

LOCAL MARKET EXPOSURE CAMPAIGN

JCAHBA HOME & OUTDOOR
SHOW

JAN 28 – FEB 28



NET 360
DIGITAL MEDIA AGENCY



TERMS TO KNOW:

Total Campaign Users are the total daily unique users who were seen in the target fences of your campaign(s) and served an ad.

Total Campaign Converters are users who have been detected in a target zone, served an ad, then detected in a conversion zone within the number of days designated in the conversion attribution settings for that campaign.

New Campaign Converters are Campaign Converters who have not visited a conversion fence in the last 30 days.

Actions are recorded when a user saw your ad in a target zone and was tracked in the conversion zone

MARKET SATURATION TOTALS

PERIOD IMPRESSIONS

101,276

CLICK-THRU RATE

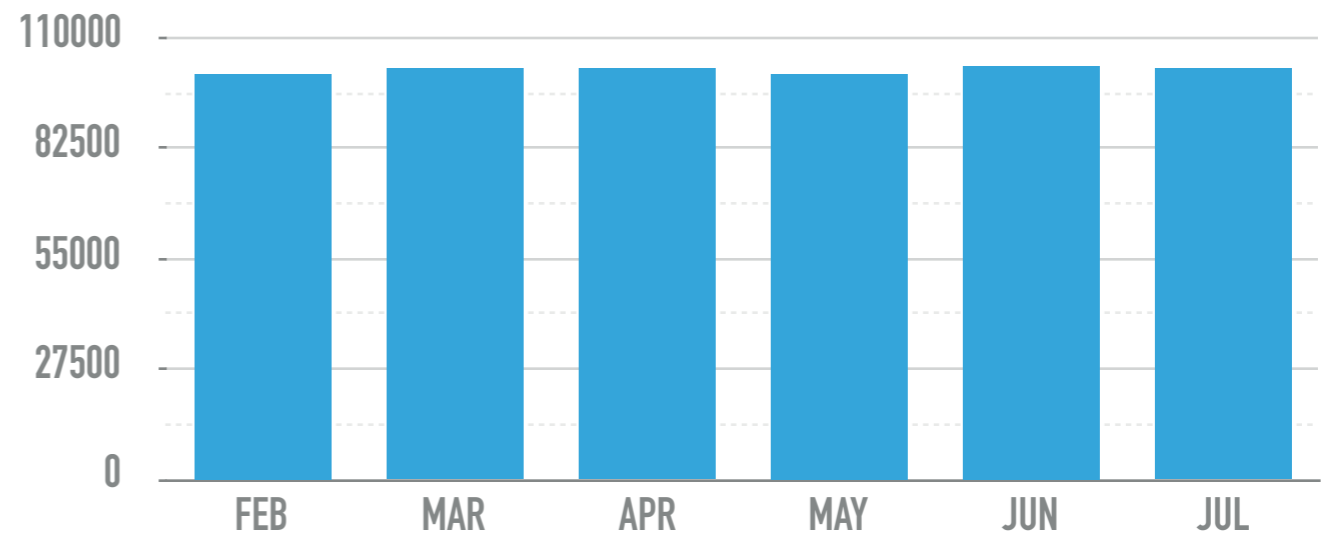
0.07%

