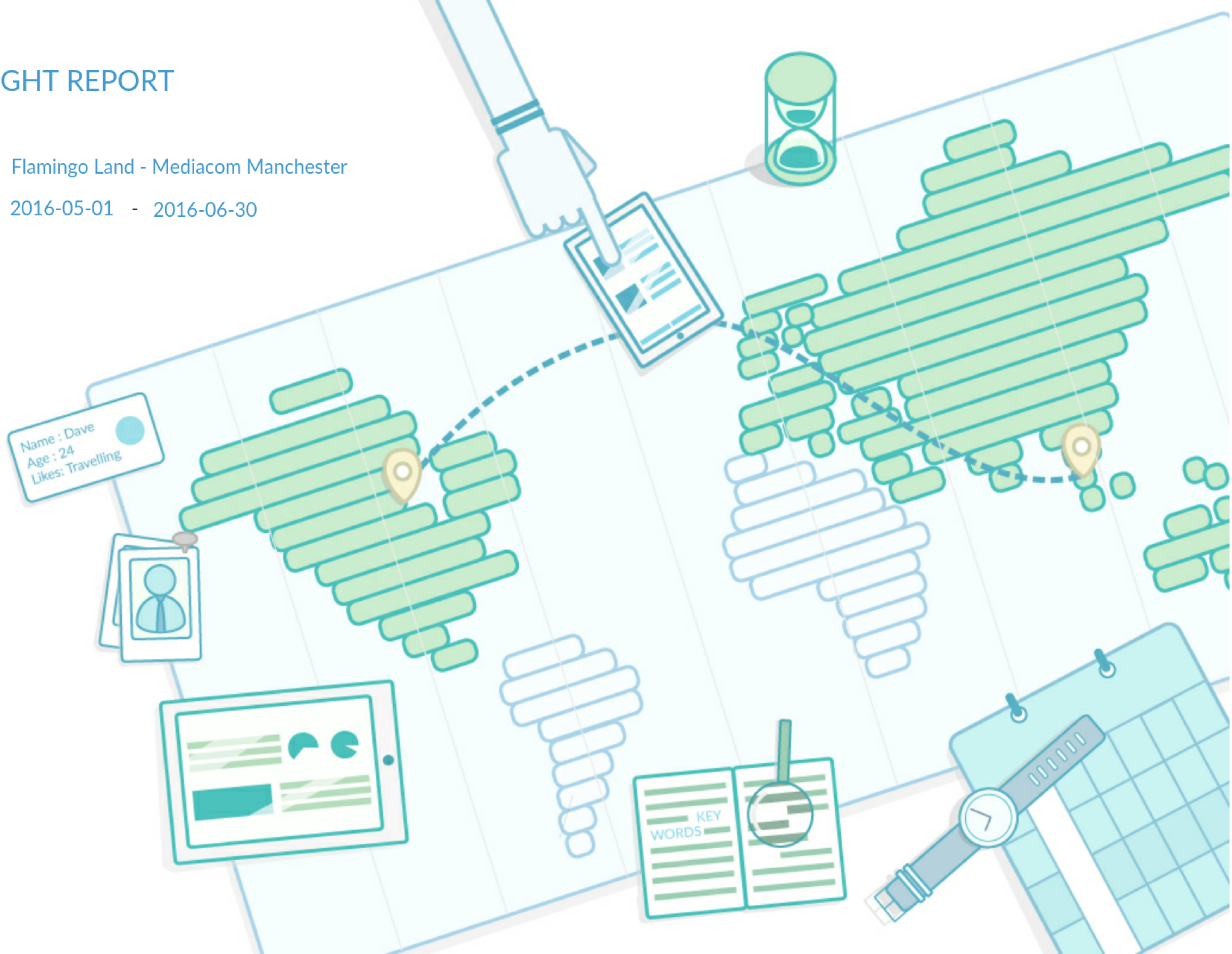




INSIGHT REPORT

Advertiser Name : Flamingo Land - Mediacom Manchester

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



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
Hobbies&Interests	268.26%
Family & Parenting	265.25%
Technology & Computing	159.04%
Careers	134.14%



TOP KEYWORDS	
bidpr	33333.33%
impid	33333.33%
flinbox	30000.00%
adsafe	24175.82%

TOP DOMAINS	
spotify.com	171.17%
outlook.com	158.74%
gumtree.com	104.46%
skysports.com	98.04%

