



INSIGHT REPORT

Advertiser Name : Flamingo Land - Mediacom Manchester

Date Range : 2016-05-01 - 2016-06-30

Sales

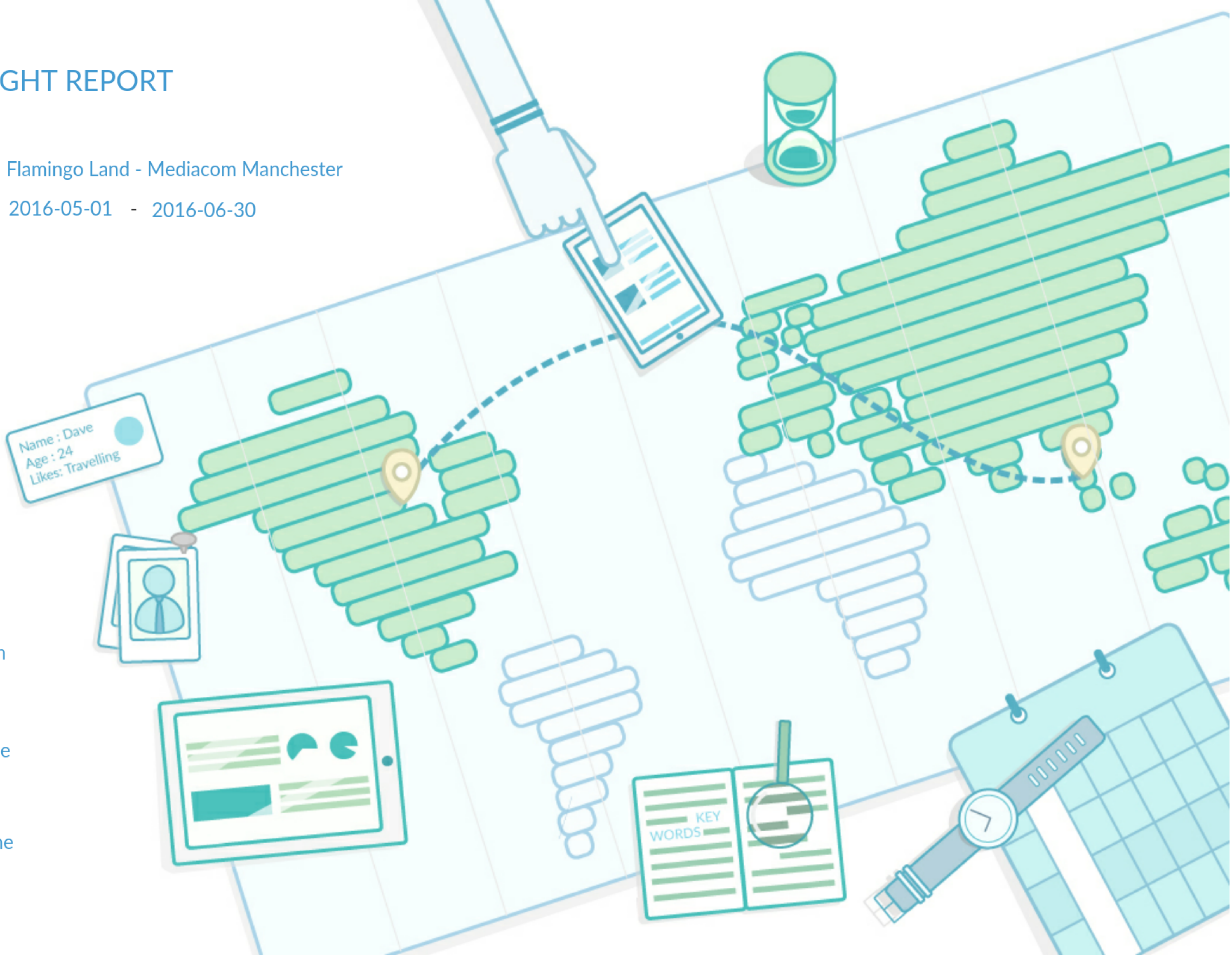
Enter Sales Person

Trader

Enter Trader Name

Analyst

Enter Analyst name



KEY INSIGHTS

WHO ?

 GENDER

Female

 INCOME

£25k-£30k

 AGE

35 to 44

 RELATIONSHIP

Married

 GENERAL INTERESTS

Cooking Enthusiast
Celebrity Enthusiast
Family Oriented
Photography Enthusiast

WHAT ?

TOP CATEGORIES	CVR
Home&Garden	84.28%
Hobbies&Interests	40.61%
Sports	22.36%
Society	7.68%



TOP KEYWORDS	CVR
mail	7.48%
live	0.84%

TOP DOMAINS	CVR
zoopla.co.uk	84.28%
match.com	7.68%
ebay.co.uk	4.01%

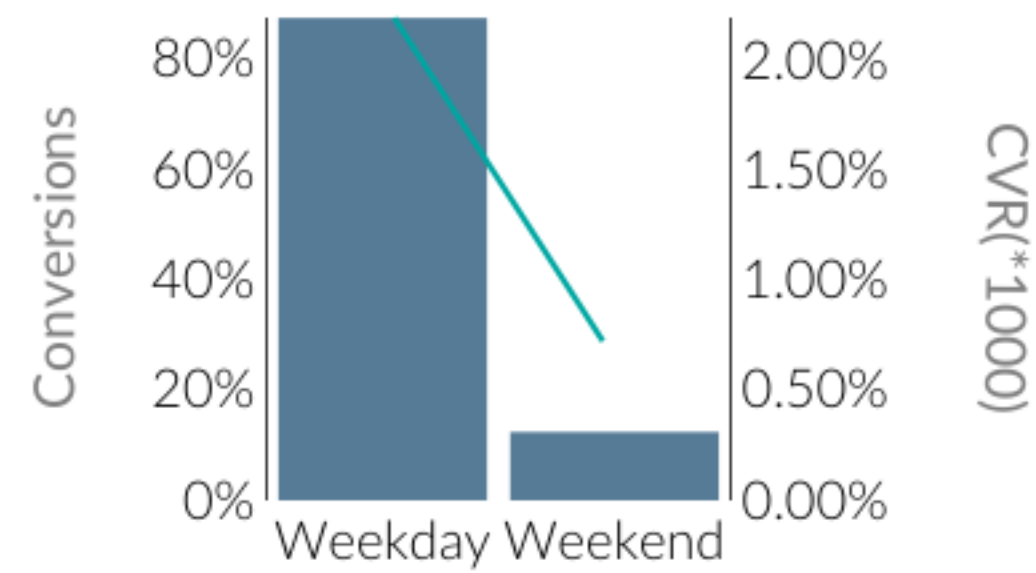
WHERE ?

TOP REGIONS	CVR
Scotland	3.69%
North East	2.09%
Yorkshire and the Humber	1.59%
North West	0.98%

 Best Performing City

Stoneyburn

WHEN ?



 Best Performing Days

Thursday
Tuesday

 Most Influential Day

Sunday

 Best Performing Time Slot

Evening
5pm - 10pm

 Time Lag

14d: 23h:
Days :: Hours :: Minutes

HOW ?

 Best Performing Device

PC

 Best Performing Creative Size

300x600

 Best Performing Impression Frequency

>10 Imps

NOTES

All sections in this slide have a default filter on the feature having served at least 1% of the total impressions

TIME LAG

		Minimum	Maximum	Average
0 - 20 %		0d: 12h: 42m	5d: 0h: 58m	2d: 2h: 58m
20 - 40 %		7d: 12h: 23m	12d: 0h: 14m	9d: 5h: 30m
40 - 60 %		13d: 18h: 23m	21d: 0h: 45m	19d: 1h: 9m
60 - 80 %		21d: 0h: 45m	21d: 0h: 47m	21d: 0h: 46m
80 - 100 %		21d: 0h: 47m	29d: 9h: 13m	25d: 2h: 42m



Average Time Lag to Conversion
14d: 23h: 42m
Days :: Hours :: Minutes



NOTES

Time lag buckets represent a scale of time for the quickest (0-20%) to the slowest (80-100%) conversions post an impression. Minimum and Maximum lag denote the corresponding time lag for each bucket.

All the metrics are calculated within the specific time buckets.

CONVERSION INTERVALS

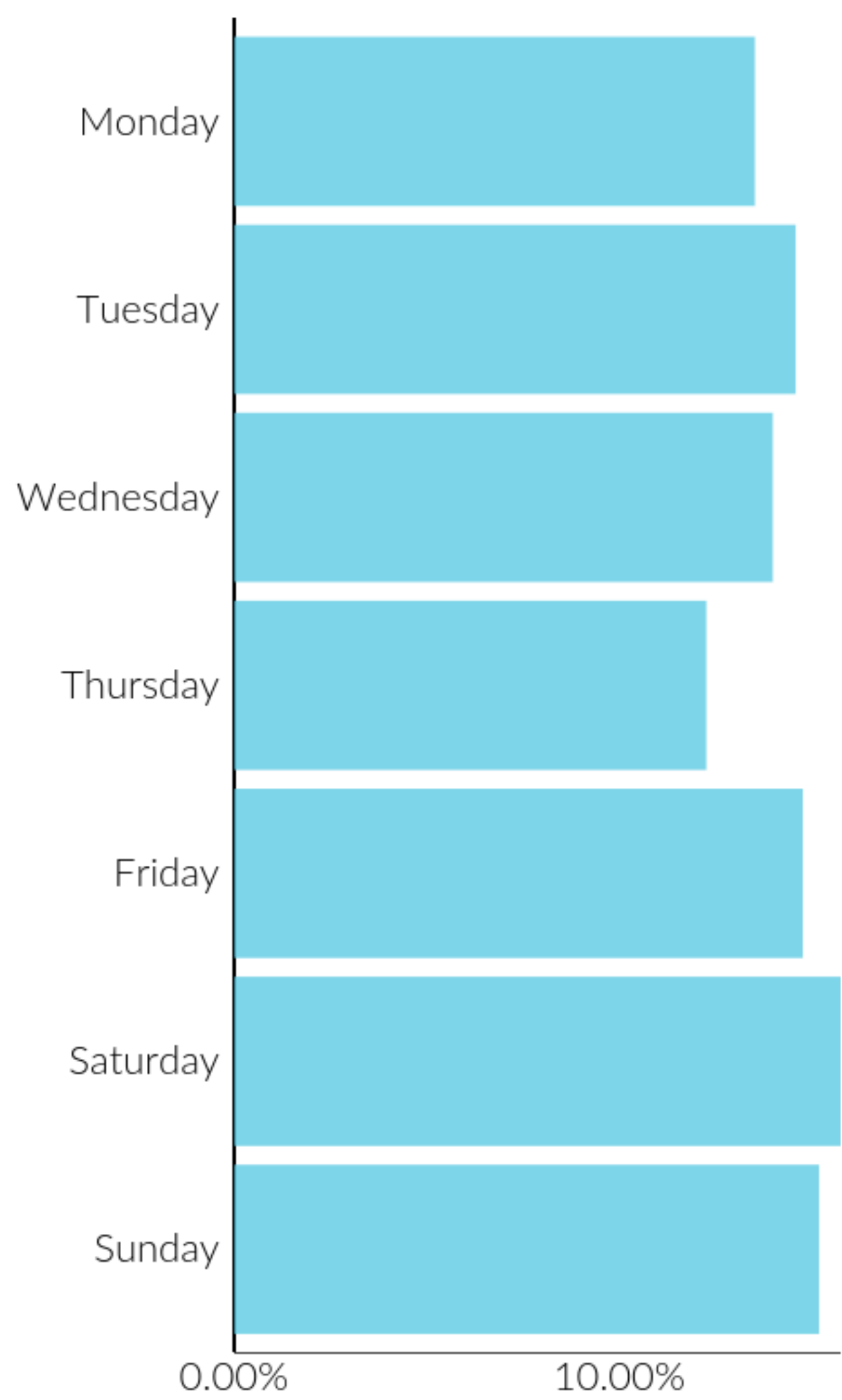
0 - 20 %		20 - 40 %		40 - 60 %		60 - 80 %		80 - 100 %	
TOP DOMAINS		TOP DOMAINS		TOP DOMAINS		TOP DOMAINS		TOP DOMAINS	
Top Domains	Conv.%	Top Domains	Conv. %	Top Domains	Conv.%	Top Domains	Conv.%	Top Domain	Conv. %
ebay.co.uk	75.00%	ign.com	42.86 %	ebay.co.uk	40.00%	zoopla.co.uk	82.35%	ebay.co.uk	25.00
accuweather.com	12.50%		%	autotrader.co.uk	20.00%	chroniclelive.co.uk	11.76%		%
outlook.com	12.50%	mail.yahoo.com	28.57 %	zoopla.co.uk	20.00%	match.com	5.88%	futwiz.com	25.00
			%						%
TOP CREATIVE		TOP CREATIVE		TOP CREATIVE		TOP CREATIVE		TOP CREATIVE	
160x600		300x250		728x90		728x90		300x250	