NATIONAL AVERAGE IS 0.06%

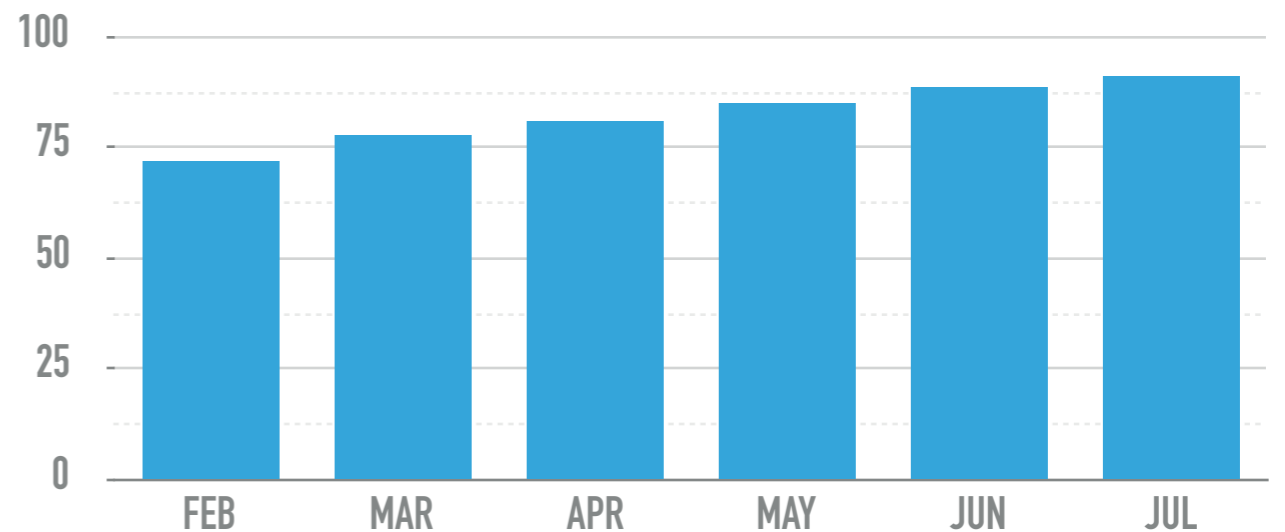
PERIOD CLICKS

91

HISTORICAL IMPRESSIONS



HISTORICAL CLICKS



BEHAVIORAL CAMPAIGN TOTALS

PERIOD IMPRESSIONS

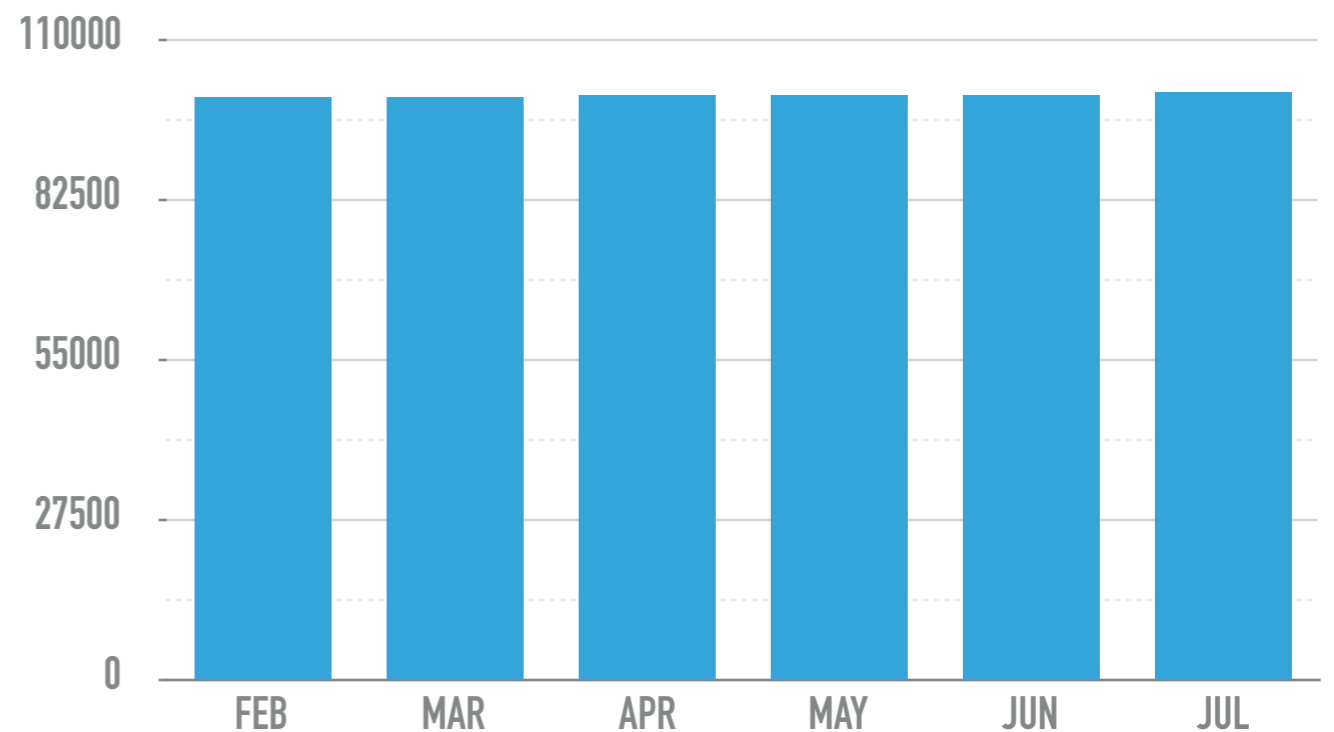
100,898

CLICK-THRU RATE

0.10%

NATIONAL AVERAGE IS 0.06%

HISTORICAL IMPRESSIONS



CLICKS

56

ACTIONS

9

USERS

2,102

CONVERTERS

5

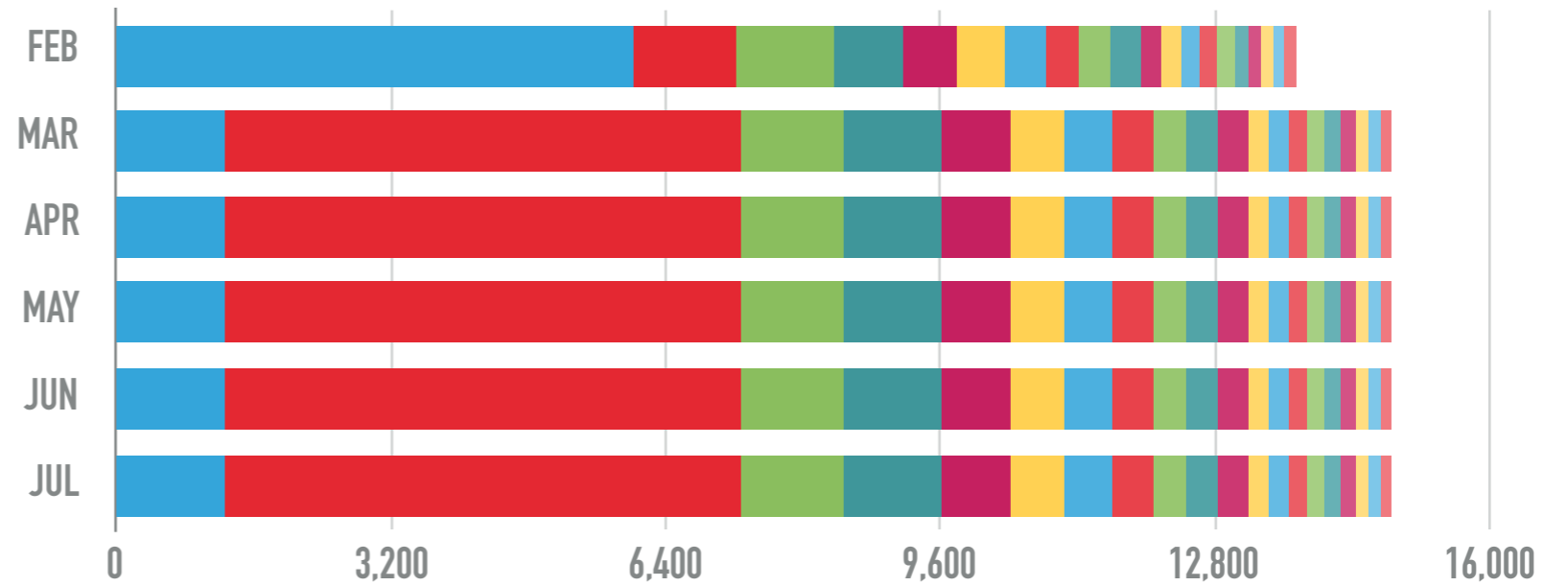
NEW CONVERTERS

