

## Campaign Report



Report Name: Overview with Demographic Data

Reporting Range: 01/09/2012 - 27/09/2012

Creation Date: 28/09/2012

Campaign: Zuku Sept

Network: Zoom Tanzania

## Content

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## By Campaign

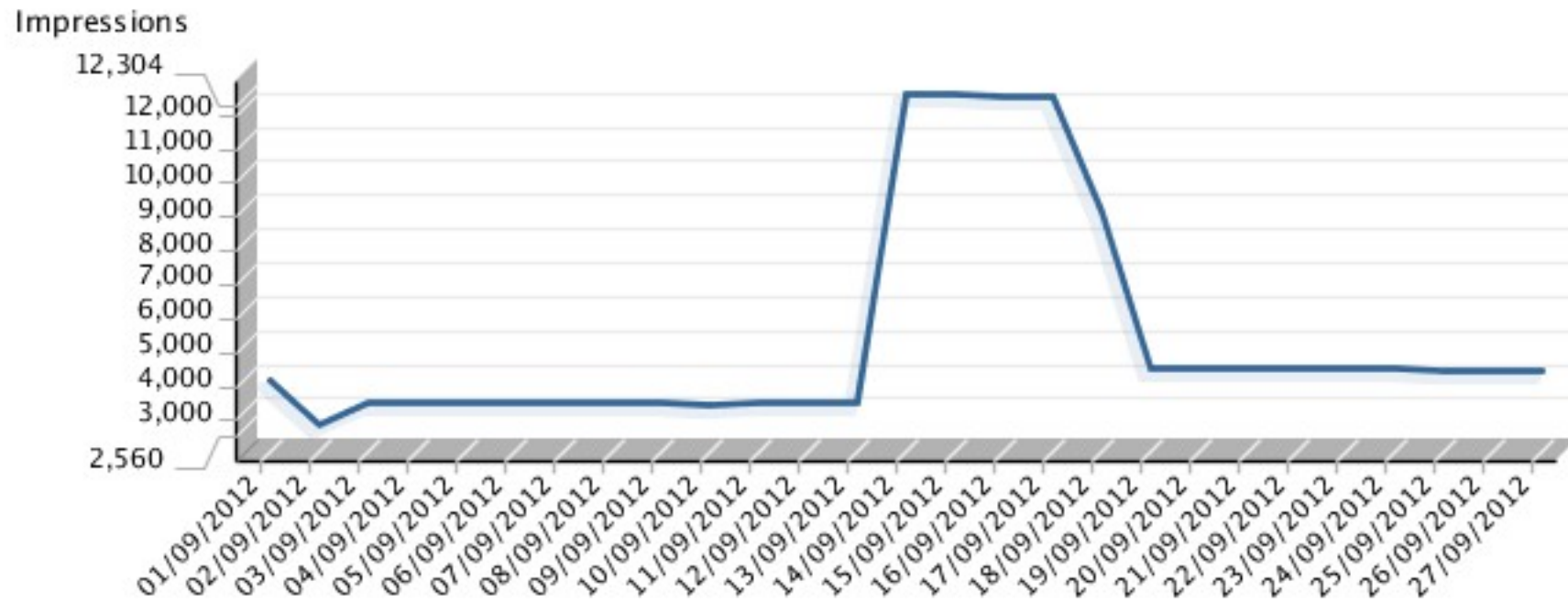
Customer:	Bongo Satcom
Advertiser:	Bongo Satcom
Flight:	Zuku Sept
Start date:	01/09/2012
End date:	30/09/2012
Total Impression:	150,000
Guaranteed Impressions:	0
Clicks booked:	0
Payment Type:	Pay Ads
Impressions:	137,717
Clicks:	407
C-Rate [%]:	0.30
UU (lifetime):	34,995

## By Date


Date	Impressions	Clicks	C-Rate [%]
01/09/2012	3,886	12	0.31
02/09/2012	2,560	8	0.31
03/09/2012	3,241	7	0.22
04/09/2012	3,242	7	0.22
05/09/2012	3,236	12	0.37
06/09/2012	3,244	7	0.22
07/09/2012	3,215	10	0.31
08/09/2012	3,232	9	0.28
09/09/2012	3,194	8	0.25
10/09/2012	3,173	7	0.22
11/09/2012	3,245	7	0.22
12/09/2012	3,237	5	0.15
13/09/2012	3,238	6	0.19
14/09/2012	12,303	34	0.28
15/09/2012	12,304	34	0.28
16/09/2012	12,264	34	0.28
17/09/2012	12,267	35	0.29
18/09/2012	8,853	33	0.37
19/09/2012	4,229	8	0.19
20/09/2012	4,220	14	0.33
21/09/2012	4,201	17	0.40
22/09/2012	4,223	19	0.45
23/09/2012	4,190	18	0.43

