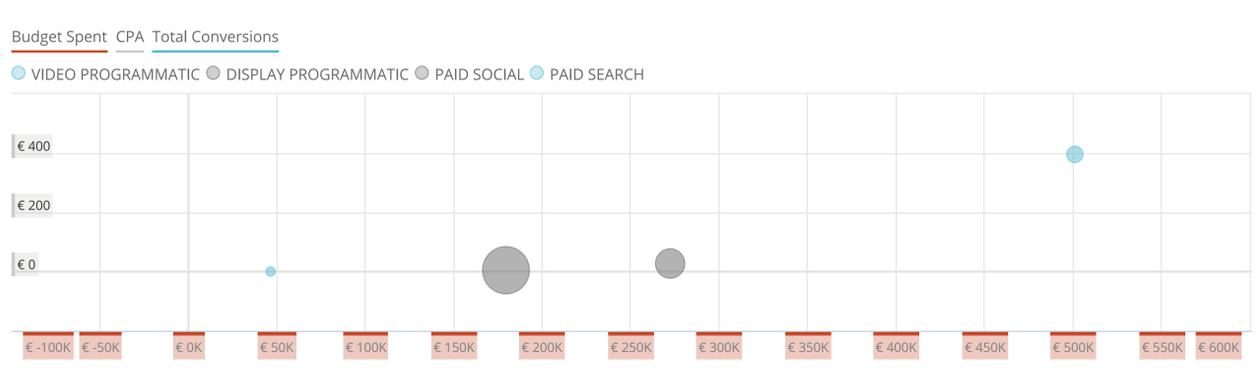
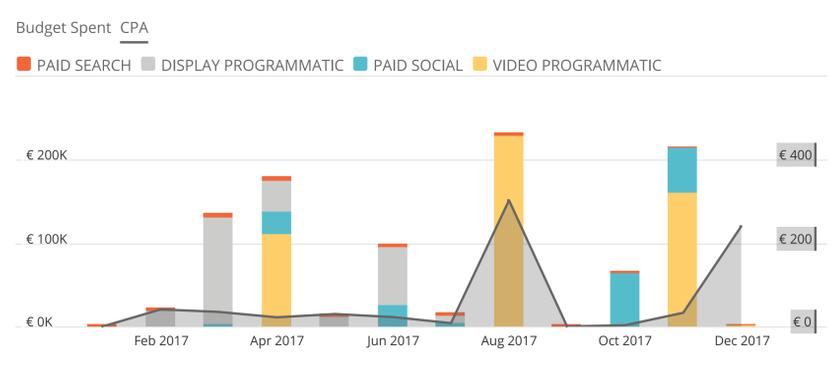
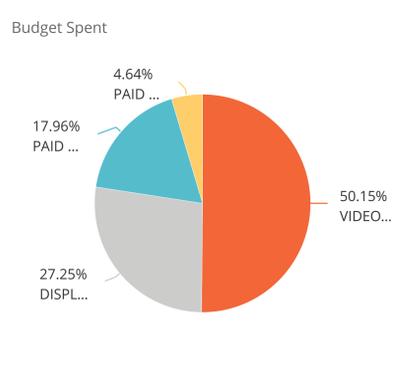


BUDGET SPENT YTD: € 998.441 | CONVERSIONS YTD: 50.069 | CPA YTD: € 20 (Previous Month: € 20) | 2017 CPA GOAL: € 20 (66% of € 30, 209 Days Left (156 Days Elapsed))

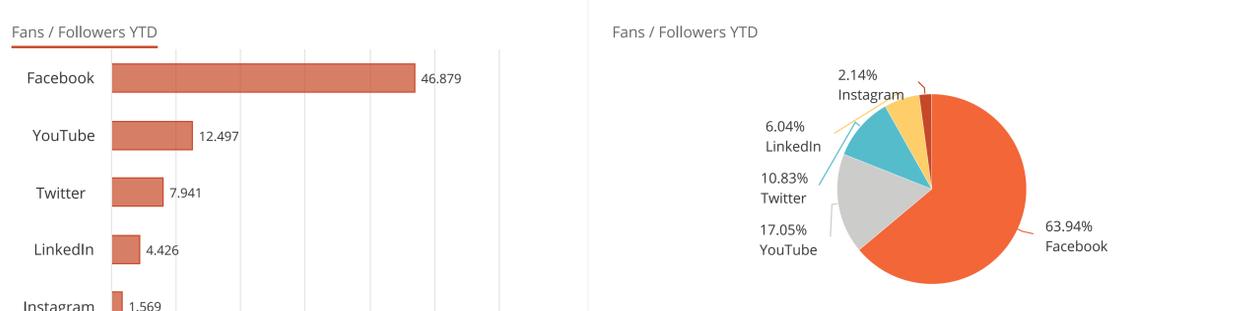
OVERVIEW

Digital Channel	Budget Spent	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
DISPLAY PROGRAMMATIC	€ 272.084			€ 272.084									
PAID SEARCH	€ 46.298	€ 46.298											
PAID SOCIAL	€ 179.293			€ 179.293									
VIDEO PROGRAMMATIC	€ 500.765				€ 500.765								