5

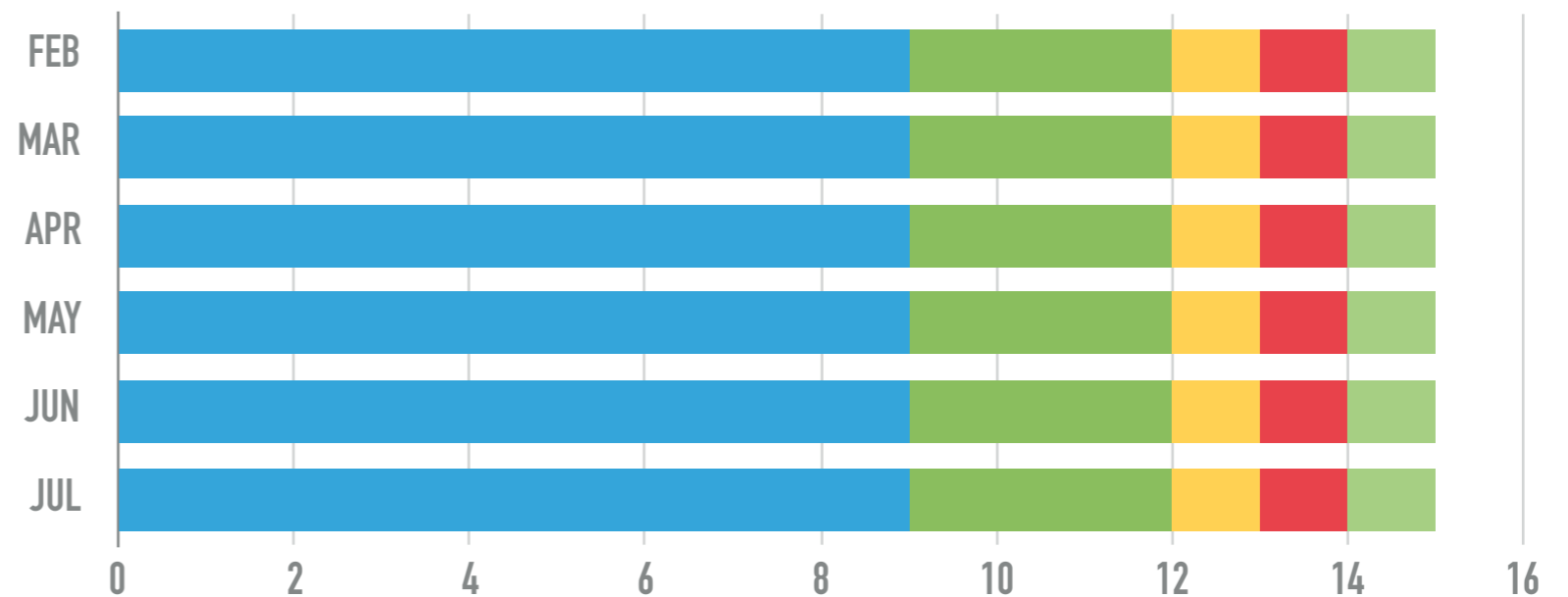
KEYWORD PERFORMANCE

CTR	KEYWORDS
0.15%	real_estate_optimized_audience
0.00%	desk
0.26%	kitchen
0.00%	diy
0.00%	%21bench
0.18%	bed
0.00%	decor+home
0.26%	%21couch
0.00%	kitchen+renovations
0.00%	home+design
0.00%	table
0.00%	bathroom
0.00%	bench
0.00%	construction
0.51%	renovation
0.00%	repair
0.00%	houses+best
0.00%	tables
0.00%	wardrobe
0.00%	%21reconstruction

