
10,521	9
1,246	22
4,671	1
3,328	5
1,809	7
16,035	8
11,066	8
10,255	2
12,995	8
1,696	3
16,095	10
278	6
15,146	3
8,634	6
13,232	2
804	39
27,024	36
24,805	21

Impresiones del servidor de anuncios	Clics del servidor de anuncios
1,463	10
3,510	35
3,090	37
2,781	32
2,364	37

1,780	18
4,029	34
2,642	21
1,144	6
1,368	14
1,850	8
1,054	9
1,030	11
2,203	16
3,605	32
3,063	27
2,255	16
2,464	16
945	8
587	7
2,019	20
1,130	11
1,094	12
1,591	18
2,596	25
4,552	43
9,631	88
30,186	232
1,077	8
793	5

Impresiones del servidor de anuncios	Clics del servidor de anuncios
2,167	150
3,782	204
4,491	242
1,791	124
7,286	407
10,281	594
8,596	466
3,708	215
3,799	233
5,879	319
1,031	531
7,588	403
8,063	419
5,635	286
13,699	690
10,014	516
4,935	250
2,756	240
5,904	307
6,311	323

5,660	275
3,691	195
4,758	258
380	20
575	28
455	14
4,024	155
3,141	116
2,066	72
1,314	45

Impresiones del servidor de anuncios	Clics del servidor de anuncios
1,235	29
6,059	136
6,491	130
4,358	90
4,634	86
5,063	103
6,251	120
3,112	94
5,142	132
3,997	103
1,364	27
1,612	26
1,021	27
17,903	582
8,697	253
7,204	213
2,938	62
2,093	63
1,961	54
7,852	155
11,991	290
1,787	449
1,887	166
1,832	13
1,479	351
1,755	486
9,366	178
1,440	19
3,782	70

Total de clic	CTR
15,452	1.28%

CTR del servidor de anuncios

0.14%  
0.02%  
0.01%  
10.14%  
2.68%  
0.22%  
0.28%  
0.18%  
0.01%  
0.06%  
0.02%  
0.01%  
0.09%  
1.77%  
0.02%  
0.15%  
0.39%  
0.05%  
0.07%  
0.02%  
0.06%  
0.18%  
0.06%  
2.16%  
0.02%  
0.07%  
0.02%  
4.85%  
0.13%  
0.08%

CTR del servidor de anuncios

0.68%  
1.00%  
1.20%  
1.15%  
1.57%

1.01%  
0.84%  
0.79%  
0.52%  
1.02%  
0.43%  
0.85%  
1.07%  
0.73%  
0.89%  
0.88%  
0.71%  
0.65%  
0.85%  
1.19%  
0.99%  
0.97%  
1.10%  
1.13%  
0.96%  
0.94%  
0.91%  
0.77%  
0.74%  
0.63%

CTR del servidor de anuncios

6.92%  
5.39%  
5.39%  
6.92%  
5.59%  
5.78%  
5.42%  
5.80%  
6.13%  
5.43%  
51.50%  
5.31%  
5.20%  
5.08%  
5.04%  
5.15%  
5.07%  
8.71%  
5.20%  
5.12%



4.86%  
5.28%  
5.42%  
5.26%  
4.87%  
3.08%  
3.85%  
3.69%  
3.48%  
3.42%

CTR del servidor de anuncios

2.35%  
2.24%  
2.00%  
2.07%  
1.86%  
2.03%  
1.92%  
3.02%  
2.57%  
2.58%  
1.98%  
1.61%  
2.64%  
3.25%  
2.91%  
2.96%  
2.11%  
3.01%  
2.75%  
1.97%  
2.42%  
25.13%  
8.80%  
0.71%  
23.73%  
27.69%  
1.90%  
1.32%  
1.85%