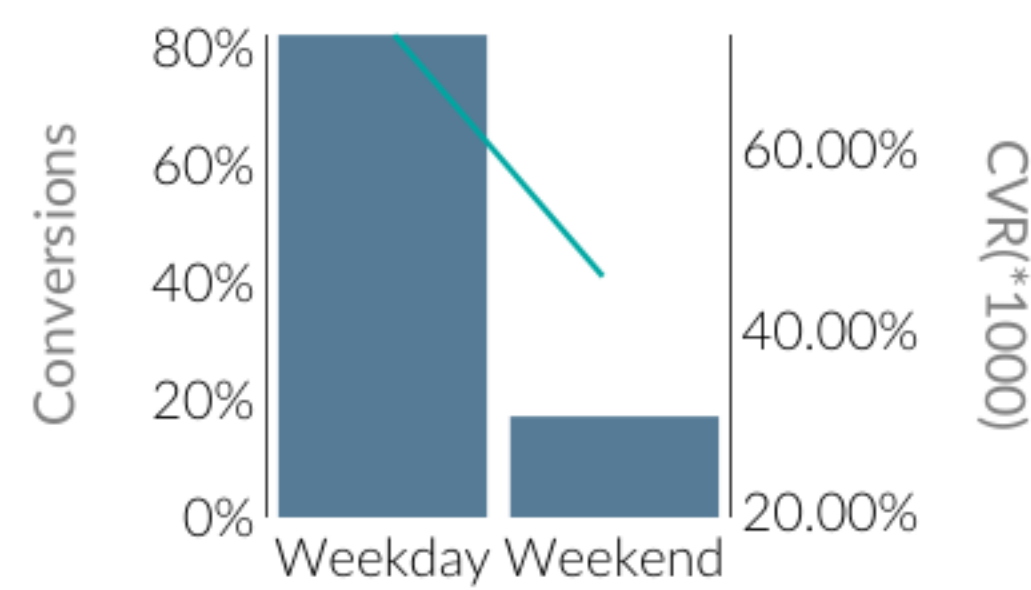
WHERE ?

TOP REGIONS	CVR
West Midlands	169.06%
East Midlands	117.96%
London	105.54%
North East	87.52%

 Best Performing City

Porthmadog

WHEN ?



 Best Performing Days

Thursday
Monday

 Most Influential Day

Monday

 Best Performing Time Slot

Evening
5pm - 10pm

 Time Lag

4d: 18h: 48m
Days :: Hours :: Minutes

HOW ?

 Best Performing Device

PC

 Best Performing Creative Size

120x600

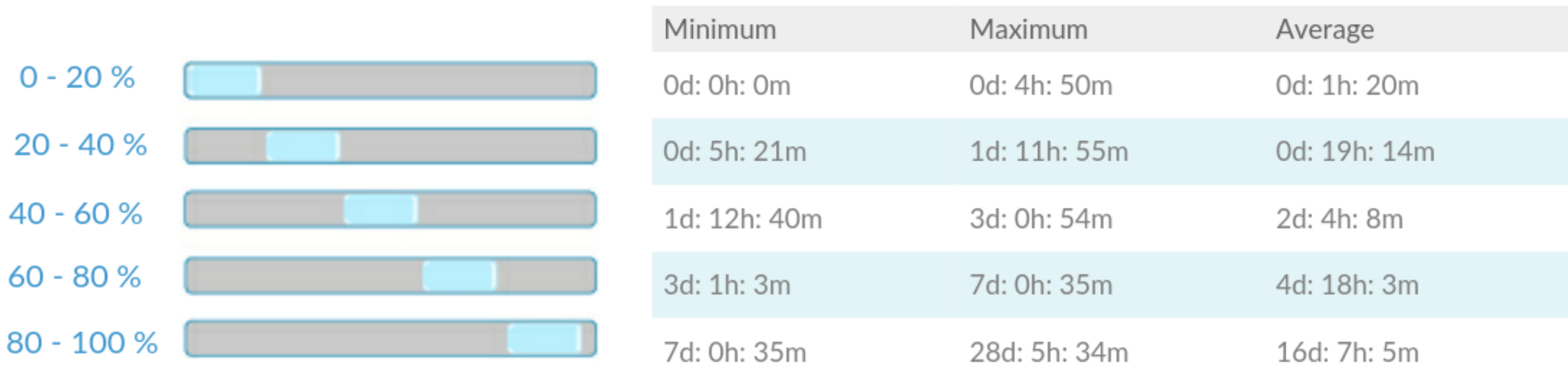
 Best Performing Impression Frequency

>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



Average Time Lag to Conversion
4d: 18h: 48m

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.