Zuku Sept: Overview with Demographic Data 01/09/2012 - 27/09/2012

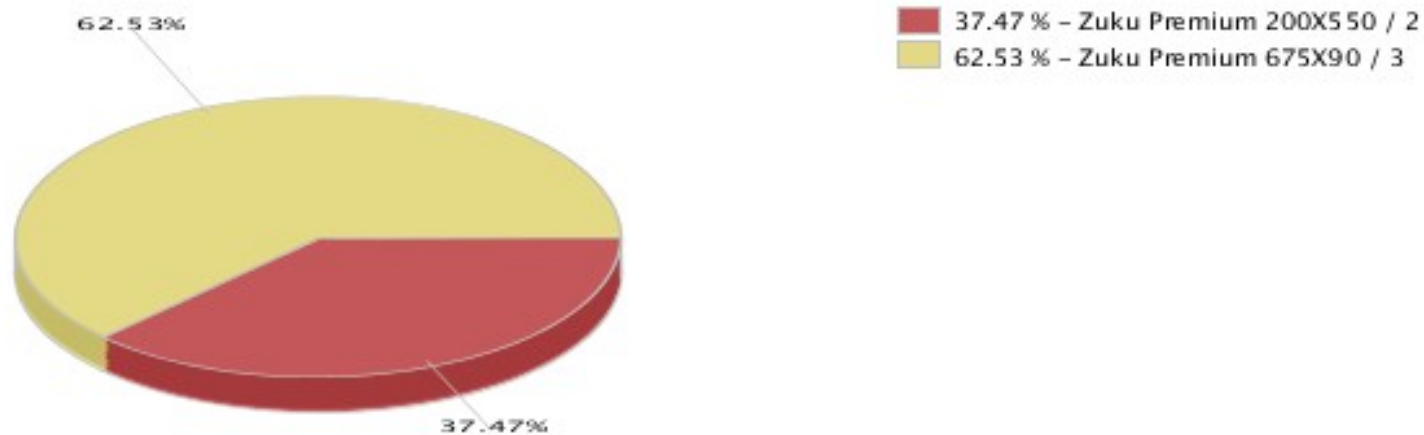
Date	Impressions	Clicks	C-Rate [%]
24/09/2012	4,190	11	0.26
25/09/2012	4,178	8	0.19
26/09/2012	4,171	17	0.41
27/09/2012	4,181	20	0.48
<b>Total</b>	<b>137,717</b>	<b>407</b>	<b>0.30</b>



## By Banner

Banner Display	Banner/CC Name	Id	Impressions	Clicks	C-Rate [%]
(-)	Zuku Premium 200X550	2	51,599	210	0.41
	Zuku Premium 675X90	3	86,118	197	0.23
Total			137,717	407	0.30

