



viamedia

May 1 – May 31, 2023
Online Report

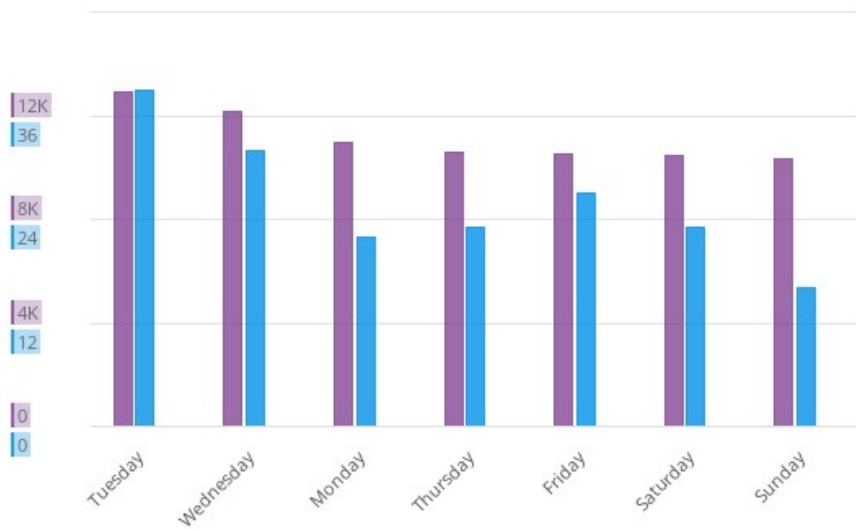


Performance Recap

Ad Unit	Start Date	End Date	Audience	Impressions	Clicks	CTR %
Display	5/1/23	5/31/23	Adults 18+; Persons searching for recovery, rehab, alcoholic, alcoholism, AA meeting	57,750	114	0.20%
MAM	5/1/23	5/31/23		20,250	68	0.34%
				78,000	182	0.23%

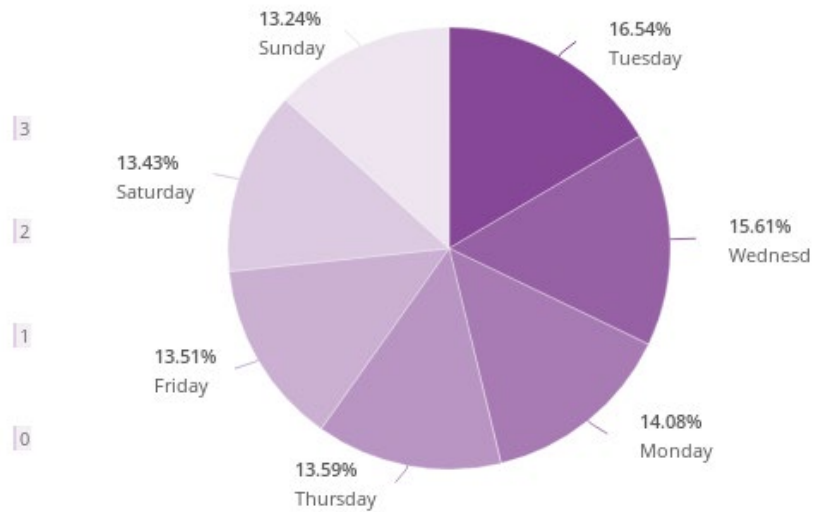
Delivery by Weekday

Impressions Clicks Media Views



Impressions by Weekday

Impressions



DISPLAY RECAP



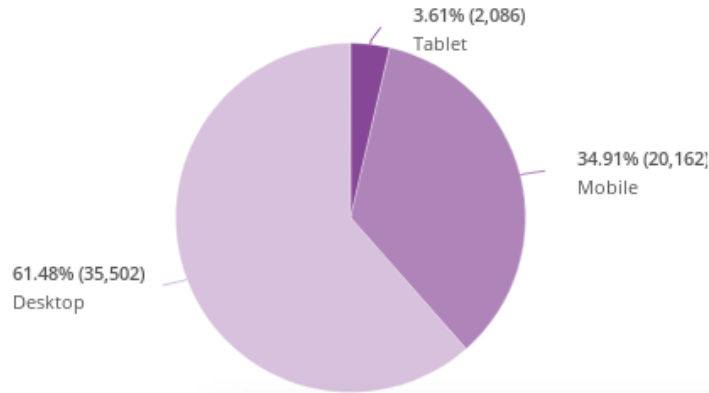
Ad Unit	Start Date	End Date	Audience	Impressions	Clicks	Conversions	CTR %
Display	5/1/23	5/31/23	Adults 18+; Persons searching for recovery, rehab, alcoholic, alcoholism, AA meeting	78,000	182	53	0.23%
				67,566	678	53	1.00%

Impressions Clicks



DISPLAY AD CREATIVE PERFORMANCE AND TOP DEVICES

Impressions



If you want to stop drinking, we can help.