HISTORICAL IMPRESSIONS



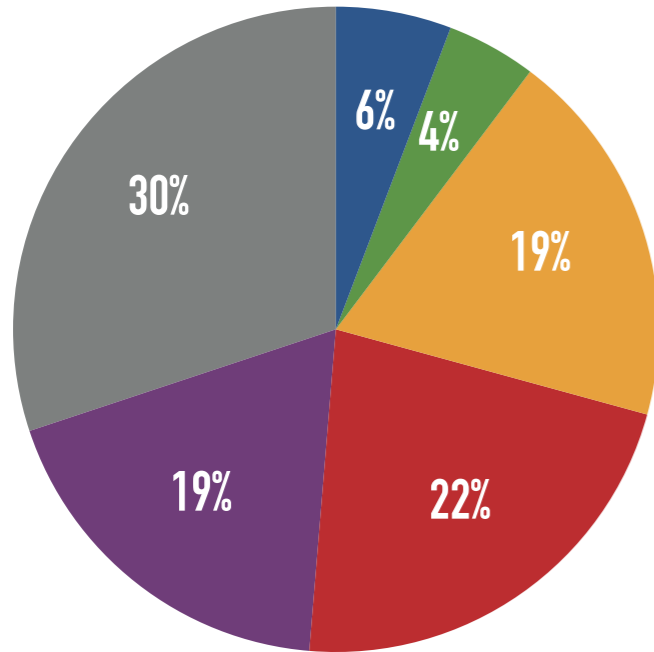
HISTORICAL CLICKS



%21[keyword] ARE CONTENT-RELATED KEYWORDS

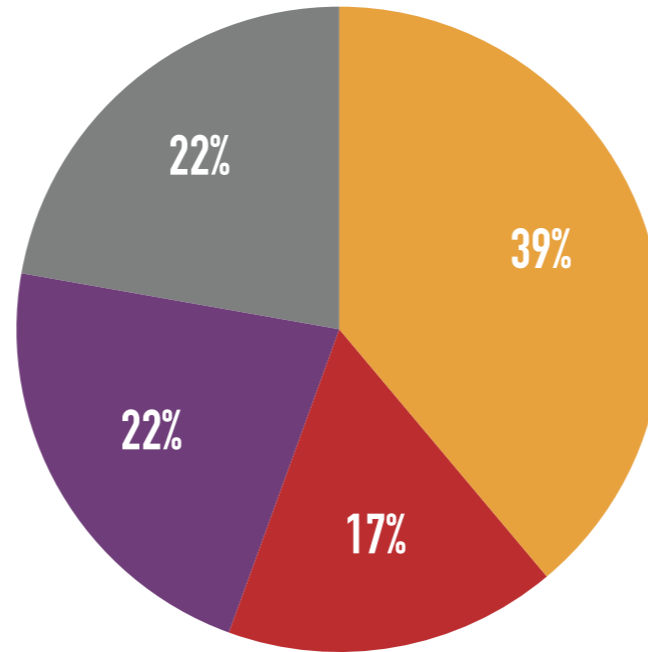
GEOFENCE PERFORMANCE

IMPRESSIONS



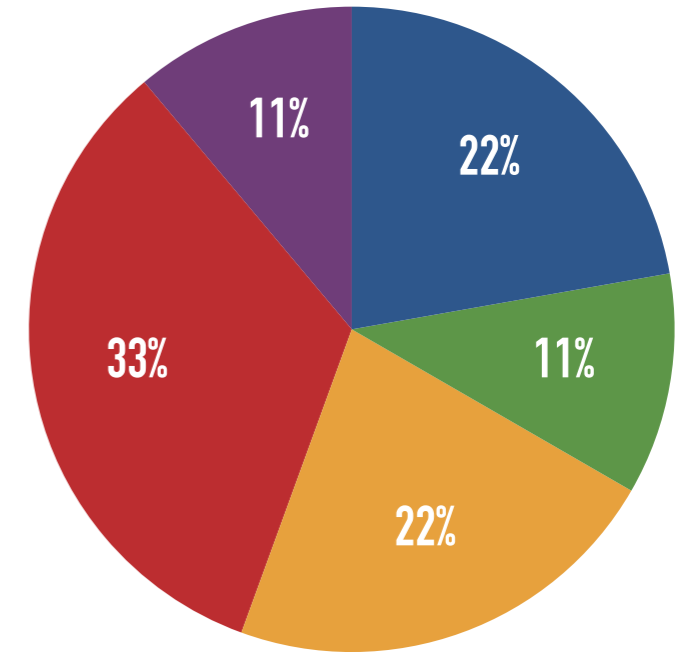
- Eastman Chemical
- Eastman Credit Union - Meadowview
- Wal Mart - Stone Drive
- Kingsport Pavillion Shopping Center
- Wal Mart - Fort Henry Drive
- Other

CLICKS



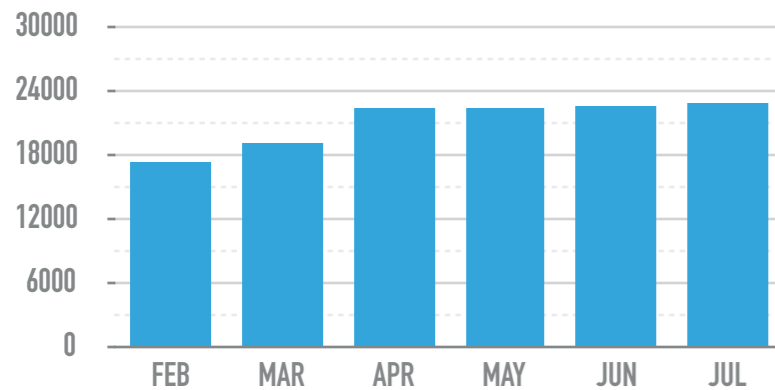