DAY OF INFLUENCE

DAY OF WEEK



DAY WISE IMPRESSION SPLIT



RESULTANT CVR%

Monday	0.00%
Tuesday	0.00%
Wednesday	0.00%
Thursday	0.39%
Friday	0.65%
Saturday	0.00%
Sunday	1.57%

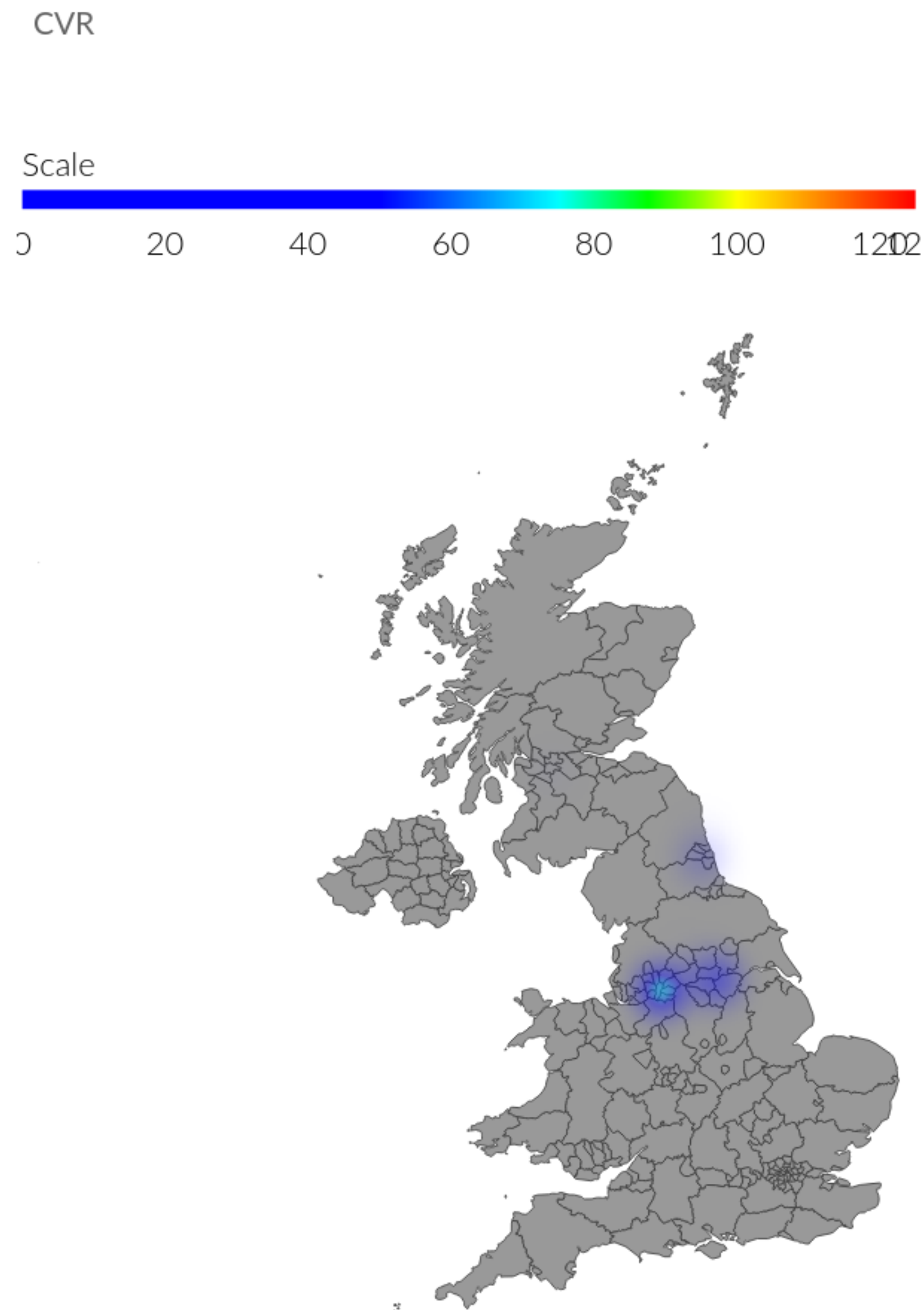
RESULTING CONVERSION DISTRIBUTION

Mon	Tue	Wed	Thu	Fri	Sat	Sun
0%	0%	0%	0%	0%	0%	0%
Tue	Wed	Thu	Fri	Sat	Sun	Mon
0%	0%	0%	0%	0%	0%	0%
Wed	Thu	Fri	Sat	Sun	Mon	Tue
0%	0%	0%	0%	0%	0%	0%
Thu	Fri	Sat	Sun	Mon	Tue	Wed
100%	0%	0%	0%	0%	0%	0%
Fri	Sat	Sun	Mon	Tue	Wed	Thu
0%	0%	100%	0%	0%	0%	0%
Sat	Sun	Mon	Tue	Wed	Thu	Fri
0%	0%	0%	0%	0%	0%	0%
Sun	Mon	Tue	Wed	Thu	Fri	Sat
0%	20%	80%	0%	0%	0%	0%

NOTES

"Resultant CVR" is the CVR obtained as a result of the impressions delivered on the given weekday. Only the conversions within a rolling 7-day window of the delivered impression have been considered

GEOGRAPHICAL DISTRIBUTION



NOTES

Default view shows cities or postal codes that delivered at least 0.05% of the total impressions across all cities or postal codes respectively.

PERFORMING POSTCODES

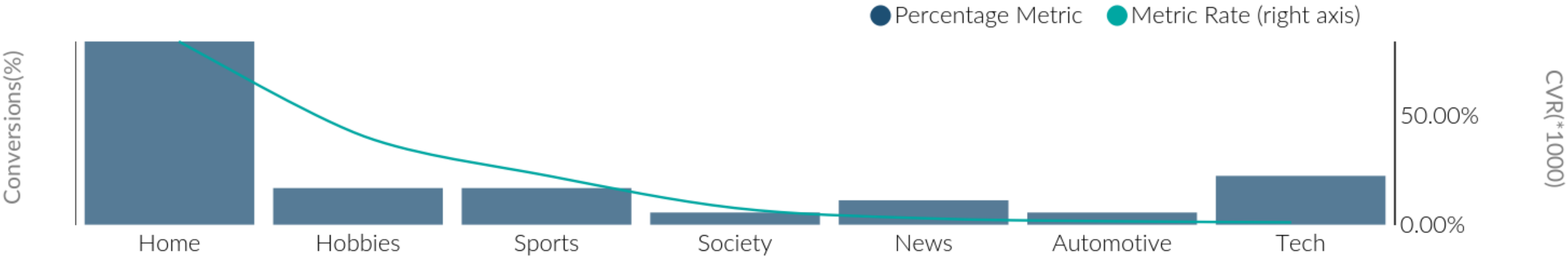
TOP CITIES

City	Imps	Convs	Clicks	CVR	CTR
Glasgow	86254	14	27	16.23%	0.03%
Manchester	123722	7	52	5.66%	0.04%
Leeds	78760	1	34	1.27%	0.04%
Aberdeen	17537	0	4	0.00%	0.02%
Blackpool	17820	0	13	0.00%	0.07%

TOP POSTAL CODES

City	Postal Code	Imps	Convs	Clicks	CVR	CTR
Manchester	m9 6rx	349	3	0	859.60%	0.00%
Manchester	m23 9be	410	2	1	487.80%	0.24%
Sharlston Common	wf4 1aa	333	1	0	300.30%	0.00%
ShIPLEY	bd18 1aa	892	1	0	112.11%	0.00%
Glasgow	g42 0aa	41852	14	6	33.45%	0.01%
Manchester	m40 0ab	61010	1	22	1.64%	0.04%
Billingham	ts23 1ab	927	0	3	0.00%	0.32%
Wallsend	ne28 9rz	324	0	2	0.00%	0.62%
Birkenhead	ch41 7ag	640	0	2	0.00%	0.31%
Annan	dg12 5aa	353	0	1	0.00%	0.28%

ENVIRONMENT



NOTES

Keywords are taken from the URLs where impressions were served

BEST PERFORMING CATEGORIES

Home&Garden

Top Subcategory Real estate

TOP KEYWORDS

- Dredirecturl
- Owasuffix
- Mail
- Live

TOP DOMAINS

CVR

zoopla.co.uk 84.28%

Hobbies&Interests

Top Subcategory Video & Computer Games

TOP KEYWORDS

TOP DOMAINS

CVR

ign.com 40.61%

Sports

Top Subcategory Football

TOP KEYWORDS

TOP DOMAINS

CVR

chroniclelive.co.uk 25.27%
futwiz.com 18.18%

Society

Top Subcategory Relationships and Dating

TOP KEYWORDS

TOP DOMAINS

CVR

match.com 7.68%

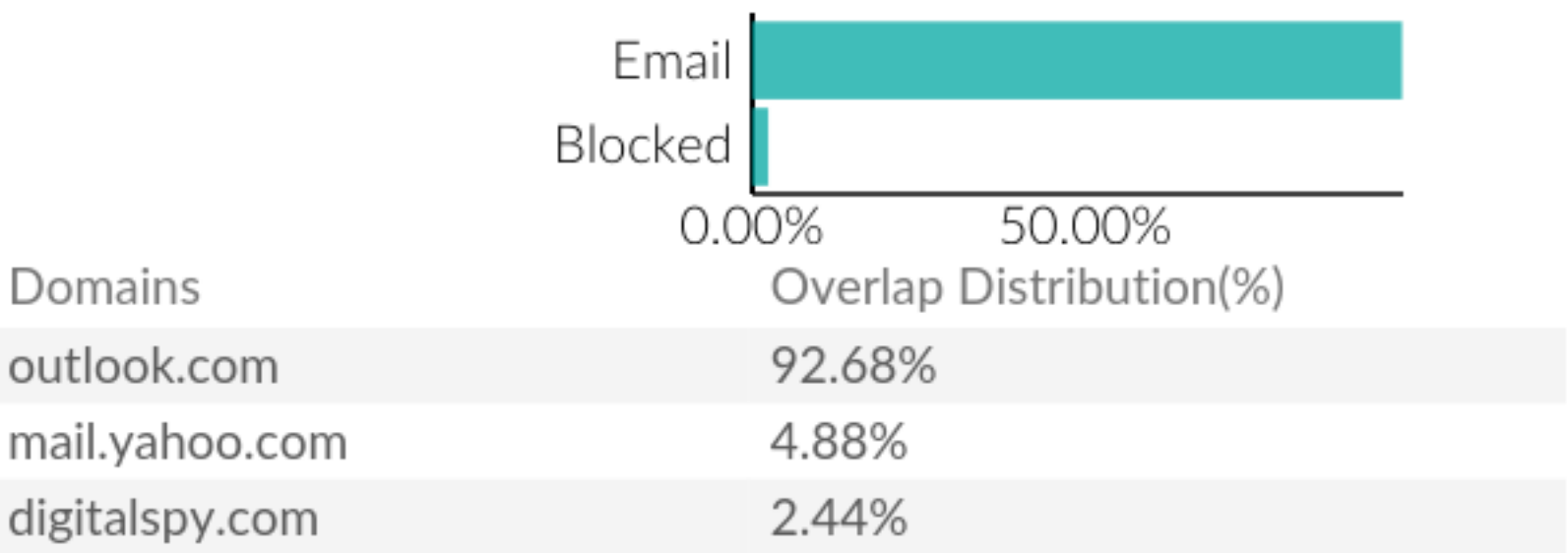
PERFORMING URLS

https://dub114.mail.live.com/default.aspx?id=64855&owa=1&owasuffix=owa%2f%3fbO%3d1%26lex%3dredirecturl%2f