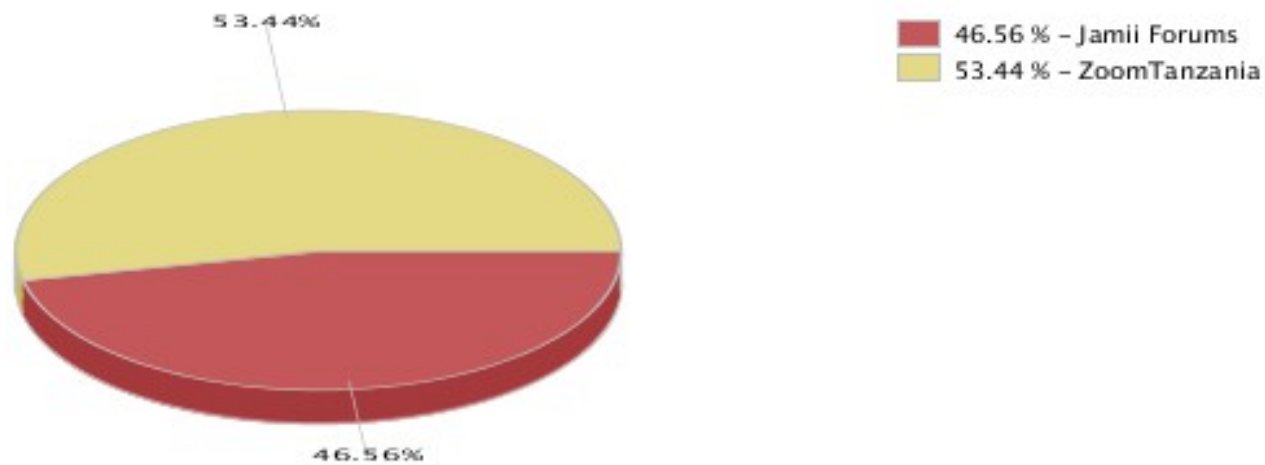
## Impressions



## By Website

Website	Impressions	Clicks	C-Rate [%]
Jamii Forums	64,124	163	0.25
ZoomTanzania	73,593	244	0.33
Total	137,717	407	0.30

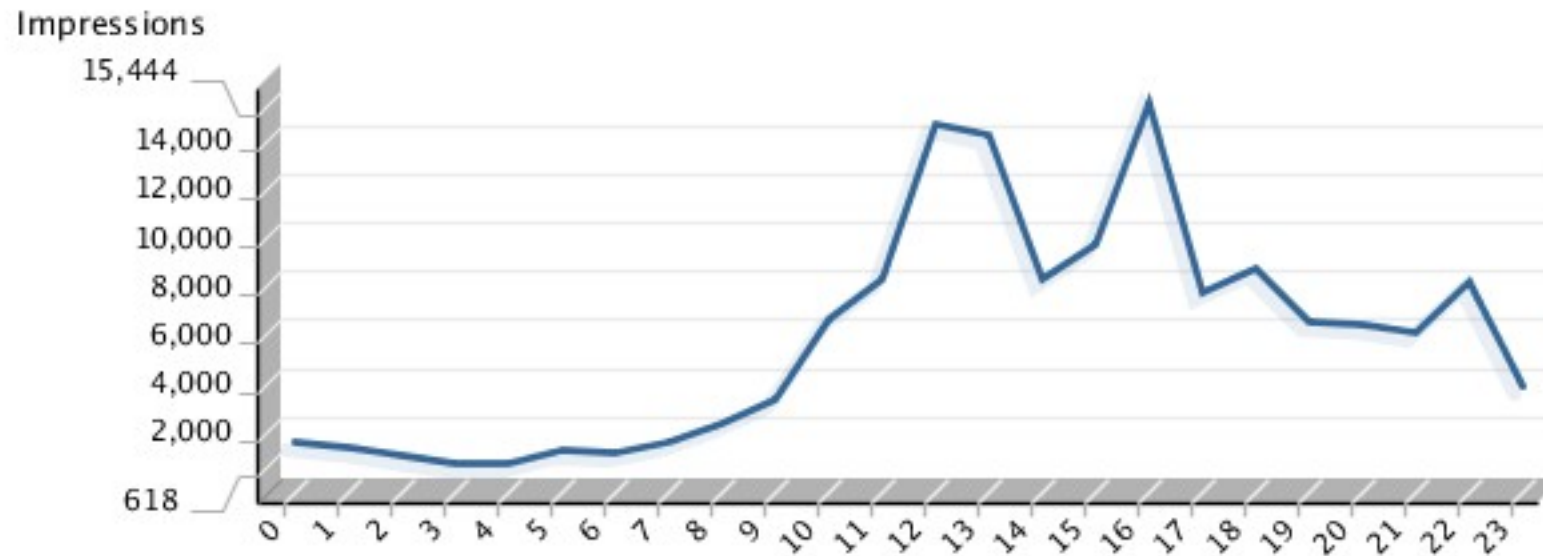
## Impressions





## By Hour

Hour	Impressions	Clicks	C-Rate [%]
0	1,508	1	0.07
1	1,312	4	0.30
2	908	4	0.44
3	618	0	0.00
4	669	4	0.60
5	1,117	2	0.18
6	1,093	1	0.09
7	1,466	4	0.27
8	2,229	7	0.31
9	3,212	8	0.25
10	6,527	11	0.17
11	8,225	26	0.32
12	14,543	54	0.37
13	14,120	36	0.25
14	8,166	17	0.21
15	9,594	19	0.20
16	15,444	42	0.27
17	7,630	26	0.34
18	8,648	36	0.42
19	6,460	19	0.29
20	6,350	23	0.36
21	6,014	17	0.28
22	8,111	29	0.36
23	3,753	17	0.45
Total	137,717	407	0.30

