

AUDIENCE EXTENSION: Report Legend

SUMMARY
DISPLAY
SEARCH
PRINT
CALLS
PROFILE
EXTENSION
Print

1 **409,005** 2 **652** 3 **0.16%** 4 **0** 5 **0**

IMPRESSIONS
CLICKS
CTR
CLICK THRU CONVERSION
VIEW THRU CONVERSION

6 WSJ - Madison Pediatric Dental - AA Demo	7 129,665	8 84	9 0.06%	10 0	11 0
madisonPedDentist_160x600_2014_03.jpg	12 2	13 0	14 0.00%	15 0	16 0
madisonPedDentist_300x250_2014_03.jpg	17 7	18 0	19 0.00%	20 0	21 0
madisonPedDentist_320x50_2014_03.jpg	14	0	0.00%	0	0
madisonPedDentist_728x90_2014_03.jpg	4	0	0.00%	0	0
madPedDental_160x600_20160301.gif	11,019	5	0.05%	0	0
madPedDental_300x250_20160301.gif	73,233	46	0.06%	0	0
madPedDental_728x90_20160301.gif	45,386	33	0.07%	0	0
WSJ - Madison Pediatric Dental - Contextual	48,450	23	0.05%	0	0
WSJ - Madison Pediatric Dental - Hyperlocal	147,146	469	0.32%	0	0
WSJ - Madison Pediatric Dental - PreRoll RON	83,744	76	0.09%	0	0

19 Video **20** 14 **21** 7 **22** 50.00%

23 VIDEO STARTS 100% COMPLETE COMPLETION RATE

24 AUDIENCE

Click and drag in the plot area to zoom in

← Impressions → Clicks

25 ENGAGEMENT

00:32

AVG TIME ON SITE

87.99%

BOUNCE RATE

641

VISITORS

544

UNIQUE VISITORS

VISITS
USERS

Destination URL	Avg Time on Page	Exit Count	Times Viewed	Load	% PageViews
http://www.madisonpediatricdental.com/contact-us/	00:26	629	755		97.17%
http://www.madisonpediatricdental.com/gallery/	00:07	1	4		0.51%
http://www.madisonpediatricdental.com/meet-our-staff/	01:09	2	3		0.39%
http://www.madisonpediatricdental.com/reviews	00:39	1	3		0.39%
http://www.madisonpediatricdental.com/gallery	00:35	1	3		0.39%
http://www.madisonpediatricdental.com/payment-options/	00:13	2	3		0.39%
http://www.madisonpediatricdental.com/gallery/virtual-tour/	01:19	0	1		0.13%
http://www.madisonpediatricdental.com/reviews/	00:20	1	1		0.13%
http://www.madisonpediatricdental.com/pediatric-dentistry/	00:20	1	1		0.13%
http://www.madisonpediatricdental.com/pediatric-dentistry/adolescent-dentistry/	00:20	1	1		0.13%

EXPORT
EXPORT PAGEVIEW DETAILS

26 ACTION

3

CALLS

00:22

AVG CALL DURATION

#	Displayed on report as	Description
1	Impressions	Sum of impressions for all placements
2	Clicks	Sum of clicks for all placements
3	CTR	Average Click Thru Rate for all placements
4	Click Thru Conversion	Total number of Click Thru Conversions
5	View Thru Conversion	Total number of View Thru Conversions
6	Tactic	Campaign tactic used
7	Impressions	Total number of impressions line-item received
8	Clicks	Total number of clicks line-item received
9	CTR	Click Thru Rate for line-item
10	Click Thru Conversion	Line-item Click Thru Conversions
11	View Thru Conversion	Line-item view Thru Conversions
12	Creative name	Name of creative file
13	Impressions	Total number of impressions creative received
14	Clicks	Total number of clicks creative received
15	CTR	Click Thru Rate for creative
16	Click Thru Conversion	Number of Click Thru Conversions for creative
17	View Thru Conversion	Number of View Thru Conversions for creative
18	View ad	Click to view the ad creative
19	Video Starts	Total number of video starts for all placements
20	100% Complete	Total number of completed videos for all placements
21	Completion Rate	Average completion rate of video views across all placements
22	Video	Represents all video placements
23	Clicks Graph	Graph displays total # of clicks received by day
24	Engagement Section	Proxy "Engagement" data – Average time visitors spent on site, bounce rate, total # of visitors, # of unique visitors
25	Action Section	Proxy "Action" data- # of calls, average call duration, # of leads