CONVERSION INTERVALS

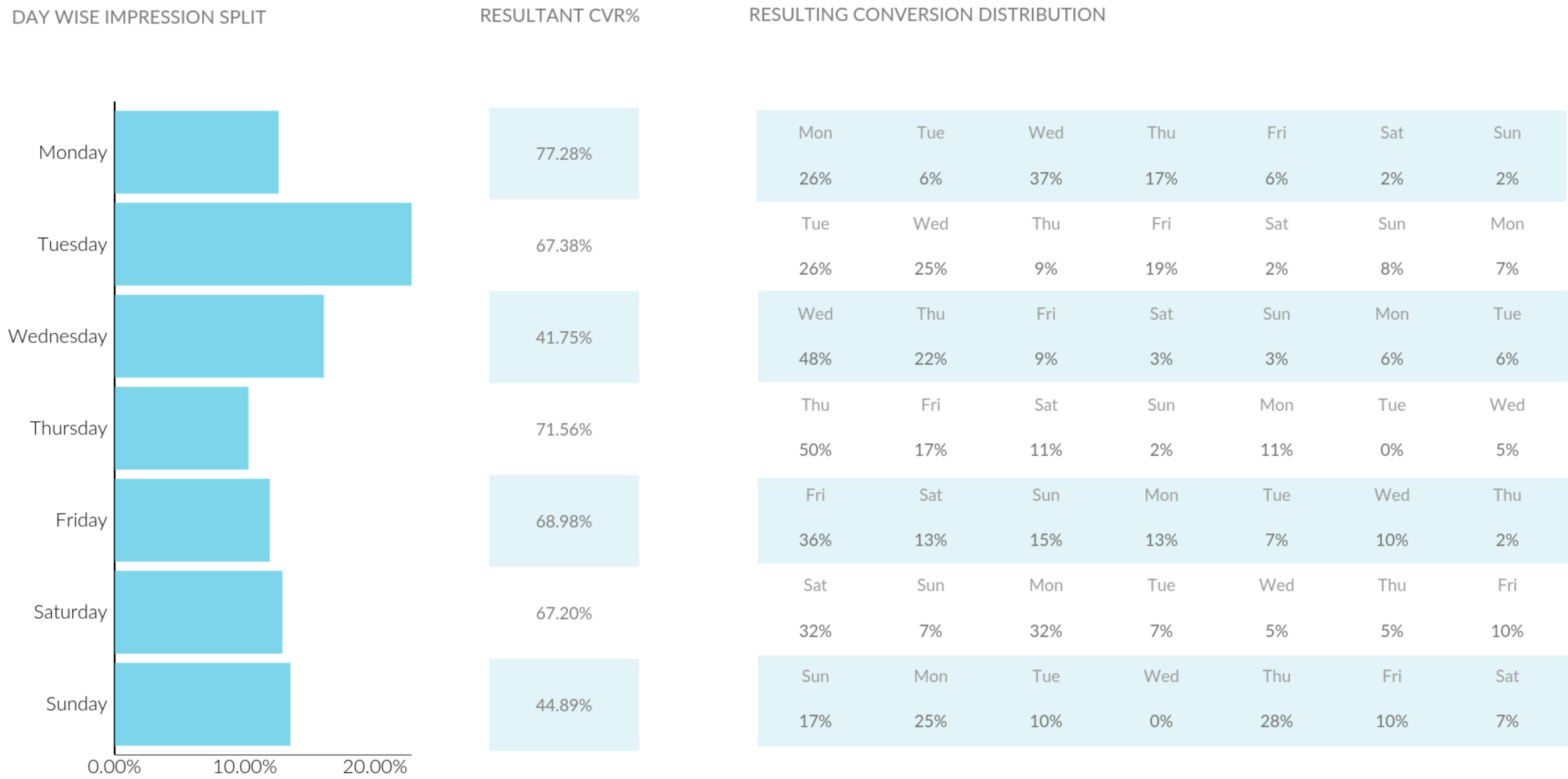
All the metrics are calculated within the specific time buckets.