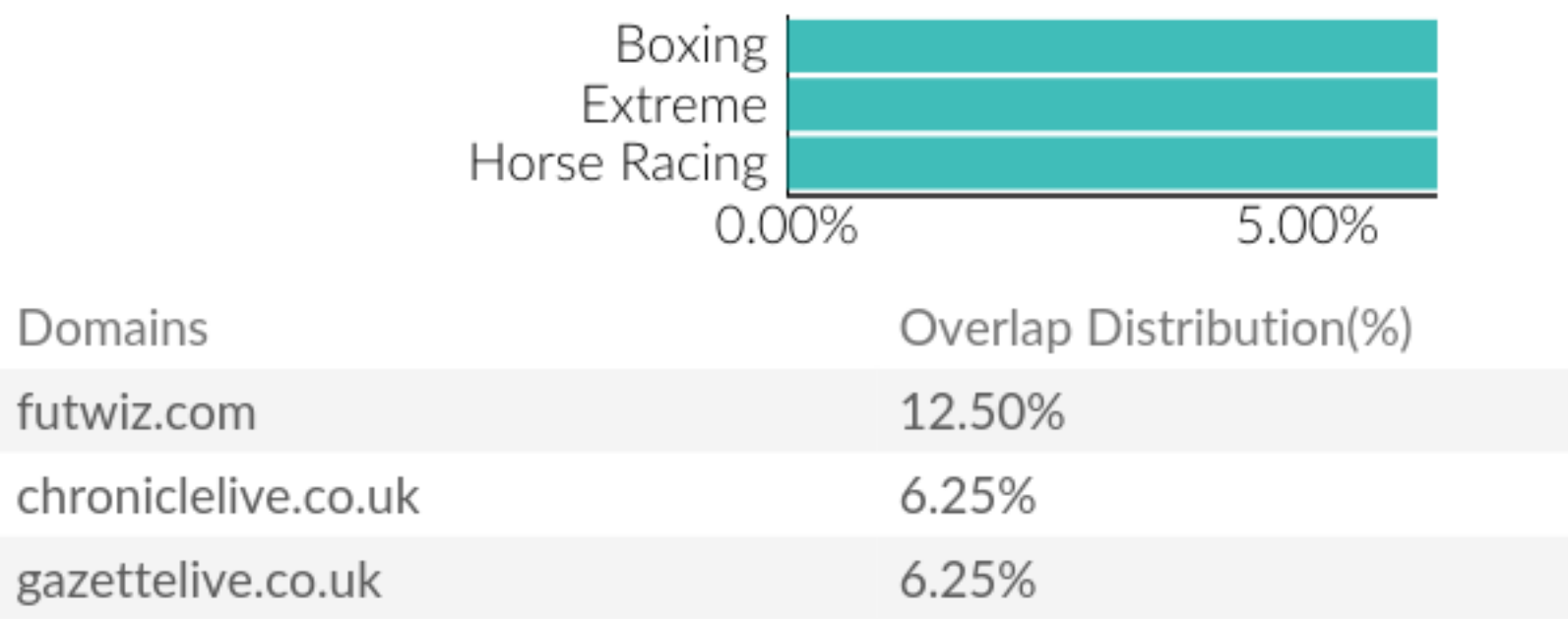
USER JOURNEY

PRE - EVENT

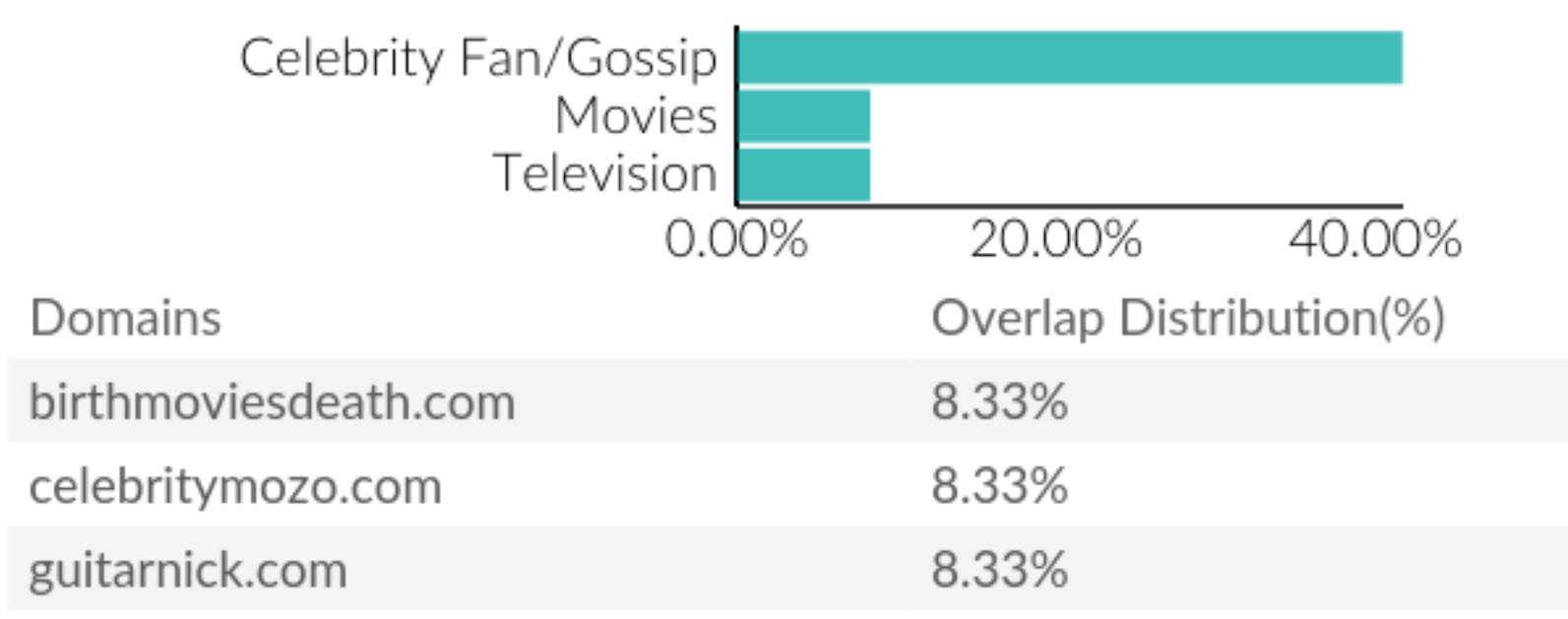
Technology & Computing 32% user share



Sports 12% user share



Arts&Entertainment 9% user share



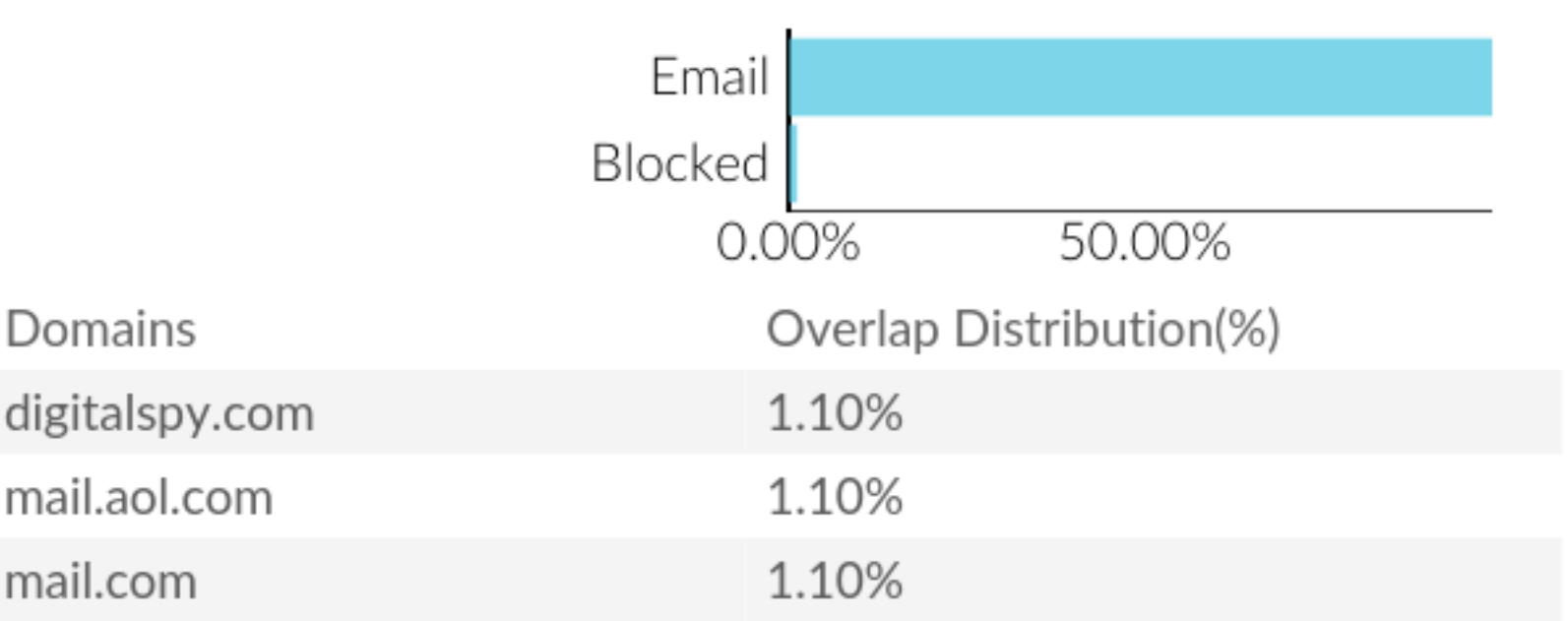
Less than 30 minutes

Time Bucket

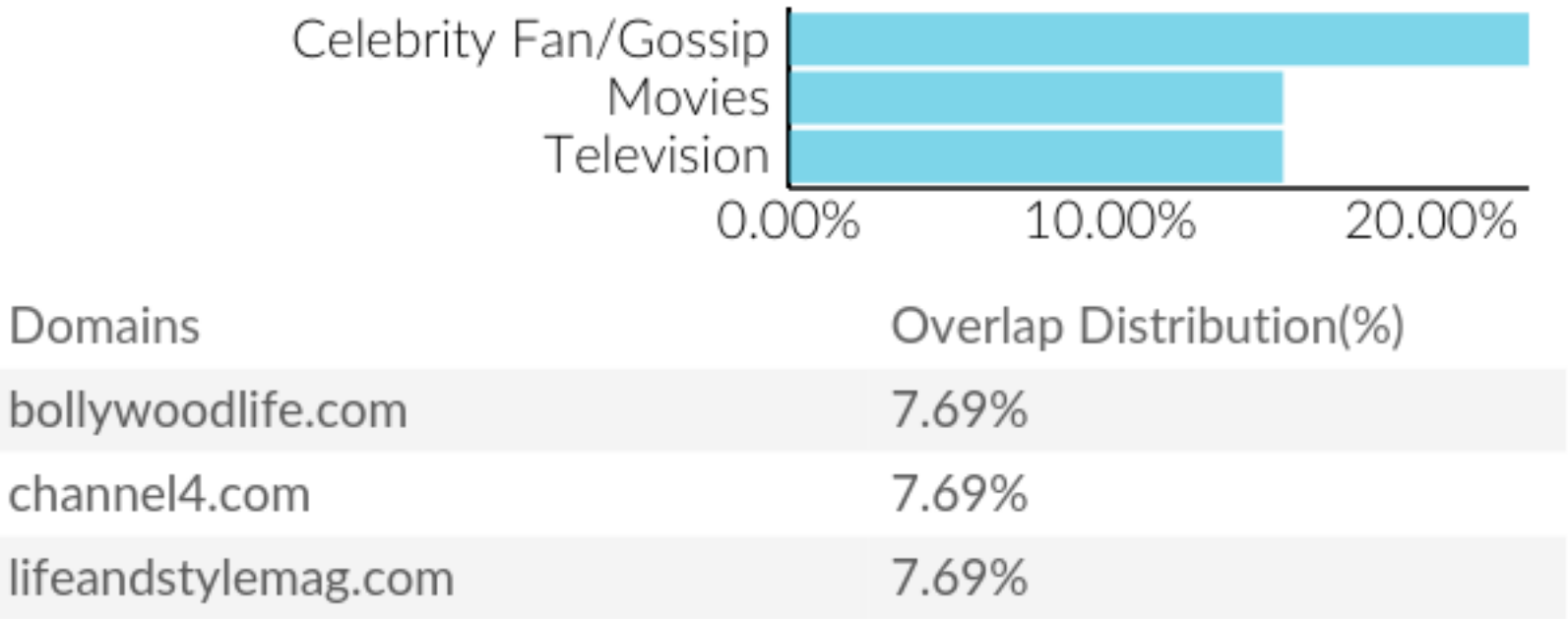
Less than 30 minutes
1 hour
6 hours
1 day

