

Delivery Report

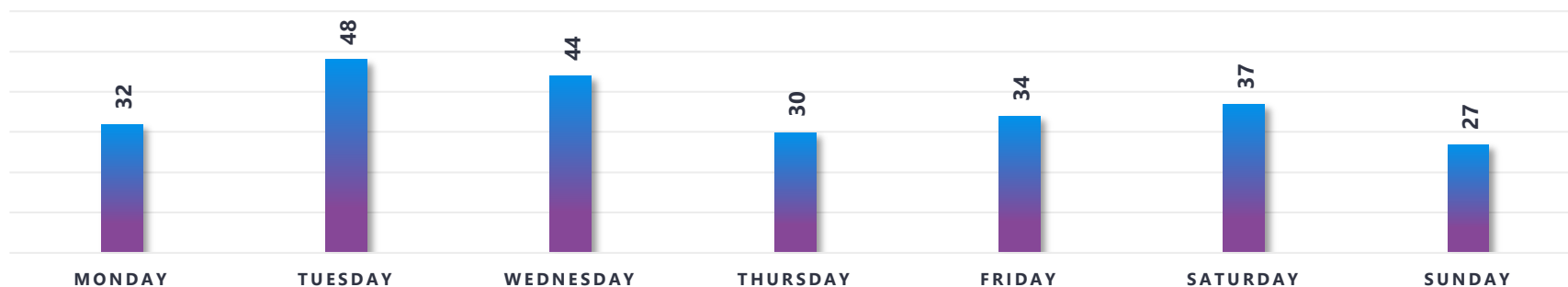


May - July, 2023

 **viamedia**

Ad Unit	Start Date	End Date	Audience	Impressions	Clicks	CTR	Conversions
Display	5/1/23	5/31/23	A18+, Persons searching for recovery, rehab, AA meeting, alcoholic, alcoholism, CATEGORY: depression, substance abuse, cocktails/beer, wine	57,750	114	0.20%	58
Display	5/1/23	5/31/23		57,750	44	0.08%	113
MAM	7/1/23	7/31/23	A18+, Persons searching for recovery, rehab, AA meeting, alcoholic, alcoholism,	20,250	68	0.34%	0
MAM	7/1/23	7/31/23		20,251	26	0.13%	0
Totals				156,001	252	0.16%	171

CLICKS BY DAY OF WEEK



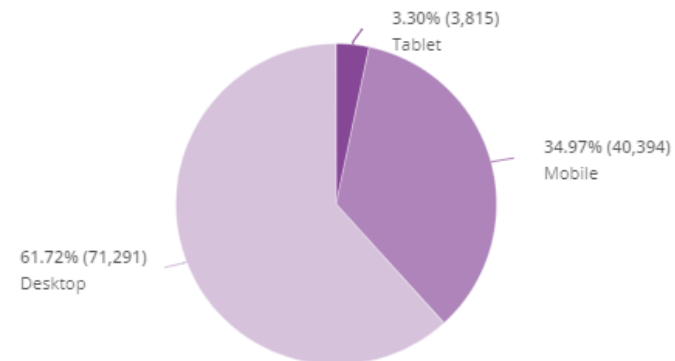
DISPLAY DELIVERY ANALYSIS

Ad Unit	Impressions	Clicks	CTR	Conv
Display	115,500	158	0.14%	171

Creative	Impressions	Clicks	CTR	Conv
aalv-300x250.jpg	62,941	50	0.08 %	133
aalv-320x50.jpg	21,799	75	0.34 %	15
aalv-728x90.jpg	18,667	14	0.07 %	10
aalv-160x600.jpg	7,513	12	0.16 %	2
aalv-300x600.jpg	4,397	7	0.16 %	11
aalv-320x480.jpg	183	0	0.00 %	0
	115,500	158	0.14 %	171

DEVICE TYPE

Impressions



24 Hour Local
A.A. Hotline **610-882-0558**

If you want to stop
drinking, we can help.