- Eastman Chemical
- Eastman Credit Union - Meadowview
- Wal Mart - Stone Drive
- Kingsport Pavillion Shopping Center
- Wal Mart - Fort Henry Drive
- Other

ACTIONS

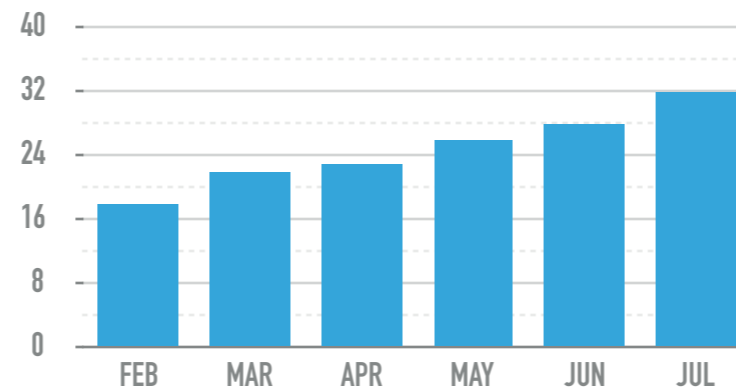


- Eastman Chemical
- Eastman Credit Union - Meadowview
- Wal Mart - Stone Drive
- Kingsport Pavillion Shopping Center
- Wal Mart - Fort Henry Drive
- Other

HISTORICAL IMPRESSIONS



HISTORICAL CLICKS



HISTORICAL ACTIONS