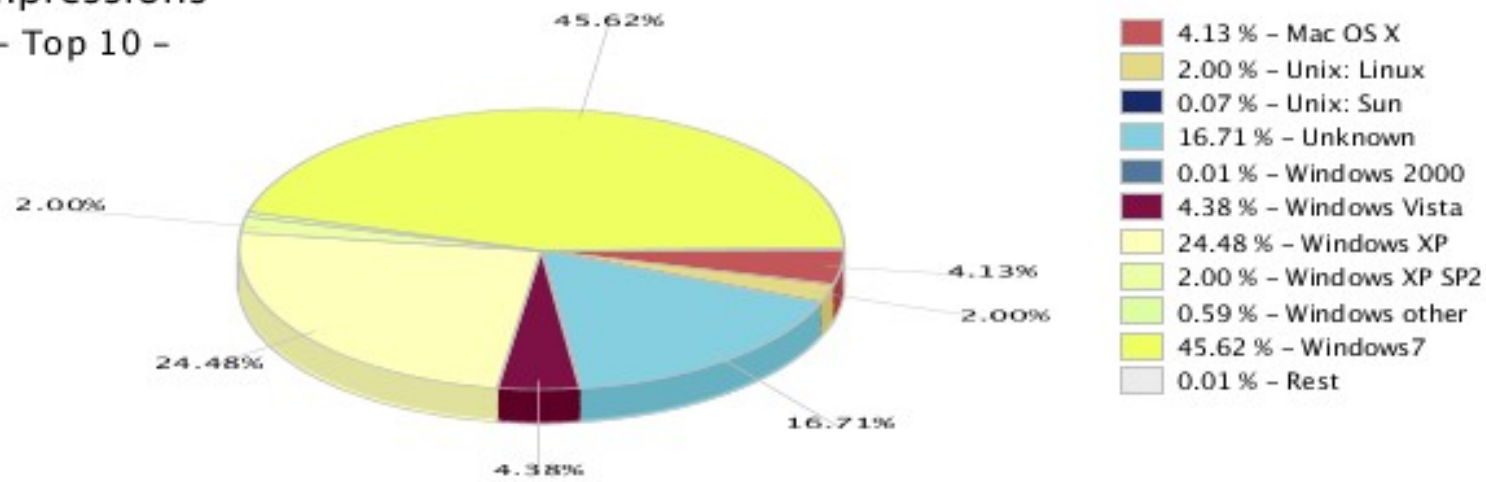


## By Operation System

Operating System	Impressions	Clicks	C-Rate [%]
Mac OS X	5,682	31	0.55
NEXT	3	0	0.00
Unix: Linux	2,761	20	0.72
Unix: Sun	97	3	3.09
Unknown	23,016	86	0.37
Windows '95	1	0	0.00
Windows 2000	11	0	0.00
Windows 98	4	2	50.00
Windows Vista	6,031	15	0.25
Windows XP	33,707	94	0.28
Windows XP SP2	2,760	6	0.22
Windows other	816	2	0.25
Windows7	62,828	148	0.24
<b>Total</b>	<b>137,717</b>	<b>407</b>	<b>0.30</b>

## Impressions

- Top 10 -



## By Country

Country	Impressions	Clicks	C-Rate [%]
Albania	10	0	0.00
Algeria	176	0	0.00
Andorra	13	0	0.00
Angola	25	0	0.00
Argentina	9	0	0.00
Armenia	6	0	0.00
Australia	916	2	0.22
Austria	255	0	0.00
Azerbaijan	34	0	0.00
Bahamas	10	0	0.00
Bahrain	54	0	0.00
Bangladesh	115	0	0.00
Barbados	2	0	0.00
Belarus	11	0	0.00
Belgium	708	0	0.00
Belize	1	0	0.00
Benin	24	0	0.00
Bermuda	1	0	0.00
Bhutan	1	0	0.00
Bolivia	2	0	0.00
Bosnia	9	0	0.00
Botswana	491	0	0.00
Brazil	110	3	2.73
Brunei Darussalam	27	0	0.00
Bulgaria	25	0	0.00

