

Delivery Report



May - November, 2023

 **viamedia**

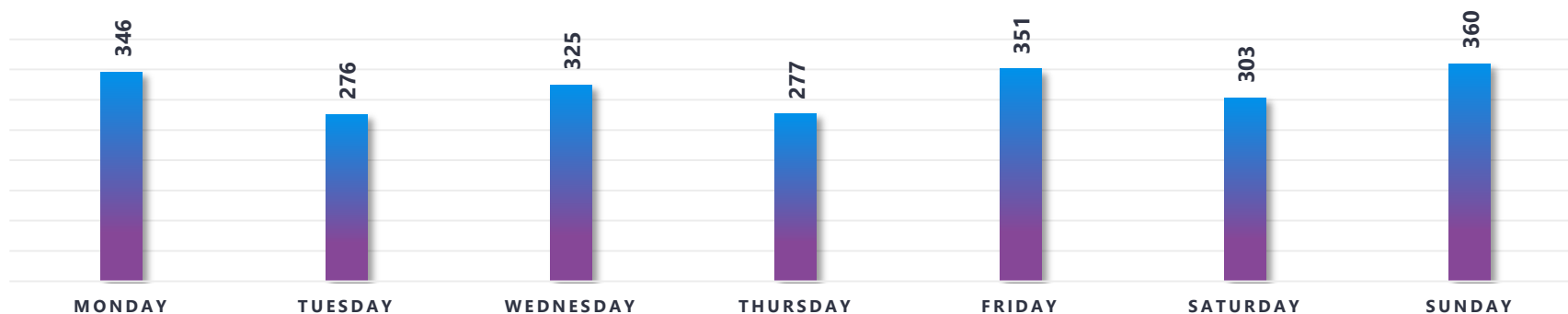
DELIVERY RECAP



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	7/1/23	7/31/23		57,750	44	0.08	120
Display*	9/1/23	11/30/23		173,304	129	0.07%	190
MAM	5/1/23	5/31/23	A18+, Persons searching for recovery, rehab, AA meeting, alcoholic, alcoholism,	20,250	68	0.34%	--
MAM	7/1/23	7/31/23		20,251	26	0.13%	--
MAM	9/1/23	11/30/23		61,313	1,881	3.07%	--
Totals				390,618	2,262	0.58%	368

* October was added in August

CLICKS BY DAY OF WEEK



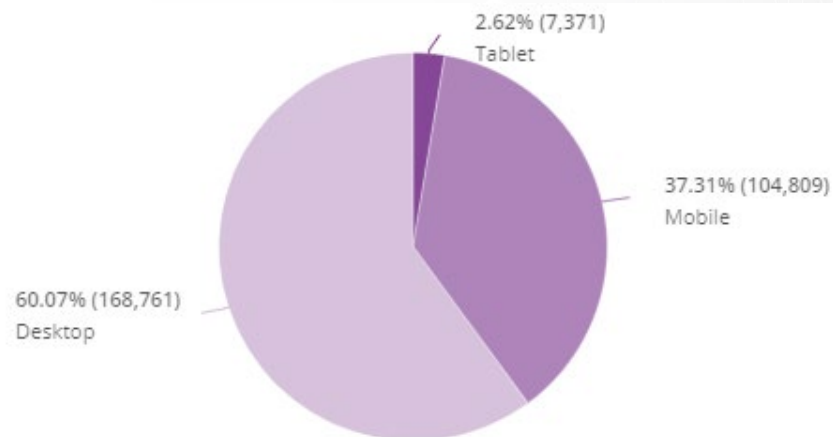
DISPLAY DELIVERY ANALYSIS



Ad Unit	Impressions	Clicks	CTR	Conv
Display	288,804	287	0.10%	368

Creative	Impressions	Clicks	CTR	Conv
aalv-300x250.jpg	157,044	101	0.06 %	248
aalv-320x50.jpg	66,331	132	0.20 %	52
aalv-728x90.jpg	41,028	24	0.06 %	14
aalv-160x600.jpg	15,221	15	0.10 %	35
aalv-300x600.jpg	8,780	15	0.17 %	19
aalv-320x480.jpg	400	0	0.00 %	0
	288,804	287	0.10%	368

DEVICE TYPE



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

If you want to stop
drinking, we can help.