AALV.org

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MAM DELIVERY ANALYSIS



Impressions

40,501

Clicks

94

CTR

0.23 %

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

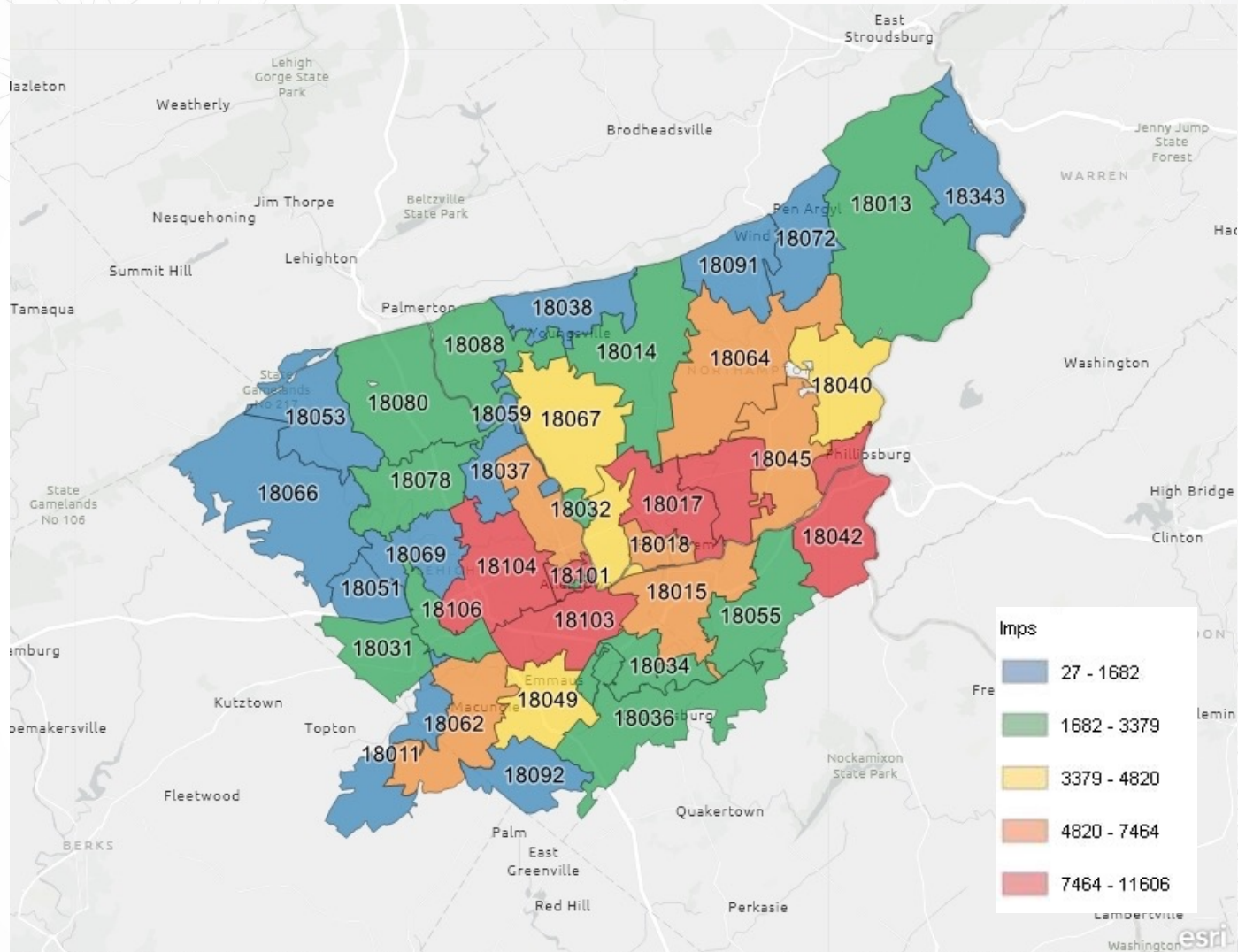


If you want to drink that's your

TOP GEOS



Zip Code	Impressions	Clicks	CTR
18102	11,606	21	0.18 %
18103	10,610	13	0.12 %
18017	10,598	23	0.22 %
18042	9,638	14	0.15 %
18104	9,510	9	0.09 %
18020	7,464	9	0.12 %
18015	7,326	12	0.16 %
18045	7,291	5	0.07 %
18018	6,560	8	0.12 %
18052	6,527	8	0.12 %
18062	6,470	31	0.48 %
18064	4,820	3	0.06 %
18109	4,567	6	0.13 %
18049	4,480	7	0.16 %
18067	4,323	10	0.23 %
18040	3,379	8	0.24 %
18013	3,274	10	0.31 %
18080	3,246	9	0.28 %
18106	2,848	5	0.18 %
18031	2,773	0	0.00 %
18101	2,651	7	0.26 %
18034	2,407	1	0.04 %
18036	2,352	3	0.13 %
18078	2,347	1	0.04 %
18014	1,991	3	0.15 %
18055	1,980	5	0.25 %
18032	1,947	1	0.05 %
18088	1,682	5	0.30 %
18037	1,513	0	0.00 %
18069	1,391	1	0.07 %



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