

# EXAMPLE REPORT

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Acme Demo Advertiser | 4 selected | 08/23/2019 - 09/23/2019

Midco Analytics Module

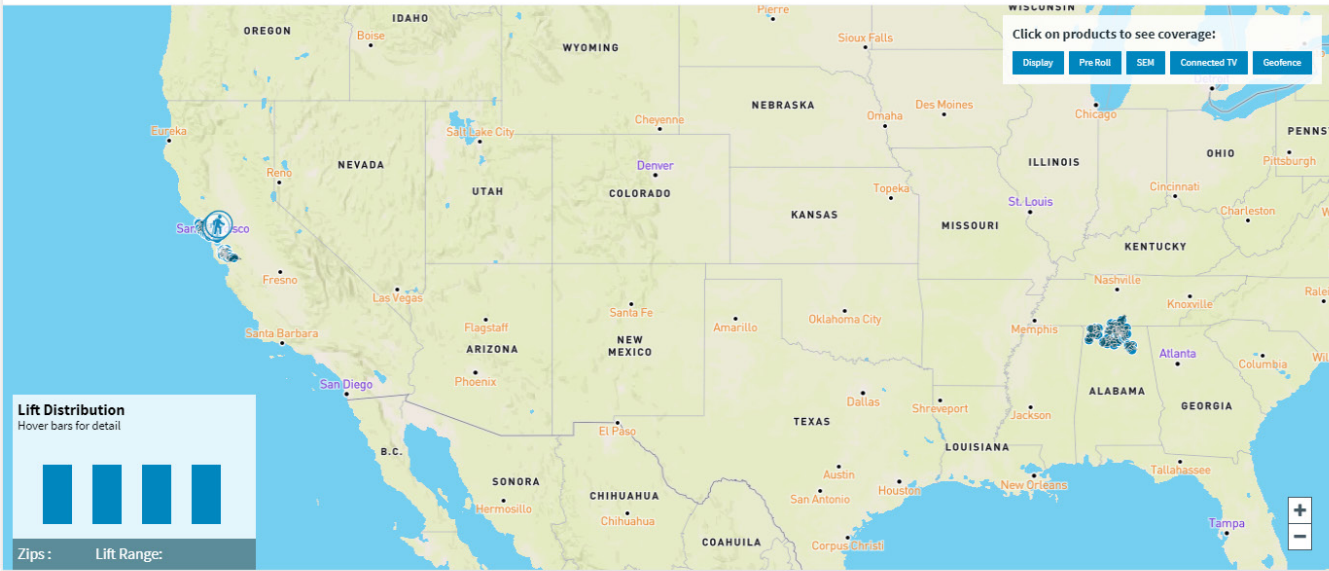
Overview



## Quick Stats

<b>Impressions</b> 324,638	<b>Engagements</b> 2,753	<b>Ad Interactions</b> 957	<b>Visits</b> 1,796	<b>View Throughs</b> 830	<b>Clicks</b> 966
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## Map



### Lift Distribution

Hover bars for detail



Zips: Lift Range:

	Impressions	Clicks	View Throughs	Visits
<b>Display</b>	248,843	189	21	210
Display	220,362	156	21	177
Retargeting	28,481	33	n/a	33
Geofence	1,104	3	0	3
Geo Recency	n/a	n/a	n/a	n/a
<b>Pre Roll</b>	23,950	217	809	1,026
Pre Roll	21,063	201	809	1,010
Retargeting	2,887	16	n/a	16
<b>SEM</b>	16,825	557	0	557
<b>Connected TV</b>	33,916	n/a	n/a	n/a
<b>Total</b>	324,638	995	830	1,825

## Lift



**5.7x**

Digital Lift



**0.56%**

Exposed Rate



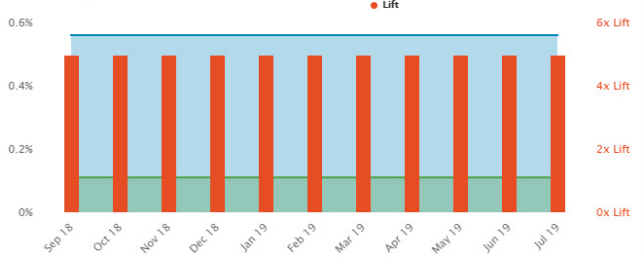
**0.10%**

Baseline Rate

People who saw your digital ads were **5.7 times** more likely to visit your website than the unexposed audience

