

IMPRESSIONS

29,999

CLICKS

207

CTR

0.69%

DEVICE DELIVERY

CONNECTED TV

Impressions	6
Clicks	0
CTR	0.00%

DESKTOP

Impressions	9,357
Clicks	86
CTR	0.92%

PHONE

Impressions	17,917
Clicks	94
CTR	0.52%

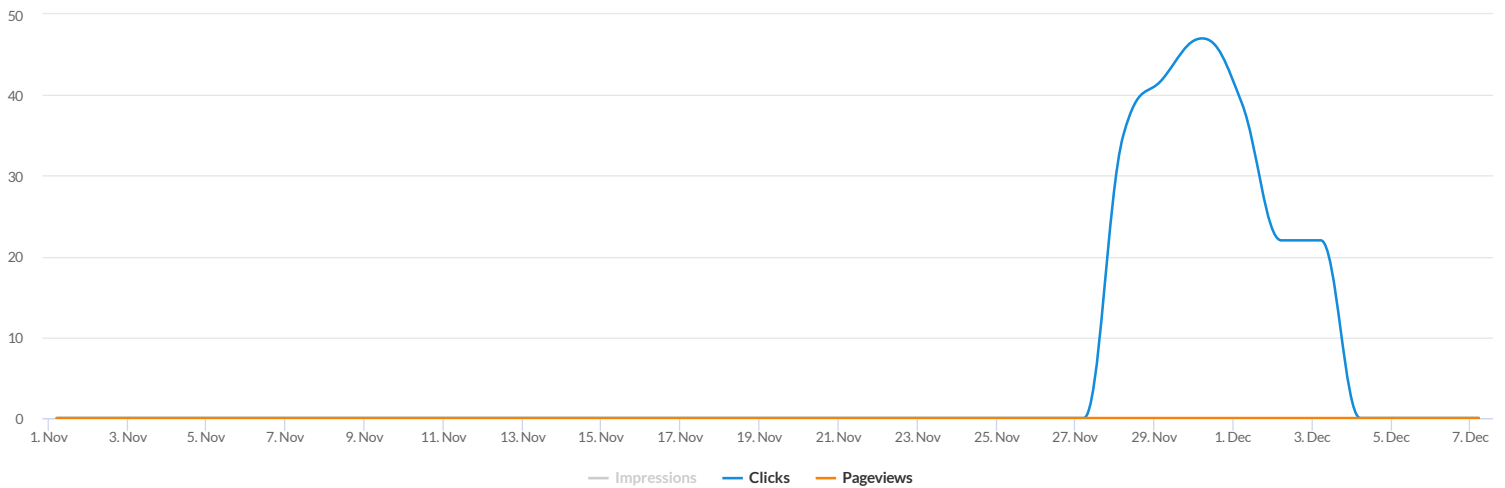
TABLET

Impressions	2,719
Clicks	27
CTR	0.99%

DETAIL CAMPAIGN PERFORMANCE

	Impressions	Clicks	CTR	CTC	VTC	
11274 - CAR - Cyber Week - Reveal - 61733793	29,999	207	0.69%	0	0	
20322 - CAR - Cyber Week - Reveal - 11274-2	29,999	207	0.69%	0	0	
Reynolds Cyber Golf Cart - REVEAL	21,818	161	0.74%	0	0	view ad
Reynolds Cyber REVEAL - roofing	8,181	46	0.56%	0	0	view ad

AUDIENCE



CREATIVE PERFORMANCE

Creative Name	Impressions	Clicks	CTR
Reynolds Cyber Golf Cart - REVEAL	21,818	161	0.74%
Reynolds Cyber REVEAL - roofing	8,181	46	0.56%