POST - EVENT

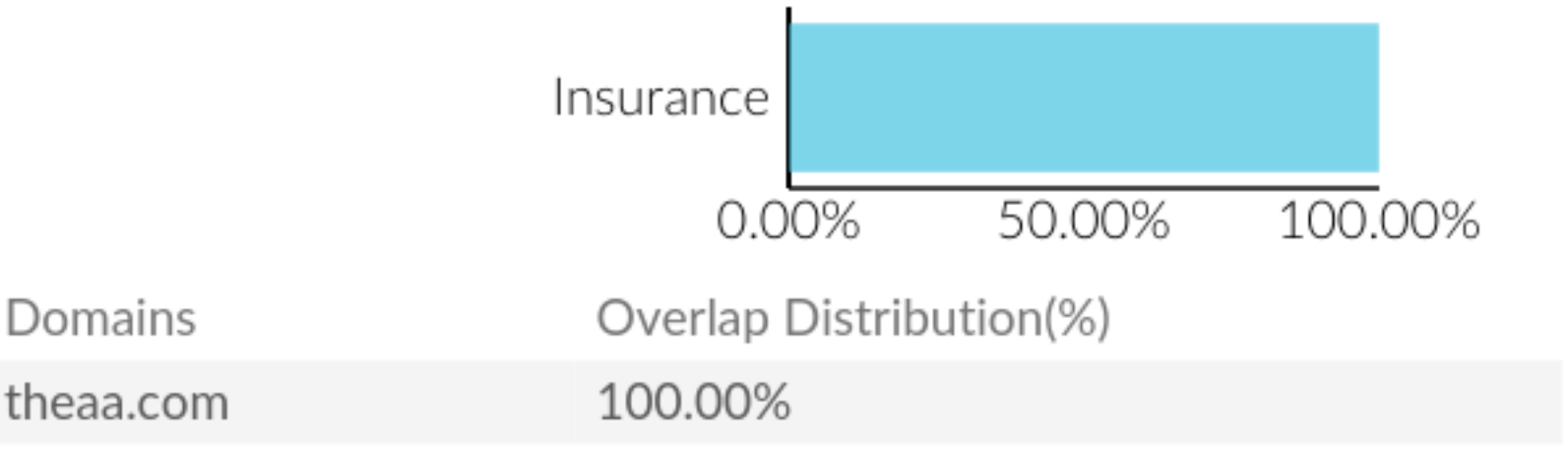
Technology & Computing 65% user share



Arts&Entertainment 9% user share



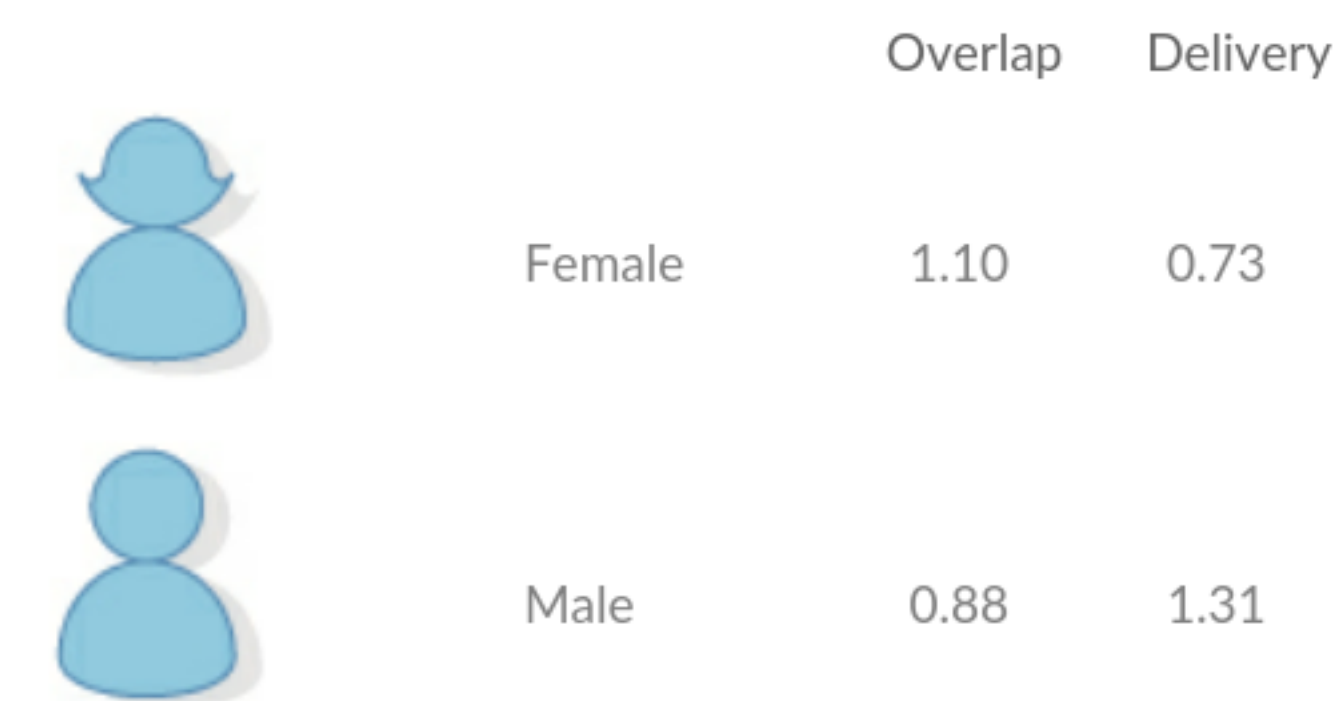
Personal Finance 5% user share



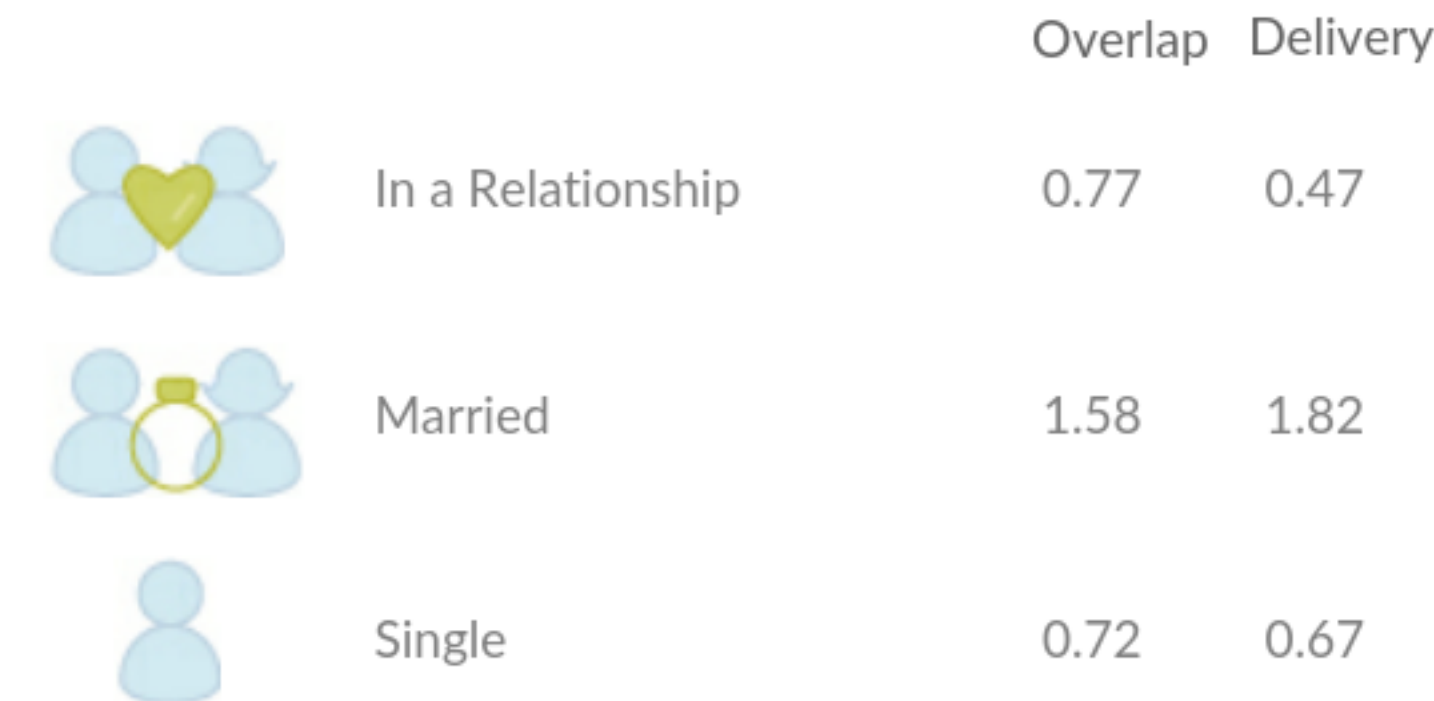
AUDIENCE



GENDER



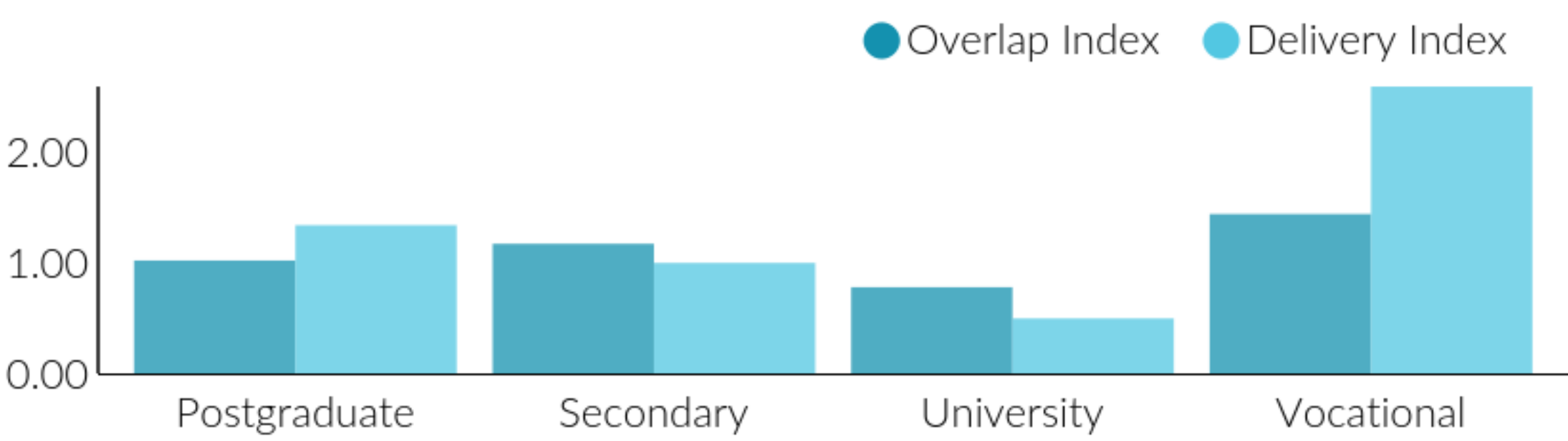
RELATIONSHIP



AGE

	Overlap	Delivery
18 to 24	0.47	0.36
25 to 34	0.91	0.50
35 to 44	1.53	0.75
45 to 54	0.96	1.03
55 to 64	1.26	2.34
65+	1.10	2.68