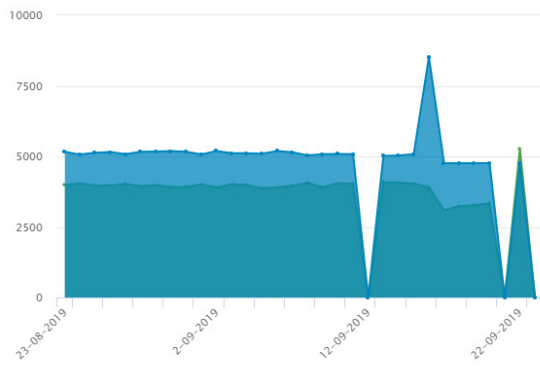
## Lift Trend: Acme Demo Campaign

Lift: 5.3x Exposed Rate: 0.56% Baseline Rate: 0.11%

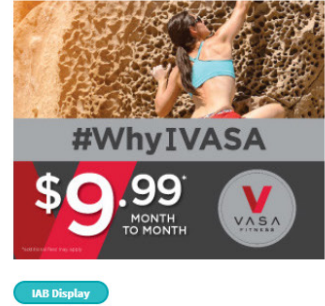


Display Creative Performance

Impressions Clicks Interactions



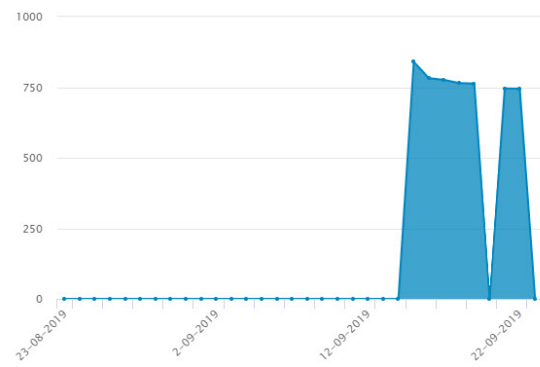
149,935 Impressions 950 Ad Interactions 0.63% Ad Interaction Rate 108 Clicks 0.07% Click Rate



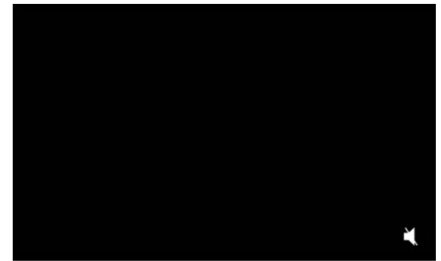
IAB Display

Pre Roll Creative Performance

Impressions Clicks Completions

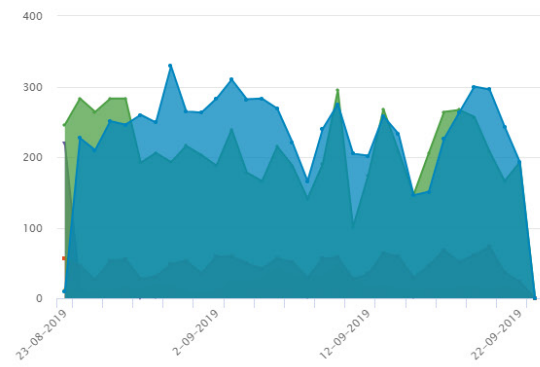


5,417 Impressions 3,518 Completions 64.94% Completion Rate 47 Clicks 0.87% Click Rate



SEM Creative Performance

Impressions Clicks



7,354 Impressions 237 Clicks 3.22% Click Rate 2.87 Avg. Position

Mill Valley Toyota - Toyota Dealer in Mill Valley, CA

<https://www.acme.brandcdn.com/>

Browse Great Savings On All Toyota Models at Mill Valley Toyota.

Mill Valley Toyota, 155 E Main St, Mill Valley, CA, 94941, (925) 452-3202

Apply for Financing

Finance Your Next Car Purchase from Mill Valley Toyota.

Certified Pre-Owned Cars

Certified Pre-Owned Inventory in Mill Valley, CA.

Find Your Next Toyota

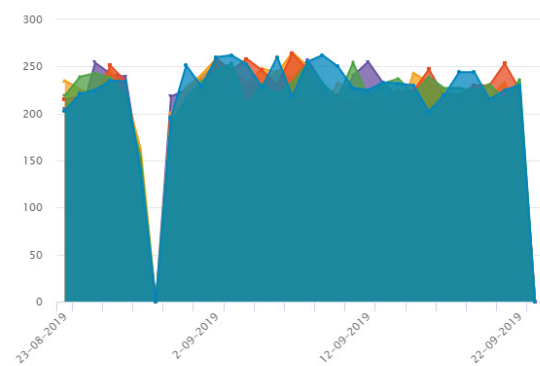
Browse New Toyota Cars & Trucks from Mill Valley Toyota.

Trade-In Value

Get a Trade-In Appraisal from Mill Valley Toyota.

Connected TV Creative Performance

Impressions Completions



6,905 Impressions 6,244 Completions 90.43% Completion Rate