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.%
outlook.com	27.63%	ebay.co.uk	34.92%	ebay.co.uk	27.16%	ebay.co.uk	42.25%	ebay.co.uk	17.91%
ebay.co.uk	23.68%	outlook.com	12.70%	honestjohn.co.uk	9.88%	spotify.com	7.04%	outlook.com	8.96%
mail.yahoo.com	5.26%	dailymail.co.uk	3.17%	outlook.com	8.64%	honestjohn.co.uk	5.63%	bbcgoodfood.com	7.46%
bbcgoodfood.com	2.63%	gumtree.com	3.17%	netmums.com	7.41%	gumtree.com	4.23%	gumtree.com	5.97%
TOP CREATIVE		TOP CREATIVE		TOP CREATIVE		TOP CREATIVE		TOP CREATIVE	
160x600		728x90		728x90		728x90		728x90	

DAY OF INFLUENCE



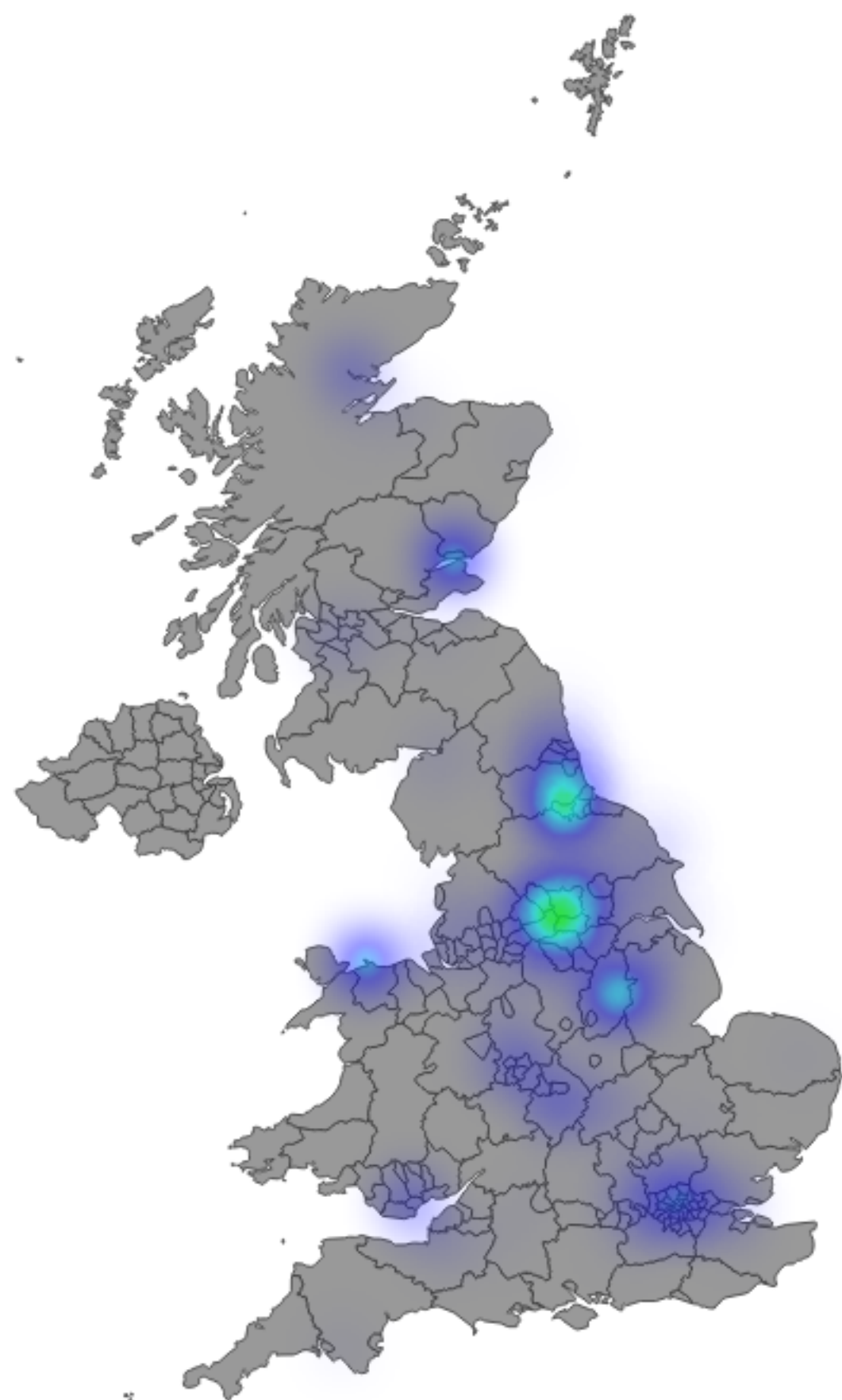
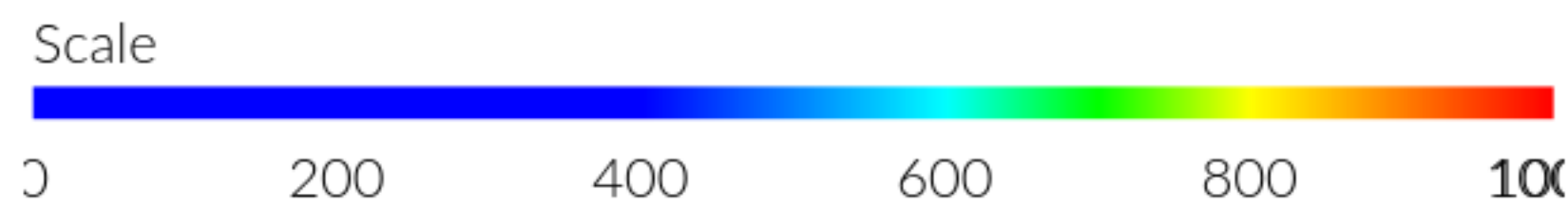
DAY OF WEEK



