

IMPRESSIONS

30,001

CLICKS

1,014

CTR

3.38%

DEVICE DELIVERY

CONNECTED TV

Impressions	3
Clicks	0
CTR	0.00%

DESKTOP

Impressions	6,615
Clicks	38
CTR	0.57%

PHONE

Impressions	18,988
Clicks	671
CTR	3.53%

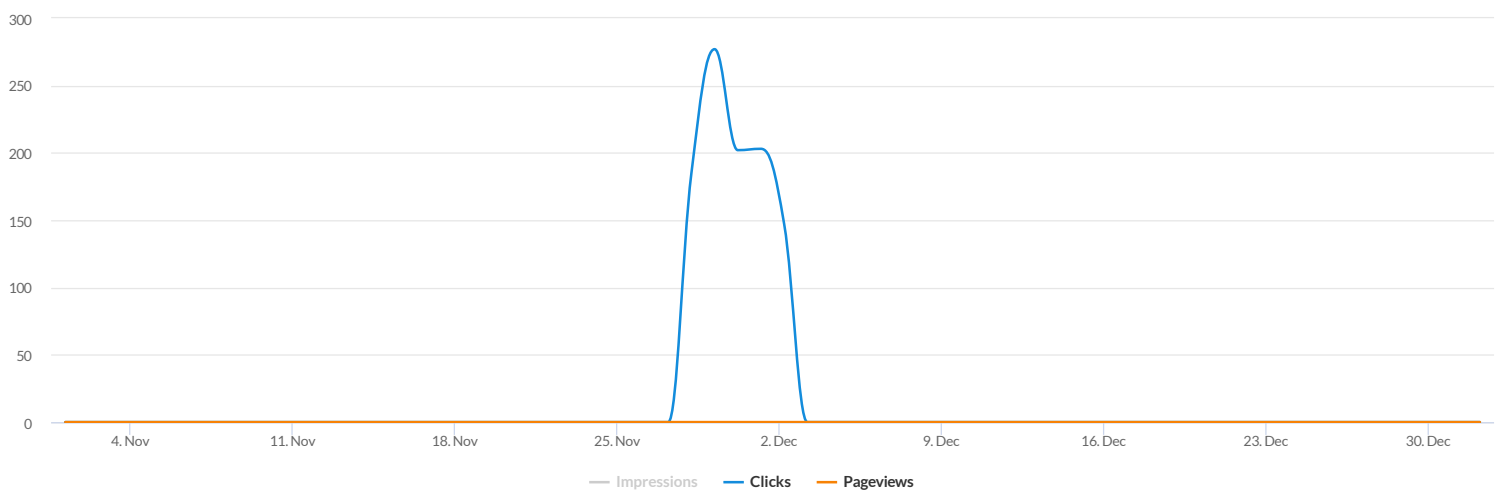
TABLET

Impressions	4,395
Clicks	305
CTR	6.94%

DETAIL CAMPAIGN PERFORMANCE

	Impressions	Clicks	CTR	CTC	VTC	
11243 - CAR - Cyber Week - Exit In - 61690031	30,001	1,014	3.38%	0	0	
20265 - CAR - Cyber Week - Exit Interstitial - 11243-1	30,001	1,014	3.38%	0	0	
Black Diamond Santa	30,001	1,014	3.38%	0	0	view ad

AUDIENCE



CREATIVE PERFORMANCE

Creative Name	Impressions	Clicks	CTR
Black Diamond Santa	30,001	1,014	3.38%