Country	Impressions	Clicks	C-Rate [%]
Burkina Faso	2	0	0.00
Burundi	16	0	0.00
Cambodia	10	0	0.00
Cameroon	112	0	0.00
Canada	1,209	2	0.17
Cayman Islands	1	0	0.00
Chile	1	1	100.00
China	1,249	3	0.24
Colombia	6	0	0.00
Comoros	5	0	0.00
Congo	4	0	0.00
Cote D'Ivoire	127	0	0.00
Croatia	32	0	0.00
Cyprus	17	0	0.00
Czech Republic	209	0	0.00
Denmark	931	0	0.00
Djibouti	8	0	0.00
Dominica	1	0	0.00
Ecuador	5	0	0.00
Egypt	121	0	0.00
El Salvador	2	0	0.00
Estonia	5	0	0.00
Ethiopia	27	0	0.00
Faroe Islands	4	0	0.00
Fiji	1	0	0.00
Finland	525	0	0.00
France	2,133	4	0.19
French Guiana	1	0	0.00

Country	Impressions	Clicks	C-Rate [%]
Gabon	1	0	0.00
Gambia	2	0	0.00
Georgia	6	0	0.00
Germany	2,172	2	0.09
Ghana	239	0	0.00
Gibraltar	2	0	0.00
Greece	100	0	0.00
Grenada	7	0	0.00
Guatemala	3	0	0.00
Guinea	7	0	0.00
Guinea-Bissau	207	0	0.00
Guyana	3	0	0.00
Haiti	4	0	0.00
Holy See (Vatican City State)	2	0	0.00
Honduras	1	0	0.00
Hong Kong	74	0	0.00
Hungary	48	0	0.00
Iceland	312	5	1.60
India	3,008	9	0.30
Indonesia	65	0	0.00
Iran	51	1	1.96
Iraq	19	1	5.26
Ireland	460	0	0.00
Israel	542	1	0.18
Italy	1,485	3	0.20
Jamaica	8	0	0.00
Japan	723	1	0.14
Jordan	142	0	0.00

Country	Impressions	Clicks	C-Rate [%]
Kazakhstan	11	0	0.00
Kenya	937	0	0.00
Korea, Republic of	449	2	0.45
Kuwait	125	0	0.00
Latvia	22	0	0.00
Lebanon	87	0	0.00
Lesotho	45	0	0.00
Liberia	110	0	0.00
Libya	44	0	0.00
Liechtenstein	3	0	0.00
Lithuania	18	0	0.00
Luxembourg	70	0	0.00
Macedonia	10	0	0.00
Madagaskar	12	0	0.00
Malaawi	640	4	0.63
Malaysia	395	0	0.00
Maldives	12	1	8.33
Mali	35	0	0.00
Malta	47	0	0.00
Martinique	1	0	0.00
Mauritania	11	0	0.00
Mauritius	99	1	1.01
Mexico	10	0	0.00
Mongolia	9	0	0.00
Morocco	16	0	0.00
Mozambique	123	2	1.63
Myanmar	24	0	0.00
Namibia	306	1	0.33