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

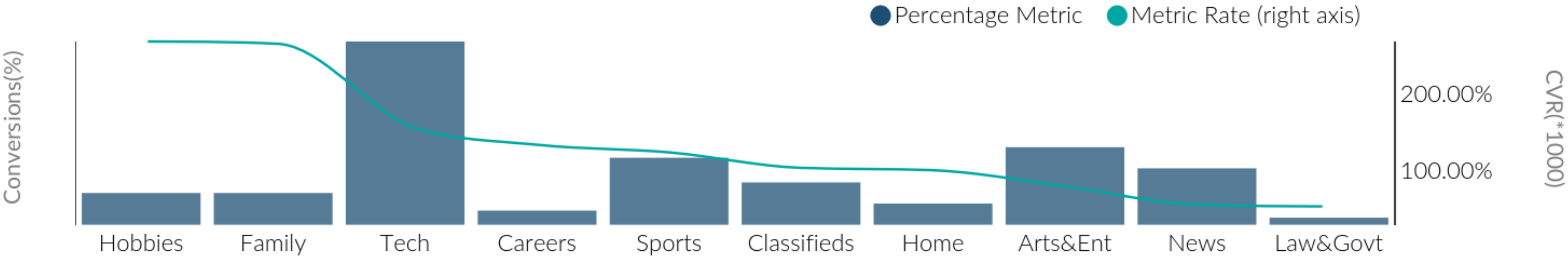
TOP CITIES

City	Imps	Convs	Clicks	CVR	CTR
Gateshead	3480	12	6	344.83%	0.17%
Darlington	4678	8	3	171.01%	0.06%
Hartlepool	5327	8	1	150.18%	0.02%
Middlesbrough	8652	10	9	115.58%	0.10%
Durham	3541	3	0	84.72%	0.00%

TOP POSTAL CODES

City	Postal Code	Imps	Convs	Clicks	CVR	CTR
Queensbury	bd13 1dd	61	6	0	9836.07%	0.00%
Gateshead	ne10 8ql	169	10	1	5917.16%	0.59%
Hartlepool	ts27 3le	45	2	1	4444.44%	2.22%
Consett	dh8 7jh	49	2	0	4081.63%	0.00%
Sowerby Bridge	hx6 2ra	50	2	0	4000.00%	0.00%
Esh	dh7 9rb	76	3	0	3947.37%	0.00%
Brigg	dn20 8jg	97	3	0	3092.78%	0.00%
Holmfirth	hd9 2jb	80	2	0	2500.00%	0.00%
Darlington	dl3 0xq	42	1	0	2380.95%	0.00%
Sheffield	s25 4gw	42	1	0	2380.95%	0.00%

ENVIRONMENT



NOTES

Keywords are taken from the URLs where impressions were served

BEST PERFORMING CATEGORIES

Hobbies&Interests

Top Subcategory Radio

TOP KEYWORDS

Constipation
Digestive
Health
Conditions

TOP DOMAINS

CVR

magic.co.uk	5555.56%
softonic.com	1562.50%
thesimsresource.com	371.75%
racingpost.com	102.21%

Family & Parenting

Top Subcategory Children

TOP KEYWORDS

Android
Marshmallow
Troubleshooting

TOP DOMAINS

CVR

wittyfeed.com	591.72%
netmums.com	519.48%
mumsnet.com	96.67%

Technology & Computing

Top Subcategory Information

TOP KEYWORDS

Final
Makes
Revolutionary
Road

TOP DOMAINS

CVR

ticketmaster.co.uk	279.33%
mail.yahoo.com	268.28%
outlook.com	158.74%
digitalspy.com	42.77%