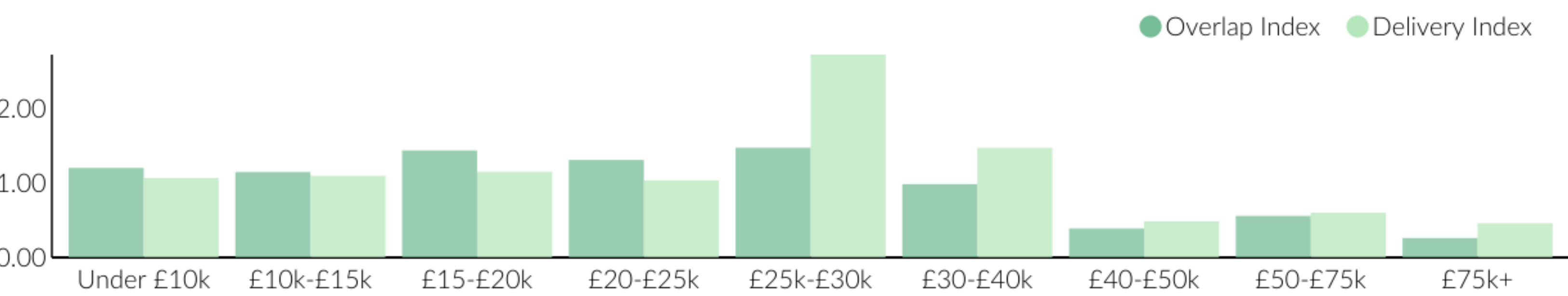
EDUCATION



EMPLOYMENT



INCOME



NOTES

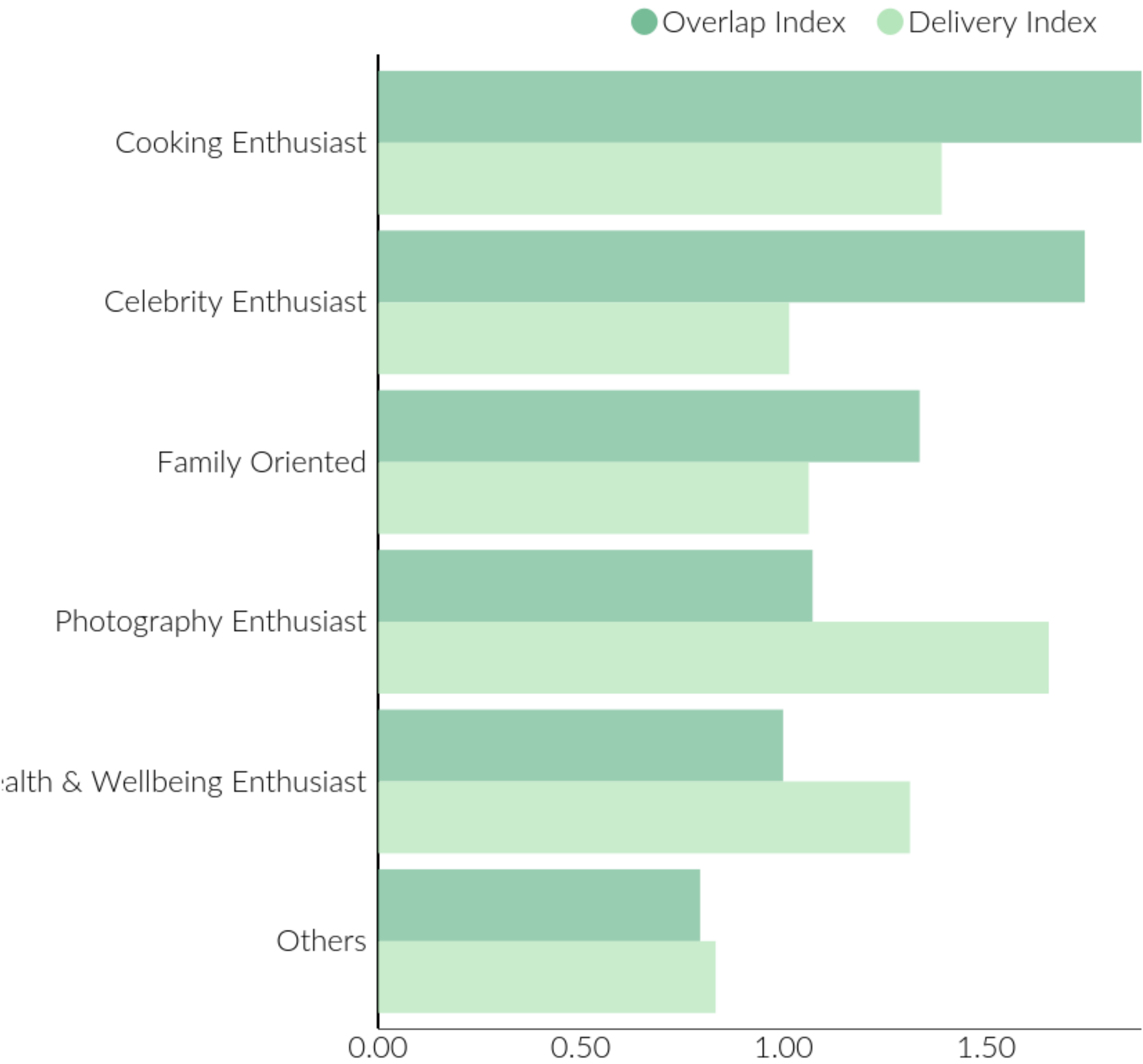
Overlap Index: A Higher Index indicates a higher user distribution for the advertiser as compared to the generic population for that audience segment.

Delivery Index: A Higher Index indicates a higher user distribution for the advertiser's impression delivery as compared to the generic population for that audience segment.

AUDIENCE

INTENT

General Interests



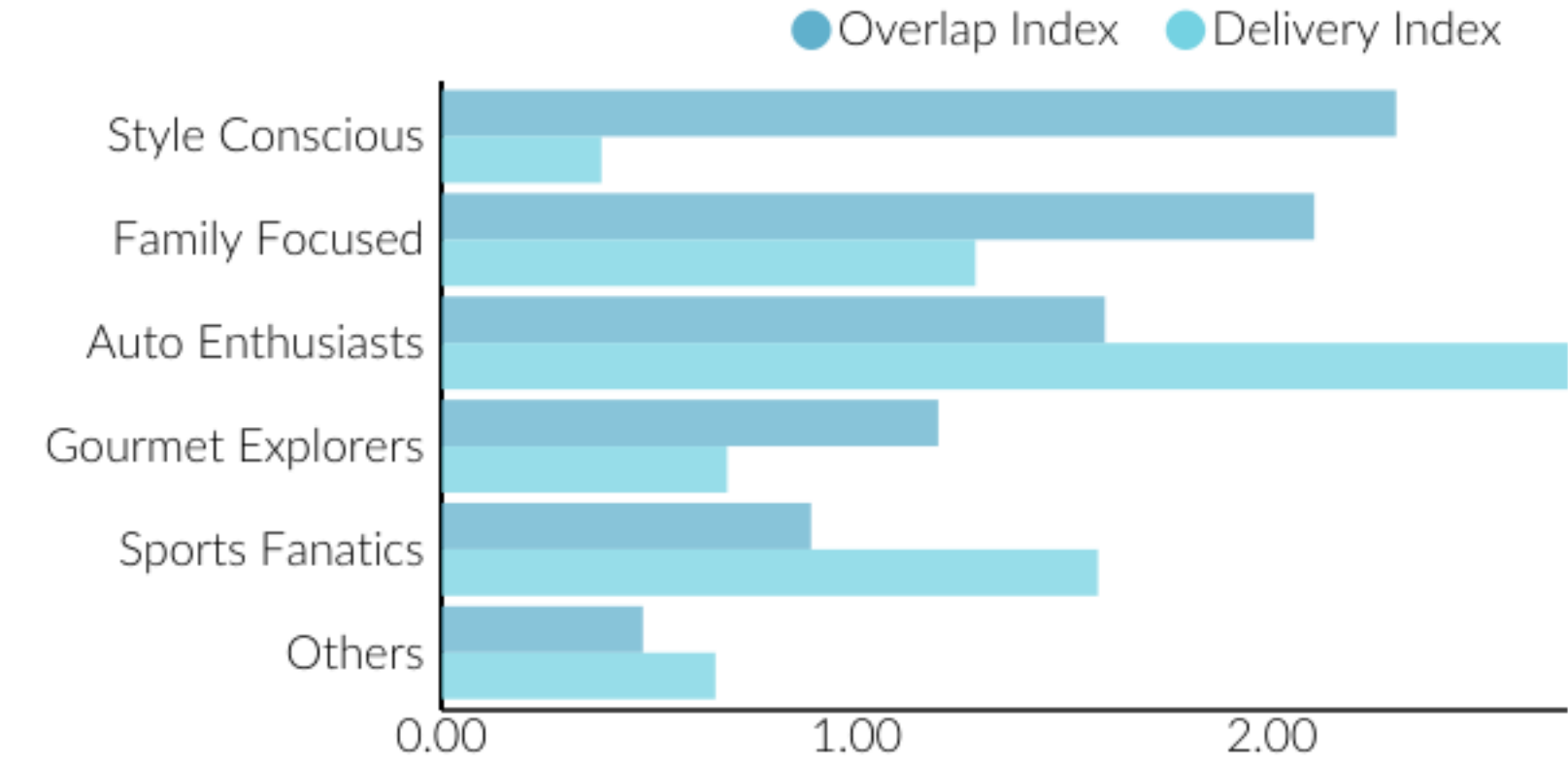
Overlap Index: A Higher Index indicates a higher user distribution for the advertiser as compared to the generic population for that audience segment

Delivery Index: A Higher Index indicates a higher user distribution for the advertiser's impression delivery as compared to the generic population for that audience segment