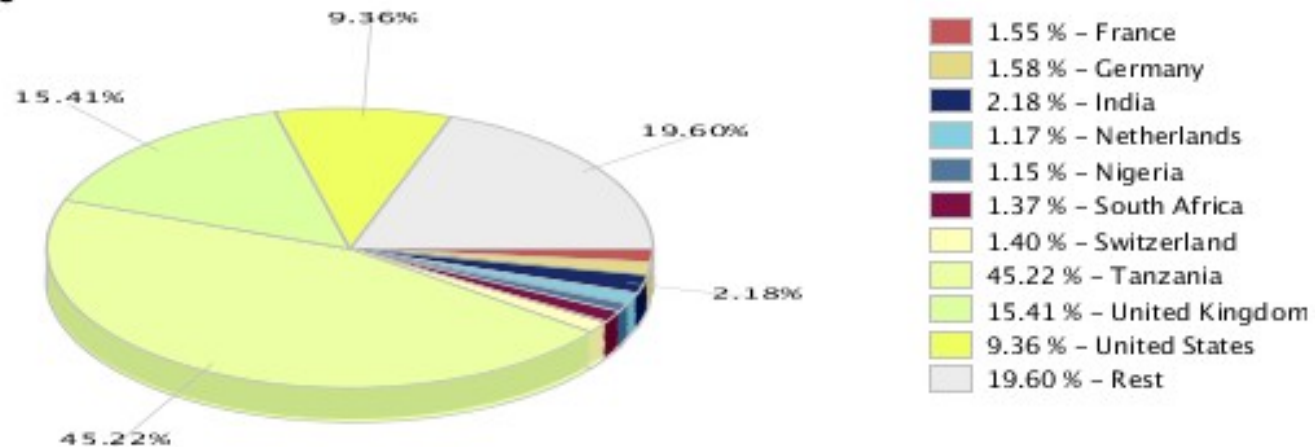


Country	Impressions	Clicks	C-Rate [%]
Nepal	11	0	0.00
Netherlands	1,617	4	0.25
New Calendonia	1	0	0.00
New Zealand	127	0	0.00
Nicaragua	3	0	0.00
Niger	3	0	0.00
Nigeria	1,589	7	0.44
Norway	975	4	0.41
Oman	918	3	0.33
Pakistan	573	1	0.17
Palestinian Territories	9	0	0.00
Panama	36	0	0.00
Papau New Guinea	5	0	0.00
Paraguay	4	0	0.00
Peru	10	0	0.00
Phillipines	180	0	0.00
Poland	293	0	0.00
Portugal	67	0	0.00
Puerto Rico	2	0	0.00
Qatar	830	0	0.00
Republic of Moldova	17	0	0.00
Reunion	5	0	0.00
Romania	127	0	0.00
Russia	656	0	0.00
Saudi Arabia	182	0	0.00
Senegal	33	0	0.00
Seychelles	49	0	0.00
Sierra Leone	3	0	0.00

Country	Impressions	Clicks	C-Rate [%]
Singapore	210	0	0.00
Slovakia	11	0	0.00
Slovenia	7	0	0.00
Soa Tome and Principe	50	0	0.00
Somalia	21	1	4.76
South Africa	1,883	6	0.32
Spain	721	0	0.00
Sri Lanka	75	0	0.00
St. Vincent and the Grenadines	1	0	0.00
Sudan	70	0	0.00
Suriname	3	0	0.00
Swaziland	34	0	0.00
Sweden	1,472	1	0.07
Switzerland	1,928	3	0.16
Syria	16	0	0.00
Taiwan	11	0	0.00
Tanzania	62,271	235	0.38
Thailand	83	0	0.00
Togo	6	0	0.00
Trinidad and Tabago	11	0	0.00
Tunisia	42	0	0.00
Turkey	316	1	0.32
Turks and Ciacos Islands	7	0	0.00
Uganda	98	0	0.00
Ukraine	44	0	0.00
United Arab Emirates	1,403	1	0.07
United Kingdom	21,225	49	0.23
United States	12,896	37	0.29

Country	Impressions	Clicks	C-Rate [%]
Uruguay	1	0	0.00
Uzbekistan	1	0	0.00
Vanuatu	1	0	0.00
Venezuela	2	0	0.00
Vietnam	44	0	0.00
Virgin Islands (British)	1	0	0.00
Yemen	59	0	0.00
Yugoslavia	38	0	0.00
Zambia	702	3	0.43
Zimbabwe	424	2	0.47
unspecified	41	0	0.00
<b>Total</b>	<b>137,717</b>	<b>407</b>	<b>0.30</b>