Careers

Top Subcategory Human Resource

TOP KEYWORDS

Foil
Grilled
Packets
Shrimp

TOP DOMAINS

CVR

jobsite.co.uk	431.03%
monster.co.uk	119.47%
reed.co.uk	104.55%

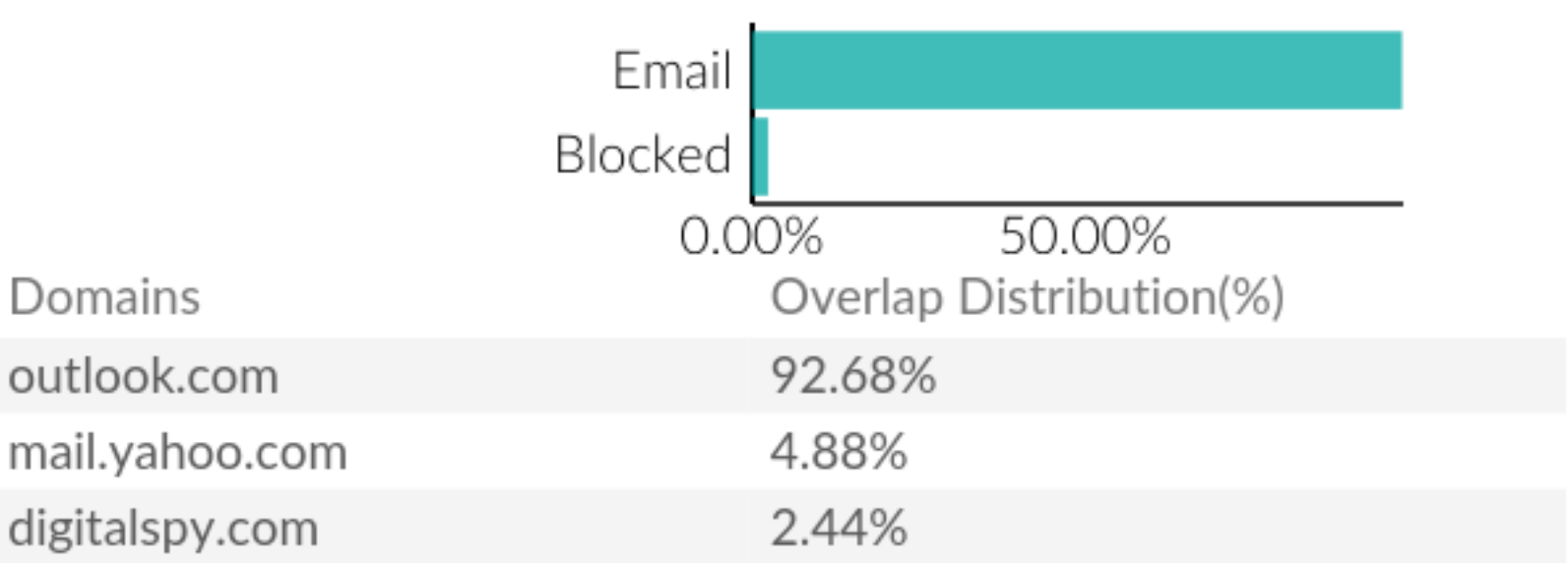
PERFORMING URLs

https://outlook.live.com
https://dub127.mail.live.com/?tid=cmg_-qxsl85hGN8gAhWtcTaA2&fid=flinbox
http://www.digitalspy.com/tv/game-of-thrones/feature/a798895/game-of-thrones-who-is-rhaegar-targaryen
http://www.dailymail.co.uk/home/index.html