SOCIAL 2017 Jan 01 - 2017 Dec 31

Facebook: 46.879 FANS | Twitter: 7.941 FOLLOWERS | YouTube: 12.497 SUBSCRIBERS | LinkedIn: 4.426 FOLLOWERS | Instagram: 1.569 FOLLOWERS



SOCIAL NETWORK (FILTER)

Facebook Instagram LinkedIn Twitter YouTube



DISPLAY PROG. 2017 Jan 01 - 2017 Dec 31

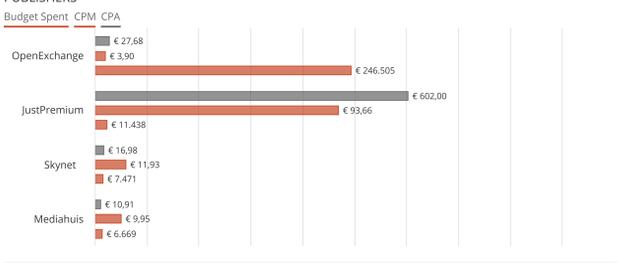
BUDGET SPENT: € 272.084 | CONVERSIONS: 9.975 | CPA: € 27,28 (Previous Month: € 27,28) | CPM: € 4,21 | CTR: 0,25%

CAMPAIGNS OVERVIEW

Campaign Name	Media Cost	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Campaign 1	€ 127.160												
Campaign 2	€ 56.954												
Campaign 3	€ 70.508												
Campaign 4	€ 17.462												

BENCHMARK

Campaign Name	Impressions	Clicks	CTR	Budget Spent	CPM	Total Conversions	CPA
Campaign 1	18.969.523	30.896	0,16%	€ 127.160	€ 6,70	3.623	€ 35,10
Campaign 2	21.740.374	59.857	0,28%	€ 56.954	€ 2,62	2.544	€ 22,39
Campaign 3	22.016.244	65.804	0,30%	€ 70.508	€ 3,20	2.449	€ 28,79
Campaign 4	1.856.612	3.544	0,19%	€ 17.462	€ 9,41	1.359	€ 12,85
<b>Total</b>	<b>64.582.753</b>	<b>160.101</b>	<b>0,25%</b>	<b>€ 272.084</b>	<b>€ 4,21</b>	<b>9.975</b>	<b>€ 27,28</b>



<p><b>CREATIVE 1</b></p> <p>56.653.966 IMPRESSIONS</p> <p>0,26% CTR</p> <p>8.415 CONVERSIONS</p> <p>€ 28 CPA</p>	<p><b>CREATIVE 2</b></p> <p>2.673.024 IMPRESSIONS</p> <p>0,13% CTR</p> <p>907 CONVERSIONS</p> <p>€ 21 CPA</p>	<p><b>CREATIVE 3</b></p> <p>5.255.763 IMPRESSIONS</p> <p>0,14% CTR</p> <p>653 CONVERSIONS</p> <p>€ 26 CPA</p>
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CREATIVES

Campaign Name	Creative Name	Impressions	Clicks	CTR	Budget Spent	CPM	Total Conversions	CPA
Campaign 1	Creative 1	18.969.523	30.896	0,16%	€ 127.160	€ 6,70	3.623	€ 35,10
	Creative 2	18.969.523	30.896	0,16%	€ 127.160	€ 6,70	3.623	€ 35,10
Campaign 2	Creative 1	21.740.374	59.857	0,28%	€ 56.954	€ 2,62	2.544	€ 22,39
	Creative 2	20.683.111	58.034	0,28%	€ 42.257	€ 2,04	1.816	€ 23,27
Campaign 3	Creative 1	22.016.244	1.057.263	0,17%	€ 14.697	€ 13,90	728	€ 20,19
	Creative 2	15.144.720	65.947	0,30%	€ 49.435	€ 3,26	1.617	€ 30,79
	Creative 3	1.615.761	1.751	0,11%	€ 4.311	€ 2,67	179	€ 24,08
Campaign 4	Creative 1	1.856.612	3.544	0,19%	€ 17.462	€ 9,41	1.359	€ 12,85
	Creative 2	1.856.612	3.544	0,19%	€ 17.462	€ 9,41	1.359	€ 12,85
<b>Total</b>		<b>64.582.753</b>	<b>160.101</b>	<b>0,25%</b>	<b>€ 272.084</b>	<b>€ 4,21</b>	<b>9.975</b>	<b>€ 27,28</b>