## Impressions - Top 10 -



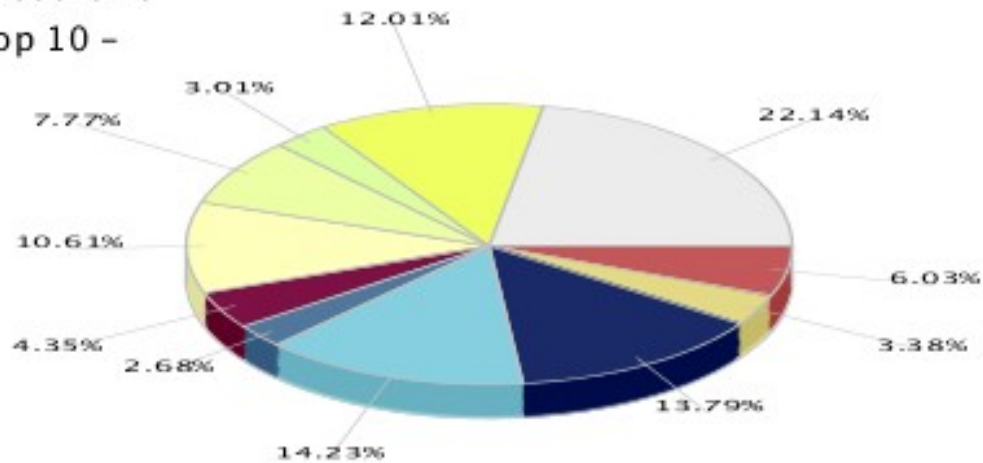
## By Browser

Browser Type	Impressions	Clicks	C-Rate [%]
Apple Safari (other)	8,299	28	0.34
Apple Safari 3	55	0	0.00
Apple Safari 4	1,879	15	0.80
Apple Safari 5	1,464	0	0.00
Apple iPad	1,467	20	1.36
Apple iPhone	870	9	1.03
AppleWebKit	377	2	0.53
Google Chrome (other)	417	1	0.24
Google Chrome 10.x	38	0	0.00
Google Chrome 11.x	58	1	1.72
Google Chrome 12.x	150	1	0.67
Google Chrome 13.x	111	1	0.90
Google Chrome 14.x	136	1	0.74
Google Chrome 15.x	46	0	0.00
Google Chrome 16.x	177	0	0.00
Google Chrome 17.x	268	0	0.00
Google Chrome 2.0	4	0	0.00
Google Chrome 3.0	11	0	0.00
Google Chrome 4.0	8	0	0.00
Google Chrome 4.1	23	0	0.00
Google Chrome 5.x	44	0	0.00
Google Chrome 6.x	32	0	0.00
Google Chrome 7.x	31	0	0.00
Google Chrome 8.x	15	0	0.00
Google Chrome 9.x	8	0	0.00

Browser Type	Impressions	Clicks	C-Rate [%]
MS Explorer 10	41	0	0.00
MS Explorer 4.x	4	0	0.00
MS Explorer 6.x	2,648	8	0.30
MS Explorer 7 (AOL V9)	1	0	0.00
MS Explorer 7.x	4,652	3	0.06
MS Explorer 8	18,997	52	0.27
MS Explorer 9	19,603	37	0.19
Mozilla 1.x	727	4	0.55
Mozilla Firefox 1.x	94	0	0.00
Mozilla Firefox 10.x	1,338	5	0.37
Mozilla Firefox 11.x	1,838	10	0.54
Mozilla Firefox 12.x	3,694	8	0.22
Mozilla Firefox 13.x	1,912	11	0.58
Mozilla Firefox 14.x	5,988	15	0.25
Mozilla Firefox 15.x	14,613	28	0.19
Mozilla Firefox 16.x	1,695	4	0.24
Mozilla Firefox 17.x	101	1	0.99
Mozilla Firefox 18.x	8	0	0.00
Mozilla Firefox 2.x	247	4	1.62
Mozilla Firefox 3.0	683	2	0.29
Mozilla Firefox 3.5	446	1	0.22
Mozilla Firefox 3.6	2,522	9	0.36
Mozilla Firefox 4.0	1,649	12	0.73
Mozilla Firefox 5.x	789	2	0.25
Mozilla Firefox 6.x	475	1	0.21
Mozilla Firefox 7.x	929	5	0.54
Mozilla Firefox 8.x	1,206	3	0.25
Mozilla Firefox 9.x	1,016	4	0.39

Browser Type	Impressions	Clicks	C-Rate [%]
Netscape 4.x	1,266	0	0.00
OmniWeb (NextStep)	1	0	0.00
Opera 10.0x	33	1	3.03
Opera 10.1x	16	0	0.00
Opera 10.5x	3	0	0.00
Opera 8.x	70	0	0.00
Opera 9.x	10,696	39	0.36
Other	4,145	20	0.48
-	456	3	0.66
-	235	2	0.85
-	346	1	0.29
-	16,546	33	0.20
<b>Total</b>	<b>137,717</b>	<b>407</b>	<b>0.30</b>

## Impressions - Top 10 -



- 6.03 % - Apple Safari (other)
- 3.38 % - MS Explorer 7.x
- 13.79 % - MS Explorer 8
- 14.23 % - MS Explorer 9
- 2.68 % - Mozilla Firefox 12.x
- 4.35 % - Mozilla Firefox 14.x
- 10.61 % - Mozilla Firefox 15.x
- 7.77 % - Opera 9.x
- 3.01 % - Other
- 12.01 % - -
- 22.14 % - Rest