

City of Fresno – BPAC Safety PSA 00179

Post Campaign Analytics

Campaign Summary

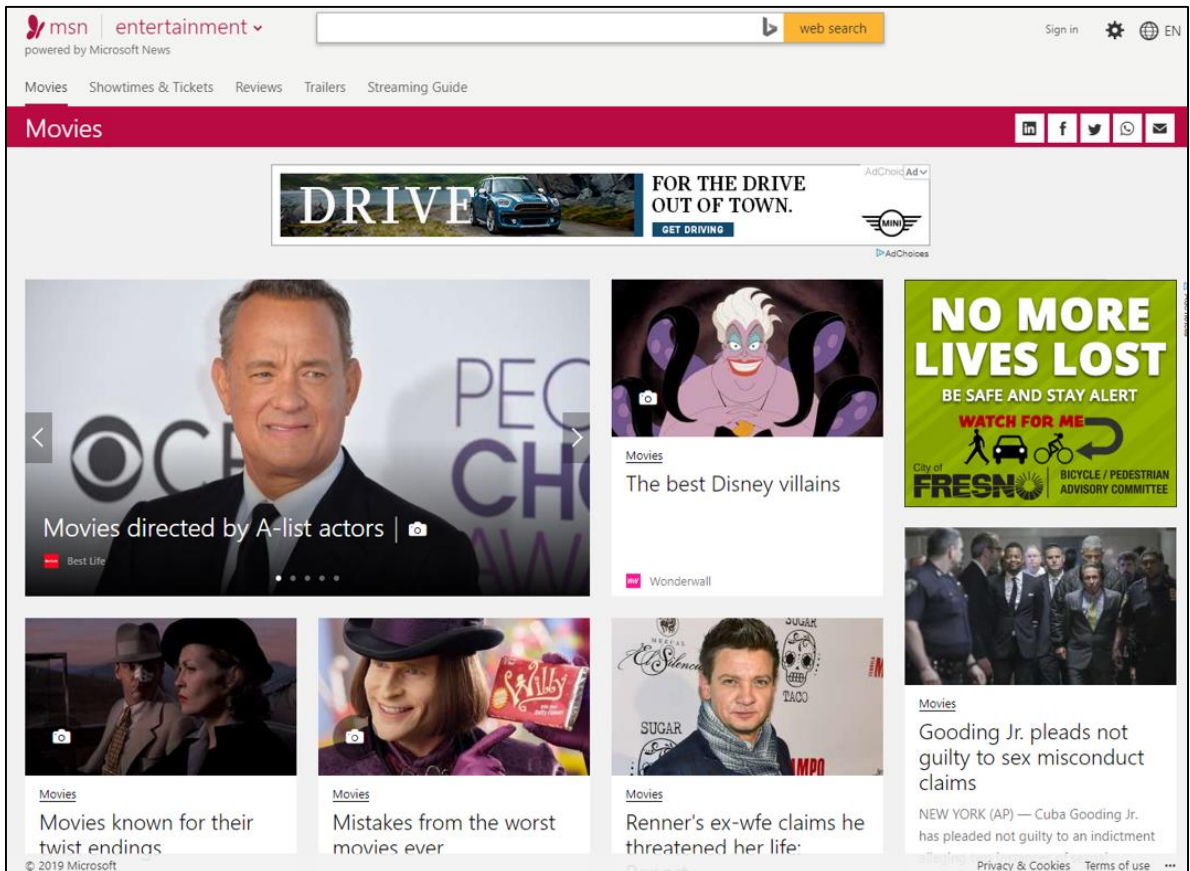
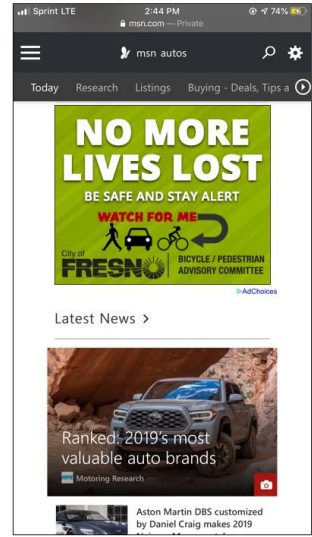
Order Number	1908-00179
Time Frame	10/18/2019-12/20/2019
Budget	\$1,500.00
Contracted Impressions	182,802

Delivery Details

Delivered Impressions	193,652
Delivered Clicks	2,921
Average CTR	1.51%
Over-delivery Impressions	10,850
Over-delivery Value	\$89.03
Delivered eCPM	\$7.75

Product	Contracted Impressions	Net CPM	Net Media	Actual Total Impressions	Total Clicks	Cumulative CTR	Index
Cross Platform Banners	182,802	\$8.21	\$1,500.00	193,652	2,921	1.51%	106%
TOTALS	182,802	\$8.21	\$1,500.00	193,652	2,921	1.51%	106%

Creative Executions



Creative Executions