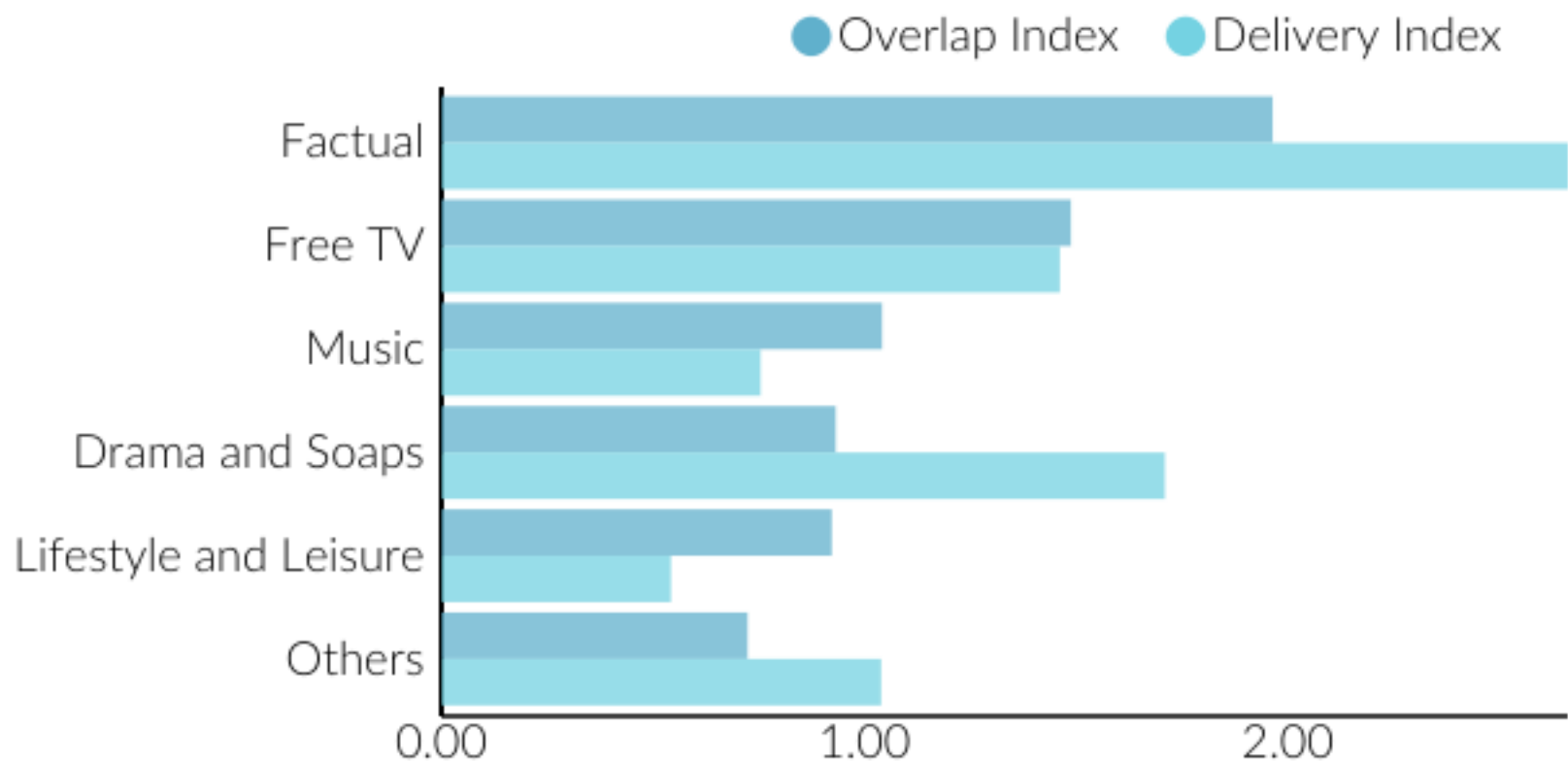


INTEREST CATEGORIES

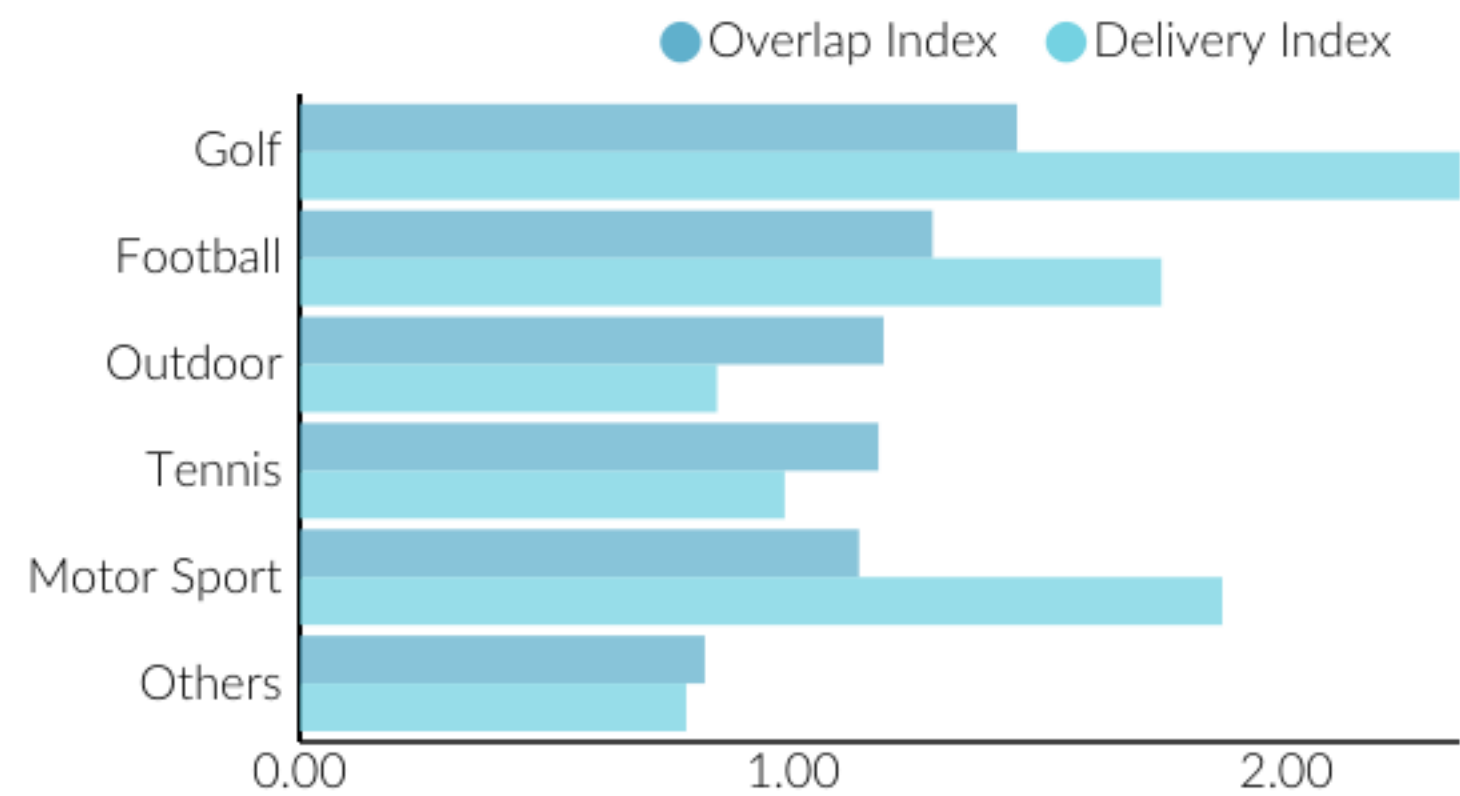
Hobbies



Tv Show Preference

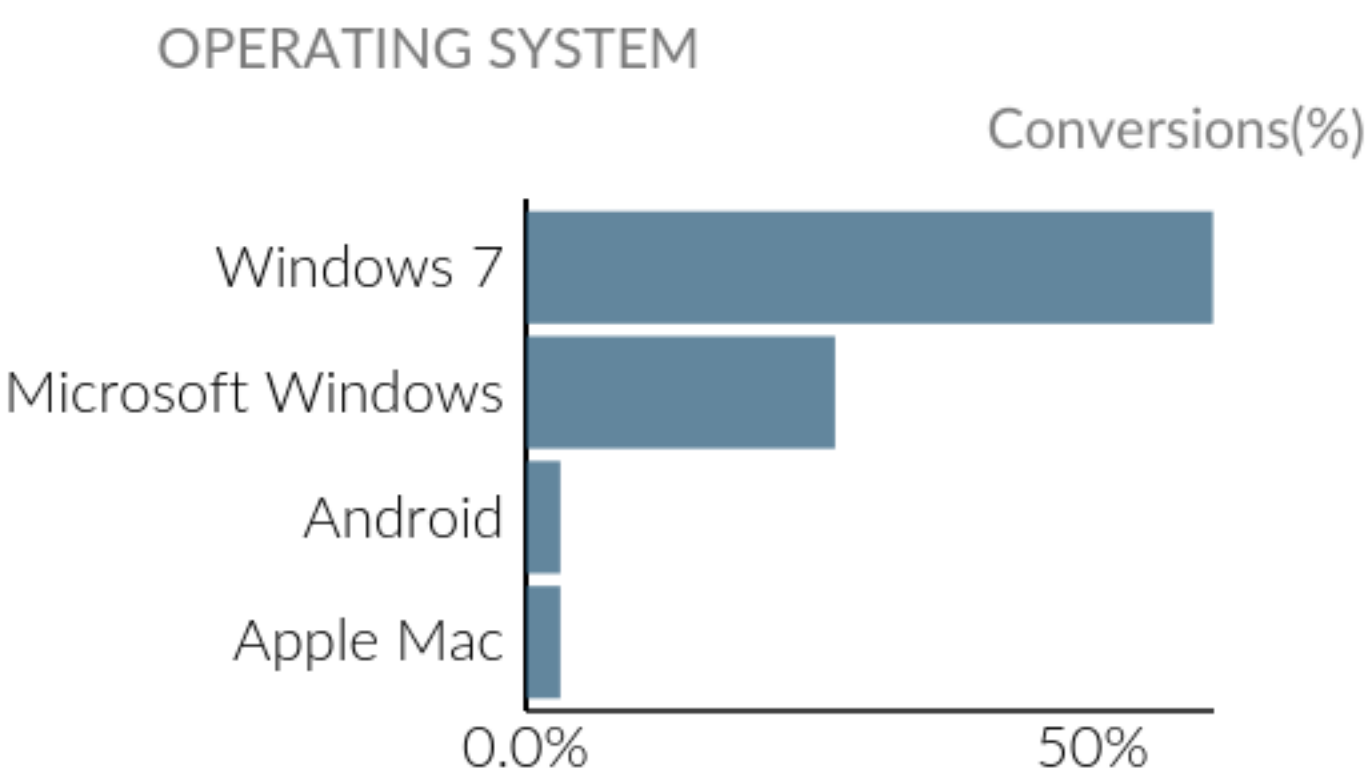


Sports

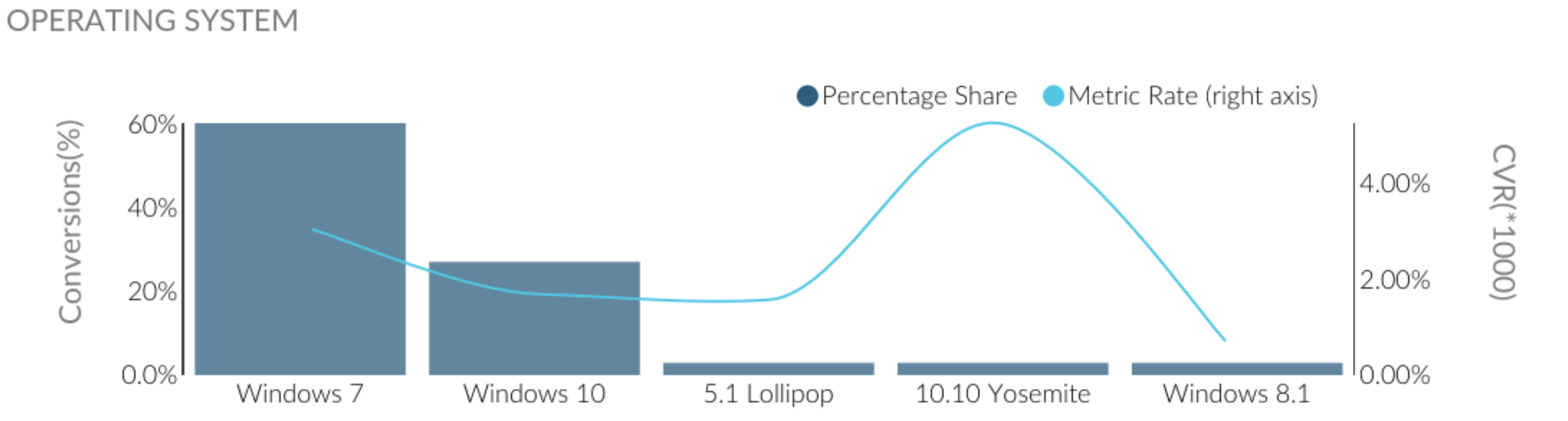


DEVICE - PC

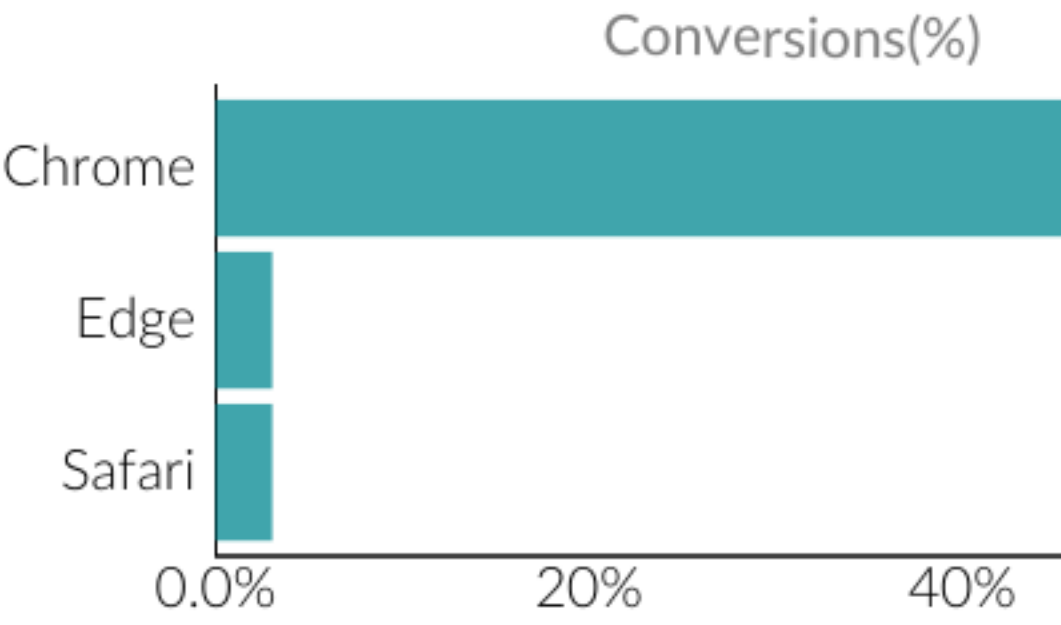
FAMILY DISTRIBUTION



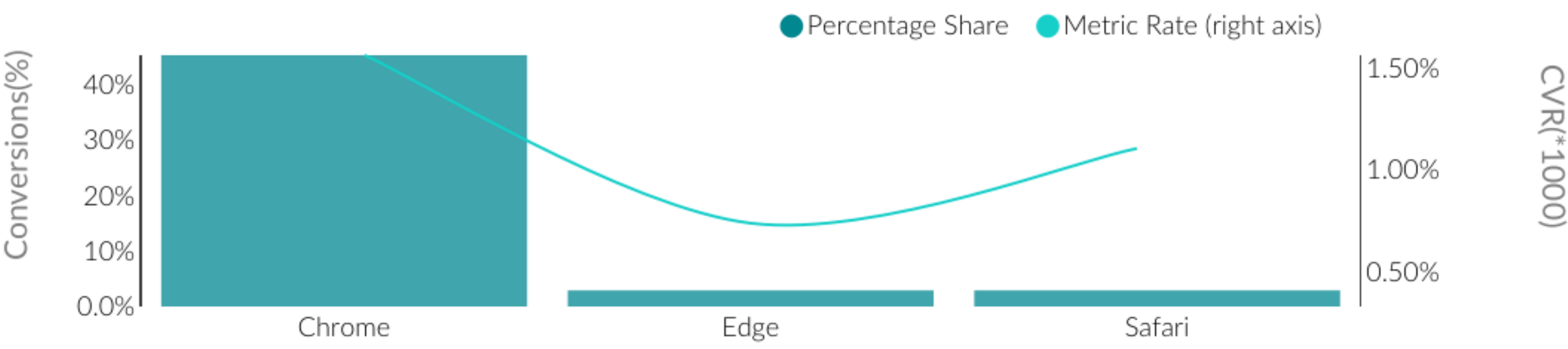
VERSION DISTRIBUTION



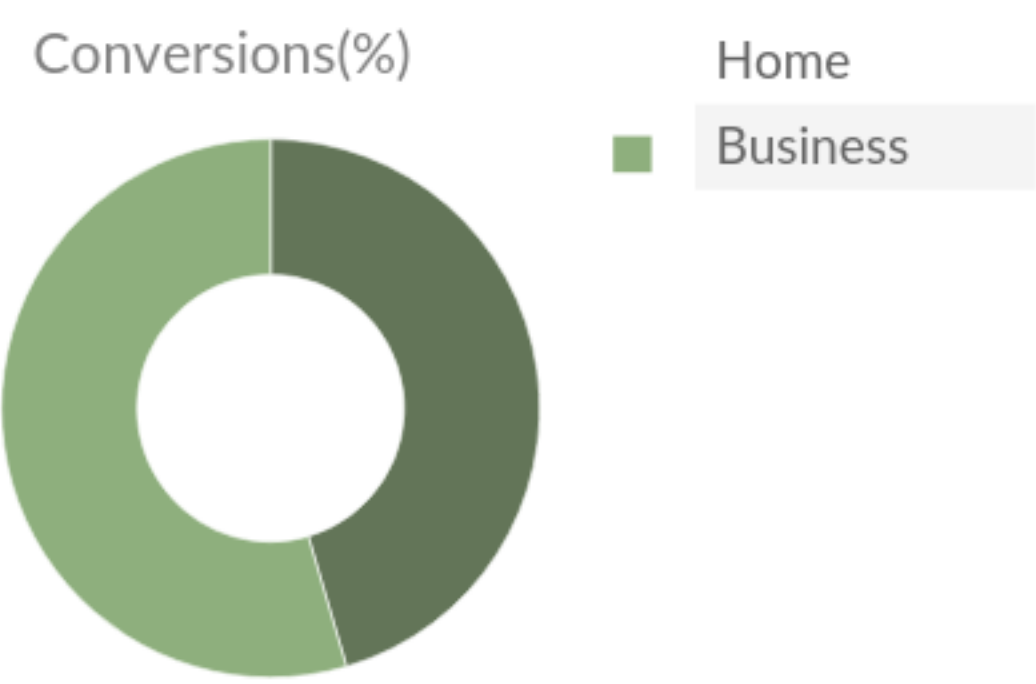
BROWSER