AALV.org

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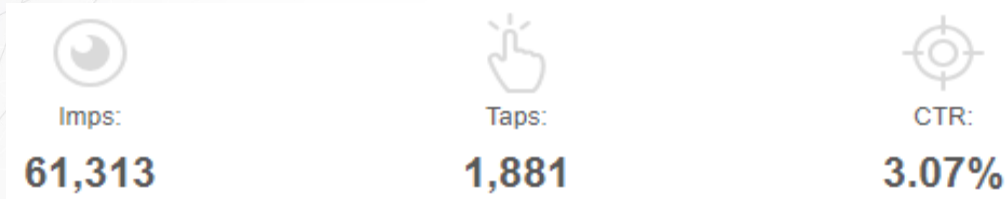
MAM DELIVERY ANALYSIS



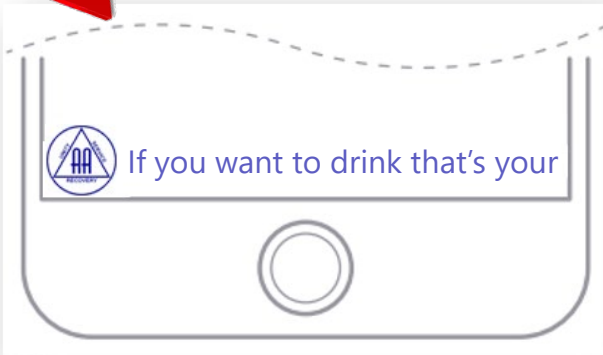
MAY + JULY RECAP



SEPTEMBER – NOVEMBER RECAP



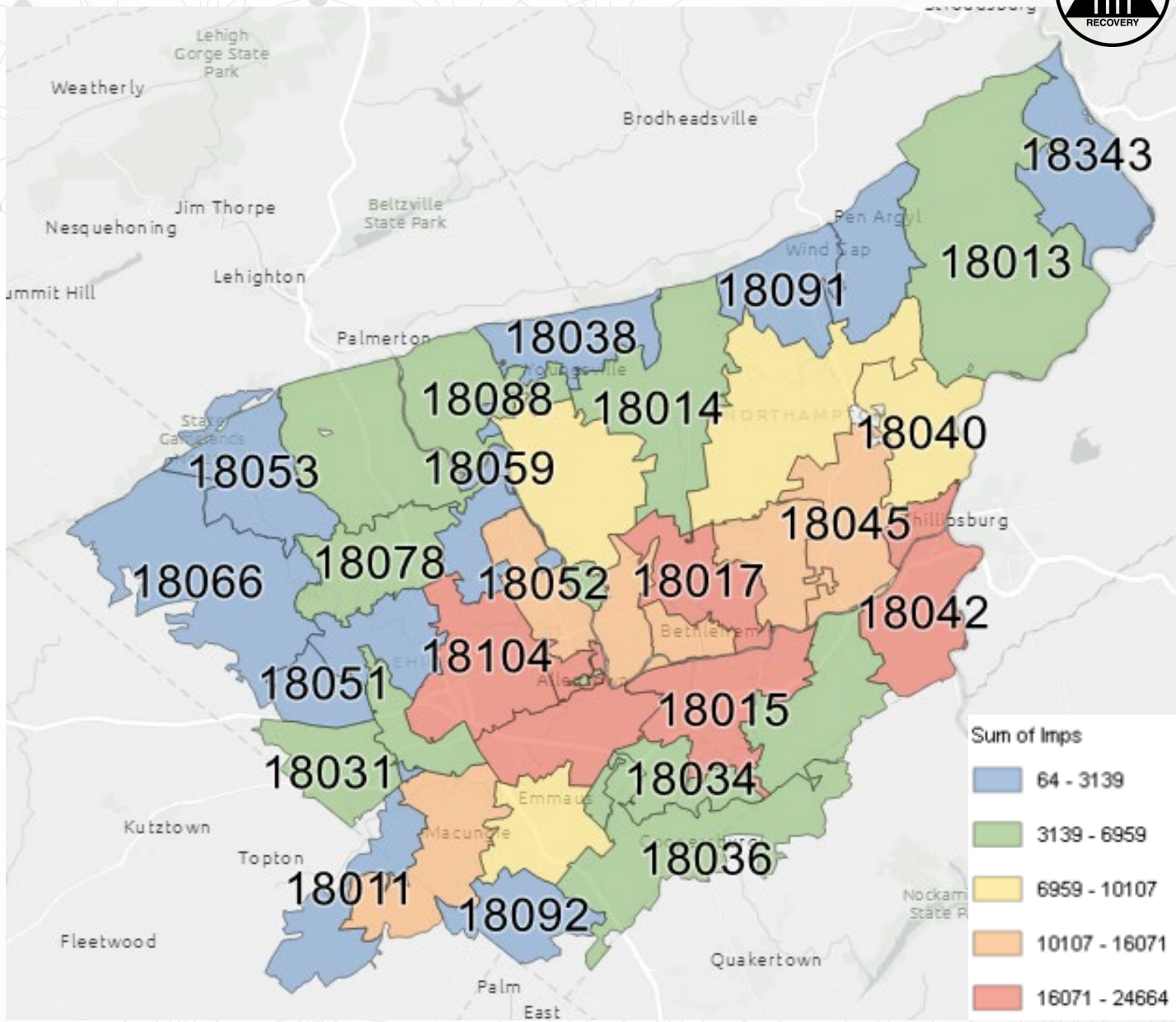
If you want to drink that's your business. If you want to stop, we can help! Click for more. ❤️