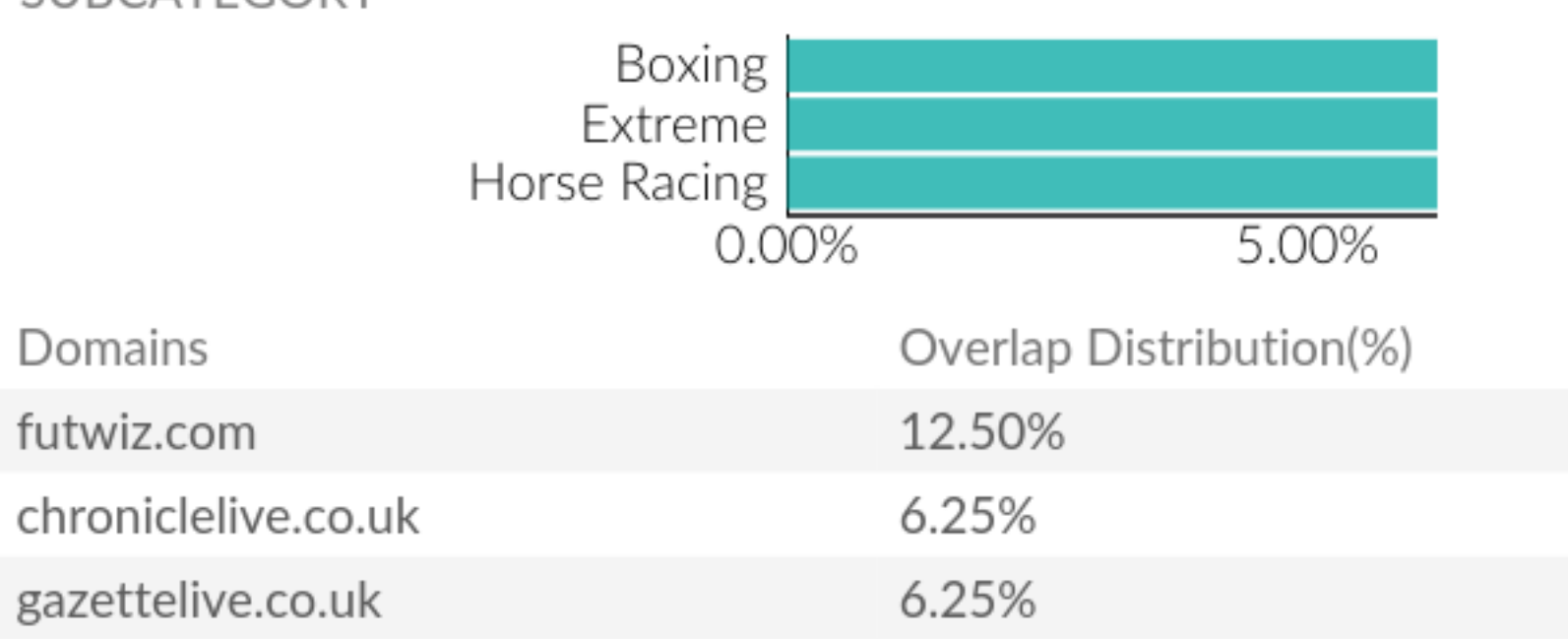
USER JOURNEY

PRE - EVENT

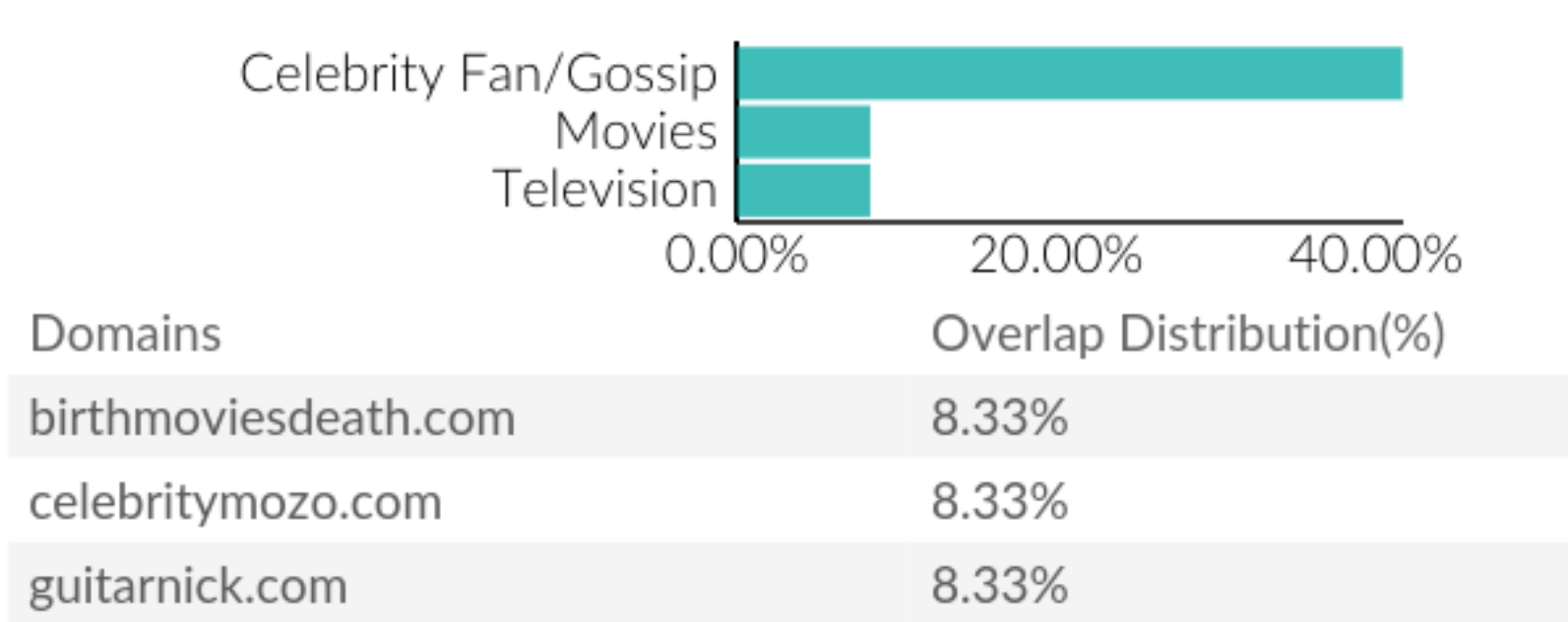
Technology & Computing 32% user share