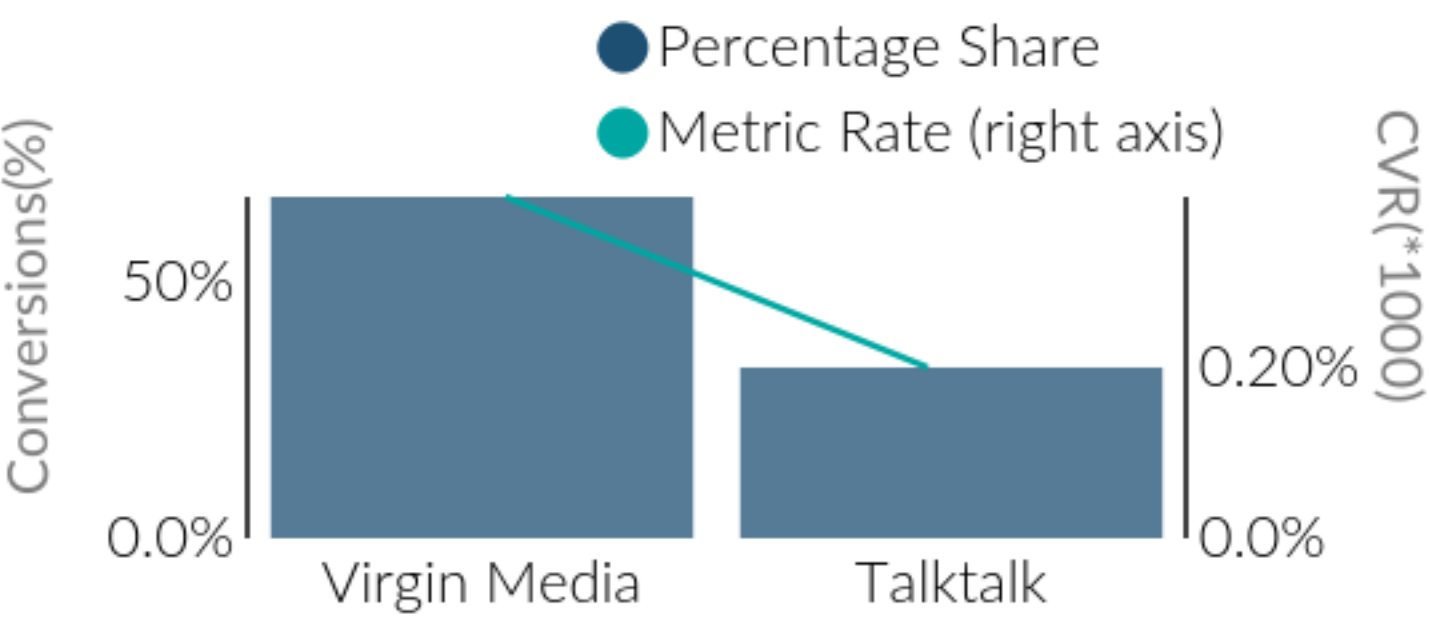
BROWSER



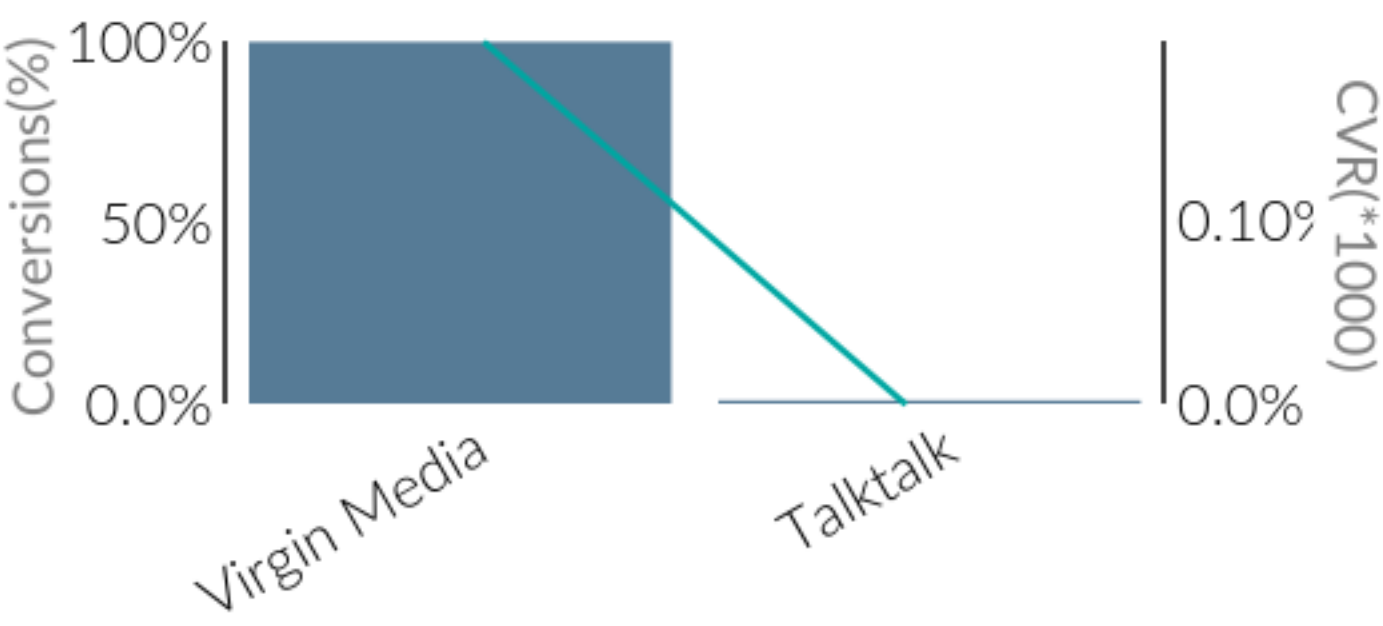
HOME v/s BUSINESS



HOME

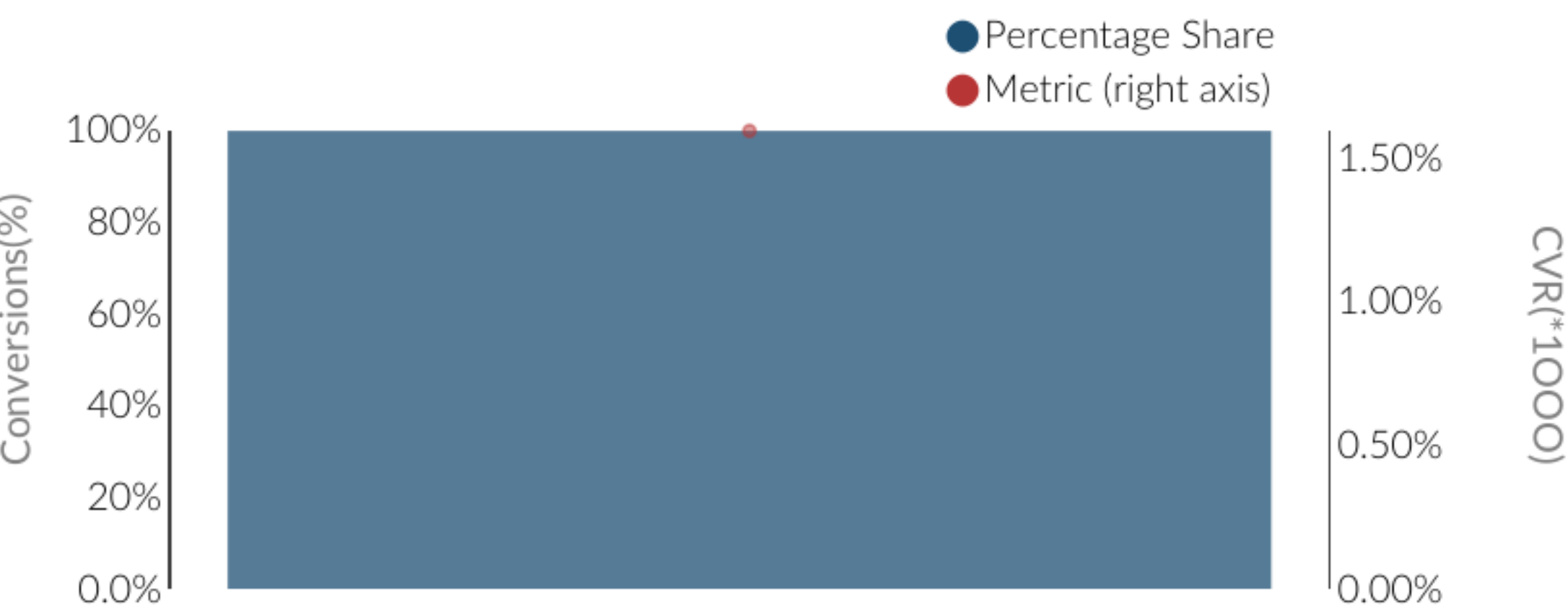


BUSINESS



DEVICE - MOBILE

SUPPLY TYPE



CARRIER INFORMATION

7% of the conversions for this campaign have occurred on Wi-Fi via Mobile

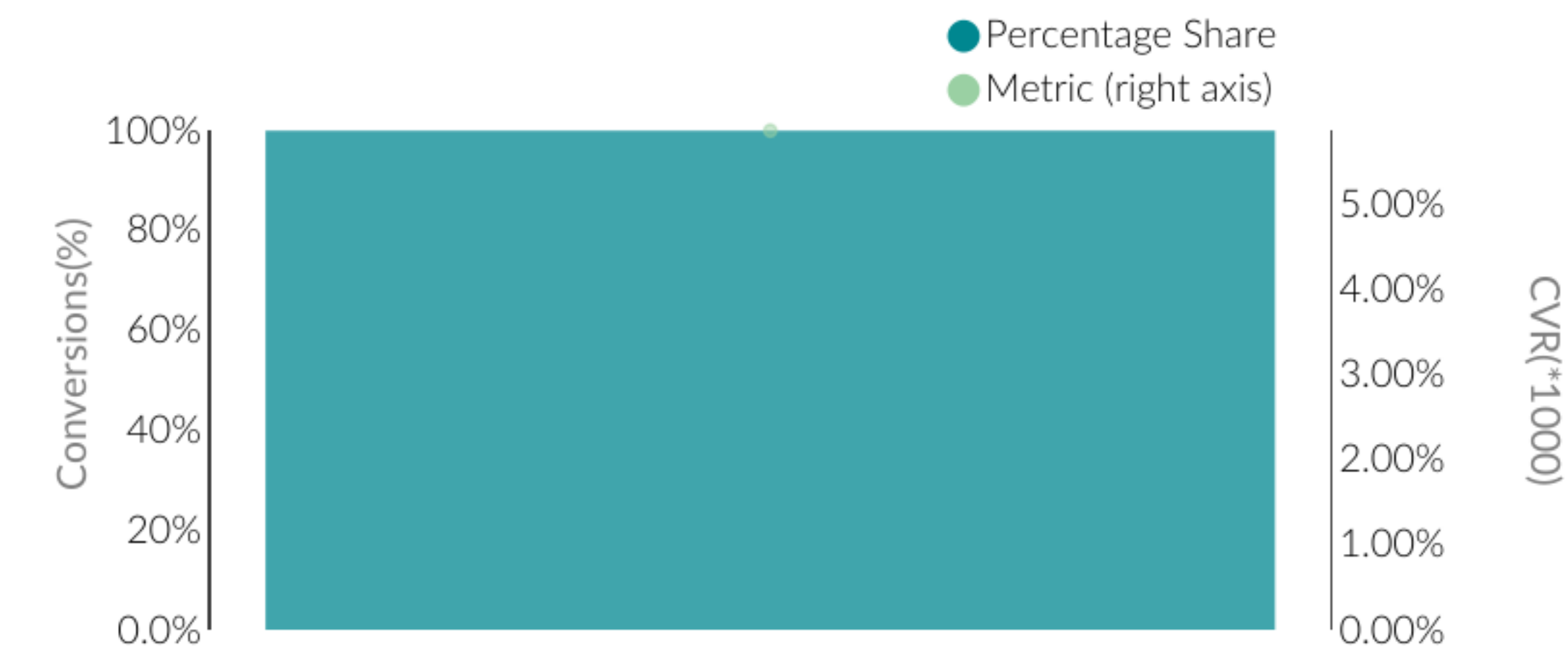
ISP	Conv.%	CVR	CARRIER	Conv.%	CVR
Virgin	100.00%	7.65%			
Media					