AALV.org

24 hour Hotline:
610-882-0558

If you want to stop drinking, we can help.



24 hour A.A. Hotline
610-882-0558

PERFORMANCE BY CREATIVE

Creative	Placement	Impressions	Clicks	CTR %
300 x 250	Display All Screen	28,925	33	0.11%
320 x 50	Display All Screen	11,970	64	0.53%
728 x 90	Display All Screen	10,770	9	0.08%
160 x 600	Display All Screen	3,881	5	0.13%
300 x 600	Display All Screen	2,183	3	0.14%
320 x 480	Display All Screen	21	0	0.00%

If you want to stop drinking, we can help.

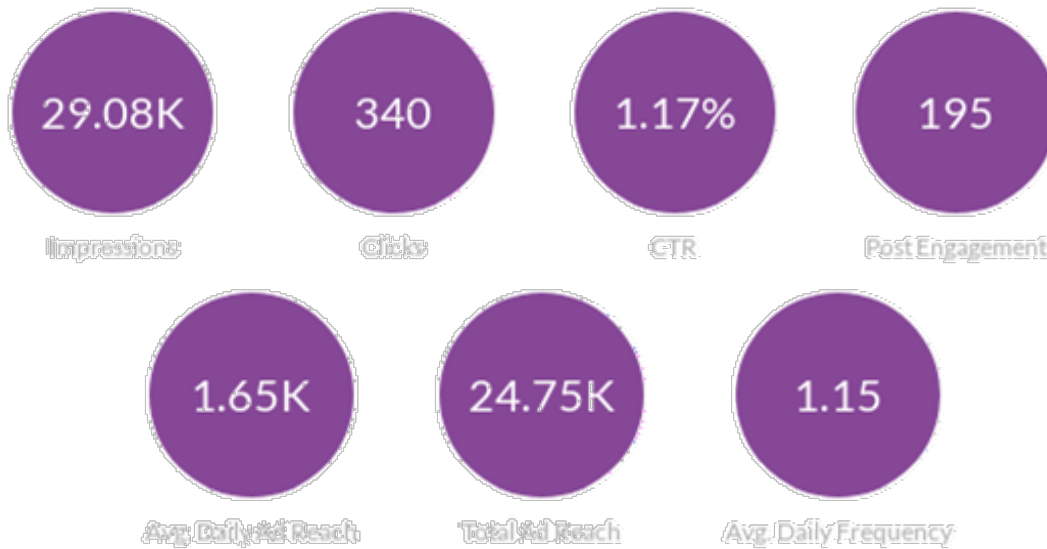
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24 HOUR
HOTLINE

610-882-0558

SOCIAL DISPLAY OVERVIEW



**Warren County Hot Air Balloon Festivals**
Sponsored · ⋮ ✕

Don't miss the Hot Air Balloon Festival, Washington NJ. Balloon Rides, Entertainment, Balloomination Balloon Glow... 6/2-4.



Get Your Tickets Now
June 2 – 4, 2...

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Get Your Tickets
June 2

MOBILE AD MESSENGER DELIVERY ANALYSIS

Ad Unit	Impressions	Clicks	CTR
MAM	20.250	68	0.34%

If you want to drink that's your business. If you want to stop, we can help! Click for more.



Top Geos

City	Zip Code	Imps	Clicks	CTR %
Allentown	18102	5,950	15	0.25 %
Bethlehem	18017	5,495	20	0.36 %
Easton	18042	5,034	6	0.12 %
Allentown	18104	4,835	7	0.14 %
Allentown	18103	4,456	5	0.11 %
Easton	18045	4,174	4	0.10 %
Bethlehem	18015	3,842	7	0.18 %
Macungie	18062	3,587	28	0.78 %
Bethlehem	18020	3,475	9	0.26 %
Whitehall	18052	3,267	3	0.09 %
Bethlehem	18018	3,197	7	0.22 %
Nazareth	18064	2,453	2	0.08 %
Emmaus	18049	2,342	7	0.30 %
Allentown	18109	2,130	4	0.19 %
Northampton	18067	1,990	9	0.45 %
Bangor	18013	1,666	9	0.54 %
Easton	18040	1,590	5	0.31 %
Slatington	18080	1,413	8	0.57 %
Breinigsville	18031	1,392	0	0.00 %
Center Valley	18034	1,375	0	0.00 %
Allentown	18106	1,367	3	0.22 %
Allentown	18101	1,301	2	0.15 %
Coopersburg	18036	1,238	2	0.16 %
Schnecksville	18078	1,195	1	0.08 %
Hellertown	18055	1,069	3	0.28 %
Walnutport	18088	973	4	0.41 %
Catasauqua	18032	769	1	0.13 %