TOP GEOS



Zip Code	Impressions	Clicks	CTR
18102	24,664	29	0.12 %
18104	23,479	20	0.09 %
18017	22,497	32	0.14 %
18103	21,131	18	0.09 %
18042	20,705	20	0.10 %
18015	16,071	22	0.14 %
18018	14,859	19	0.13 %
18020	14,484	17	0.12 %
18052	14,103	16	0.11 %
18045	13,724	9	0.07 %
18062	12,725	35	0.28 %
18109	10,107	9	0.09 %
18049	9,533	9	0.09 %
18064	9,368	11	0.12 %
18067	8,114	13	0.16 %
18040	6,959	10	0.14 %
18013	6,578	12	0.18 %
18031	6,391	0	0.00 %
18106	6,194	6	0.10 %
18080	6,159	9	0.15 %
18101	5,874	8	0.14 %
18034	5,660	3	0.05 %
18036	4,913	4	0.08 %
18078	4,582	3	0.07 %
18014	4,200	5	0.12 %
18032	4,054	4	0.10 %
18055	4,004	6	0.15 %
18088	3,139	7	0.22 %
18037	3,084	0	0.00 %
18069	2,900	2	0.07 %
18011	2,638	5	0.19 %
18066	2,244	2	0.09 %
18072	2,220	4	0.18 %
18091	2,100	1	0.05 %
18051	1,780	2	0.11 %



CABLE DELIVERY RECAP

Tactic	May*	July	Sept.	Oct.**	Nov.	Total
Monthly Spend	\$100	\$300	\$200	\$200	\$200	\$1,000

*Half of the month did not run due to a system failure. The missed amount was applied to July.

**Additional month added in August.

Cable Channels



Total Campaign Investment

Months*	Cable	Display	MAM
May	\$200	\$500	\$200
July	\$200	\$500	\$200
September	\$200	\$500	\$200
October**	\$200	\$500	\$200
November	\$200	\$500	\$200
December	\$200	\$500	\$200

*Months were chosen based on when people were more likely to drink.

**Additional month added later in the year.