DEVICE TYPE

DEVICE MAKER

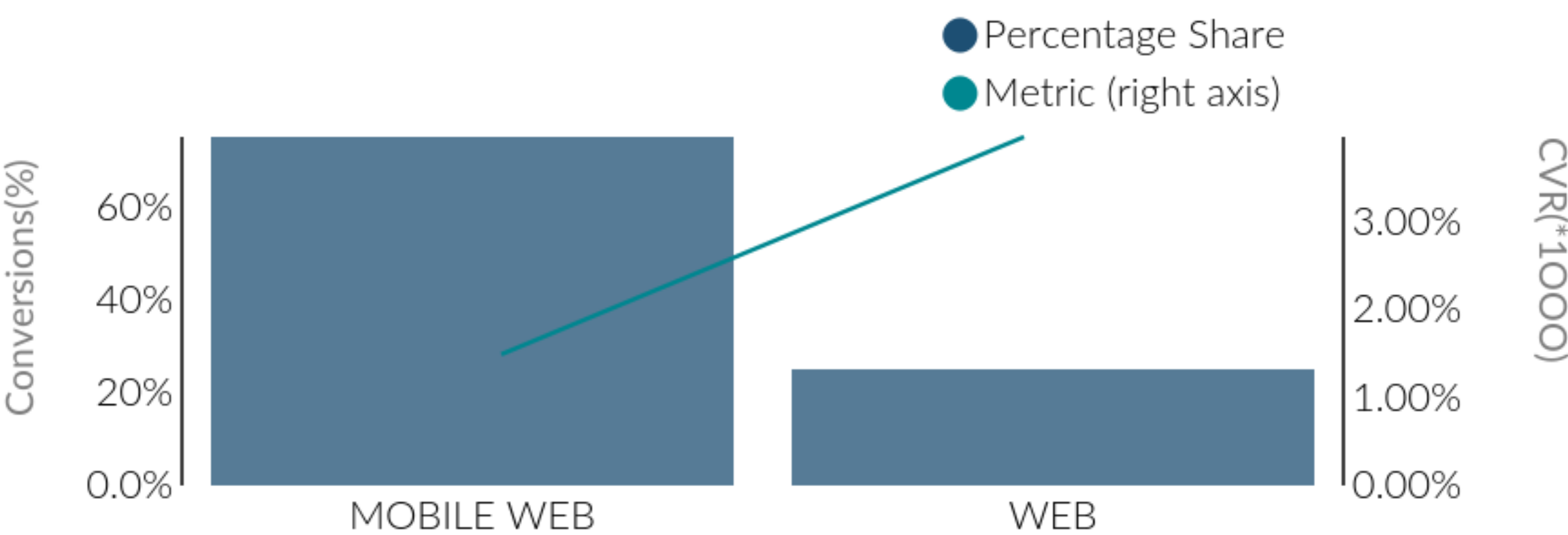


DEVICE OPERATING SYSTEM



DEVICE - TABLET

SUPPLY TYPE



CARRIER INFORMATION

10% of the conversions for this campaign have occurred on Wi-Fi via Tablet

ISP

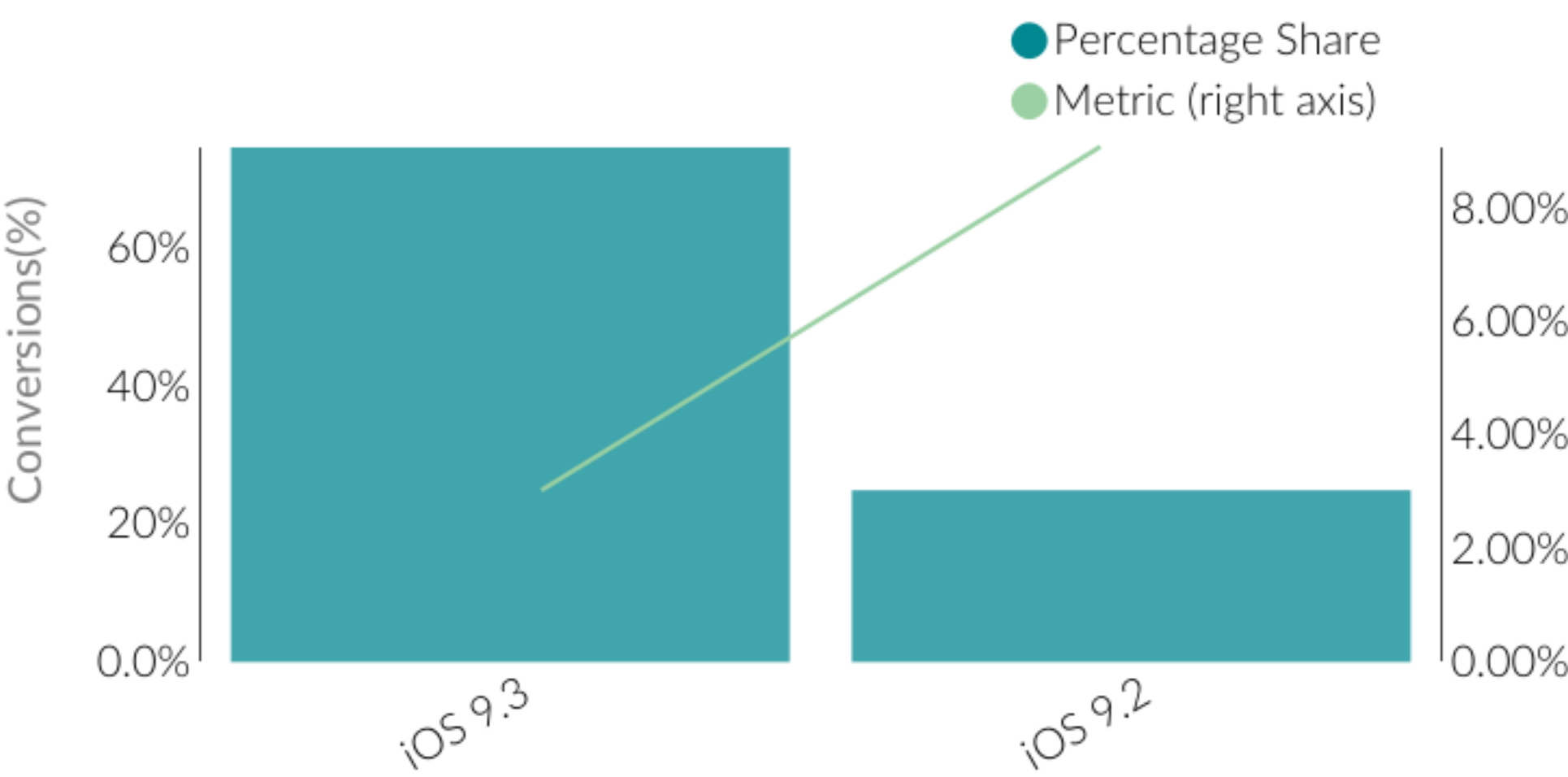
CARRIER

DEVICE TYPE

DEVICE MAKER

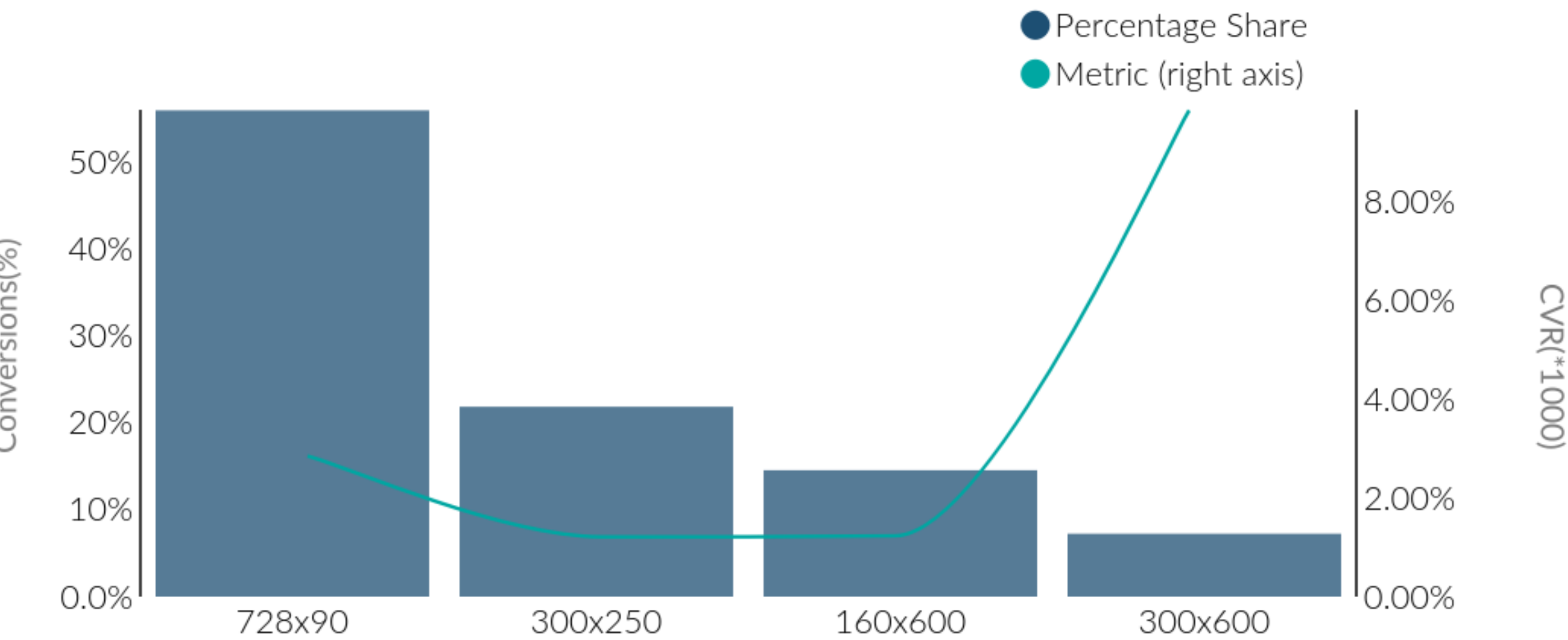


DEVICE OPERATING SYSTEM



CREATIVE

CREATIVE OVERVIEW



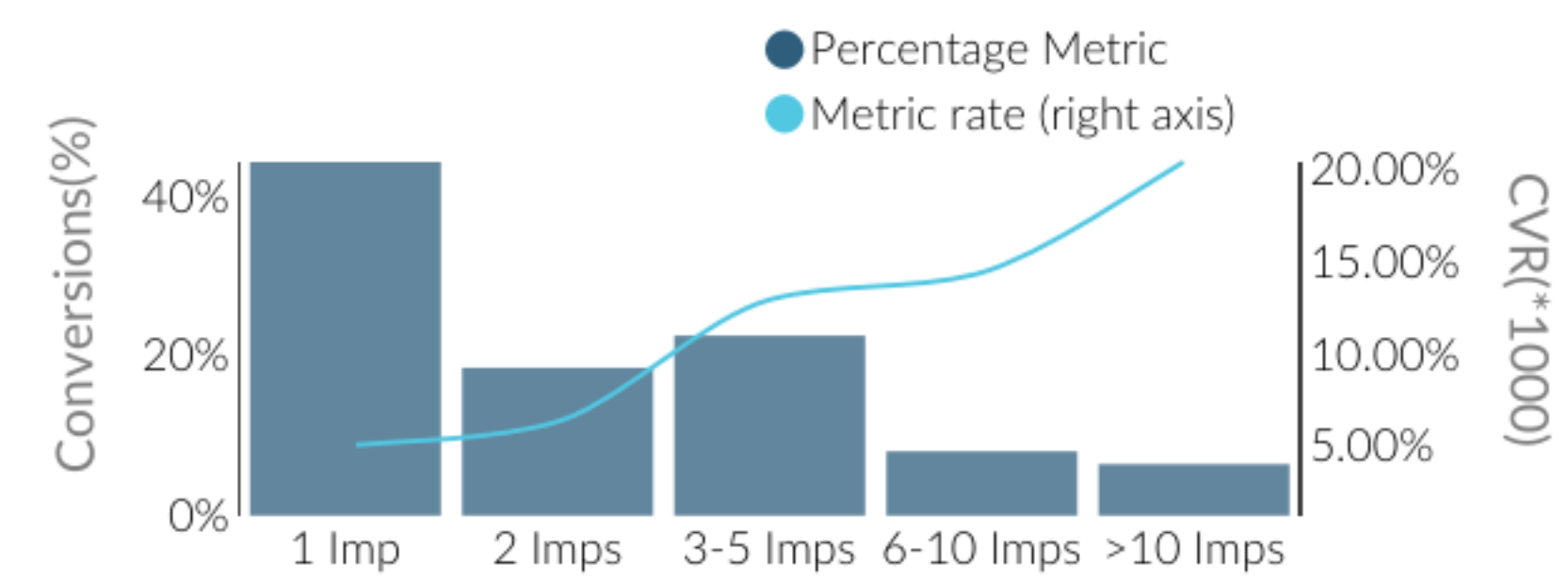
DEVICE OVERVIEW

	Con				Conv		
	Imp	CVR			Imp	CVR	
728x90	63.64%	41.08%	3.27%	300x600	100.00%	100.00%	58.15%
300x250	18.18%	29.38%	1.31%				
160x600	18.18%	29.54%	1.30%				

	Con		
	Imp	CVR	
300x250	50.00%	38.86%	2.84%
728x90	50.00%	61.14%	1.81%

IMPRESSIONS OVERVIEW

OVERALL



TOP PERFORMING CREATIVE SIZES

