

AUDIENCE EXTENSION: Report Legend

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Partner: Advertiser: From: 06/10/2015 To: 07/10/2015 Last 30 Days RUN

SUMMARY DISPLAY MOBILE SEARCH SOCIAL PRINT CALLS **EXTENSION** Print

1 **227,518** IMPRESSIONS
 2 **266** CLICKS
 3 **0.12%** CTR
 4 **200** CLICK THRU CONVERSION
 5 **100** VIEW THRU CONVERSION

6 Run of Network	7 80,932	8 406	9 0.13%	10 100	11 50
12 RAL_140724_Microcass_300x250.jpg	13 20,932	14 46	15 0.13%	16 0	17 0 18 view ad
RAL_20140608-0628_MausPlano_Gl	20,000	20	0.13%	0	0 view ad
RAL_20140815_JimAllenGroup_728x90	20,000	20	0.13%	0	0 view ad
RAL_20140815_JimAllenGroup_728x90	20,000	20	0.13%	0	0 view ad
+ Site Retargeting	146,586	160	0.11%	50	25
+ Mobile_web	80,932	106	0.13%	50	25

19 VIDEO STARTS 20 100% COMPLETE 21 COMPLETION RATE

22 Video	2,811	2,032	77.29%
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23 Top performing websites

- drummersworld.com
- jango.com
- aol.com
- 8-106169
- usatoday.com
- kwch.com

AUDIENCE
Click and drag in the plot area to zoom in

25 **ENGAGEMENT** PLACEMENT: ALL

00:34 AVG TIME ON SITE	55.43% BOUNCE RATE	350 VISITORS	285 UNIQUE VISITORS
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VISITS USERS

Destination URL	Avg Time on Page	Exit Count	Times Viewed	Lead	% PageViews
http://lakeworth.dentalservice.net/	00:12	200	391		68.72%
http://lakeworth.dentalservice.net/phone/index.html	00:37	127	149		26.19%
http://lakeworth.dentalservice.net/services.html	00:24	8	11		1.94%
http://lakeworth.dentalservice.net/index.html	02:18	7	8		1.41%
http://lakeworth.dentalservice.net/forms.html	00:20	3	3		0.53%
http://lakeworth.dentalservice.net/about.html	00:13	2	3		0.53%
http://lakeworth.dentalservice.net/dentures.html	00:20	2	2		0.36%
http://lakeworth.dentalservice.net/contact.html	00:10	1	2	✓	0.35%

EXPORT EXPORT PAGEVIEW DETAILS

26 **ACTION**

2 CALLS	00:26 AVG CALL DURATION	2 LEADS
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Report generated at 04:00 PM EST 7/10/2015 | FTW_DenturesAndDentalServices_5256_DEN40
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#	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	Top performing websites	List of top performing websites - Ranked by Click Thru Rate
24	Clicks Graph	Graph displays total # of clicks received by day
25	Engagement Section	Proxy "Engagement" data - Average time visitors spent on site, bounce rate, total # of visitors, # of unique visitors
26	Action Section	Proxy "Action" data- # of calls, average call duration, # of leads