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

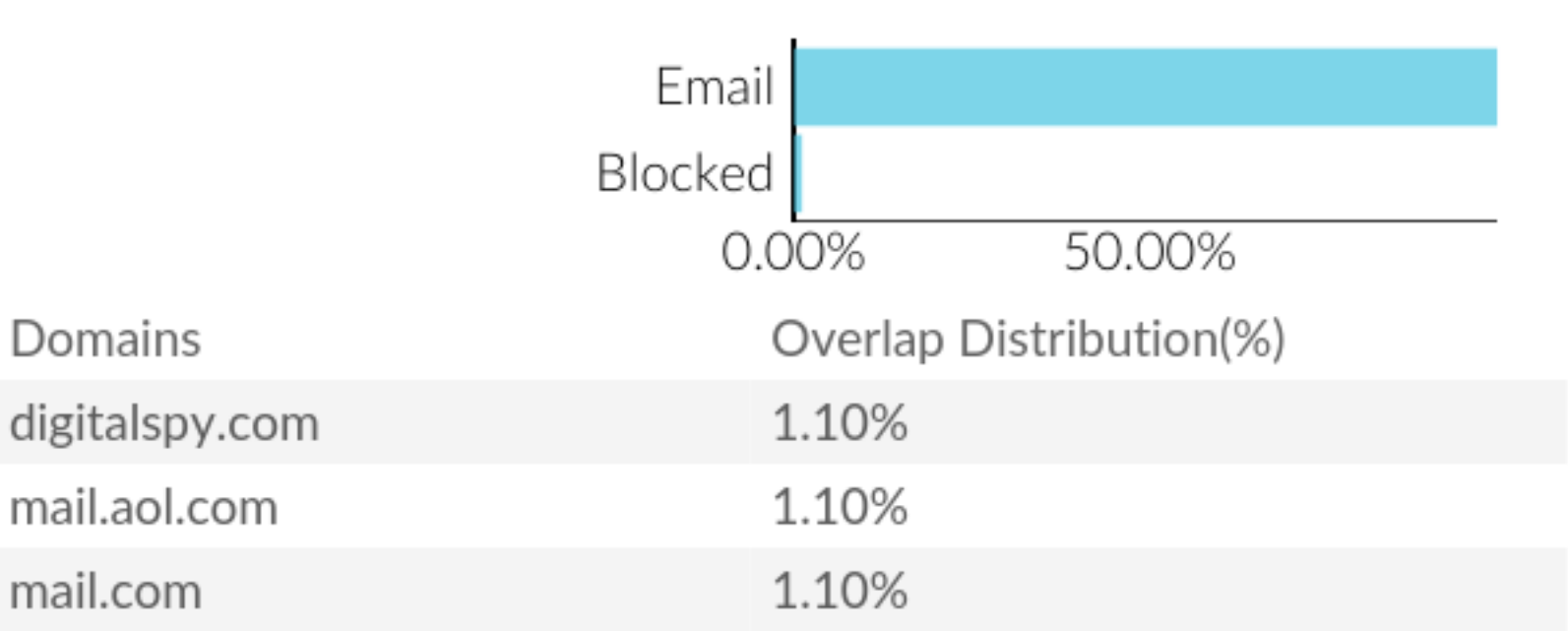
Less than 30 minutes

Time Bucket

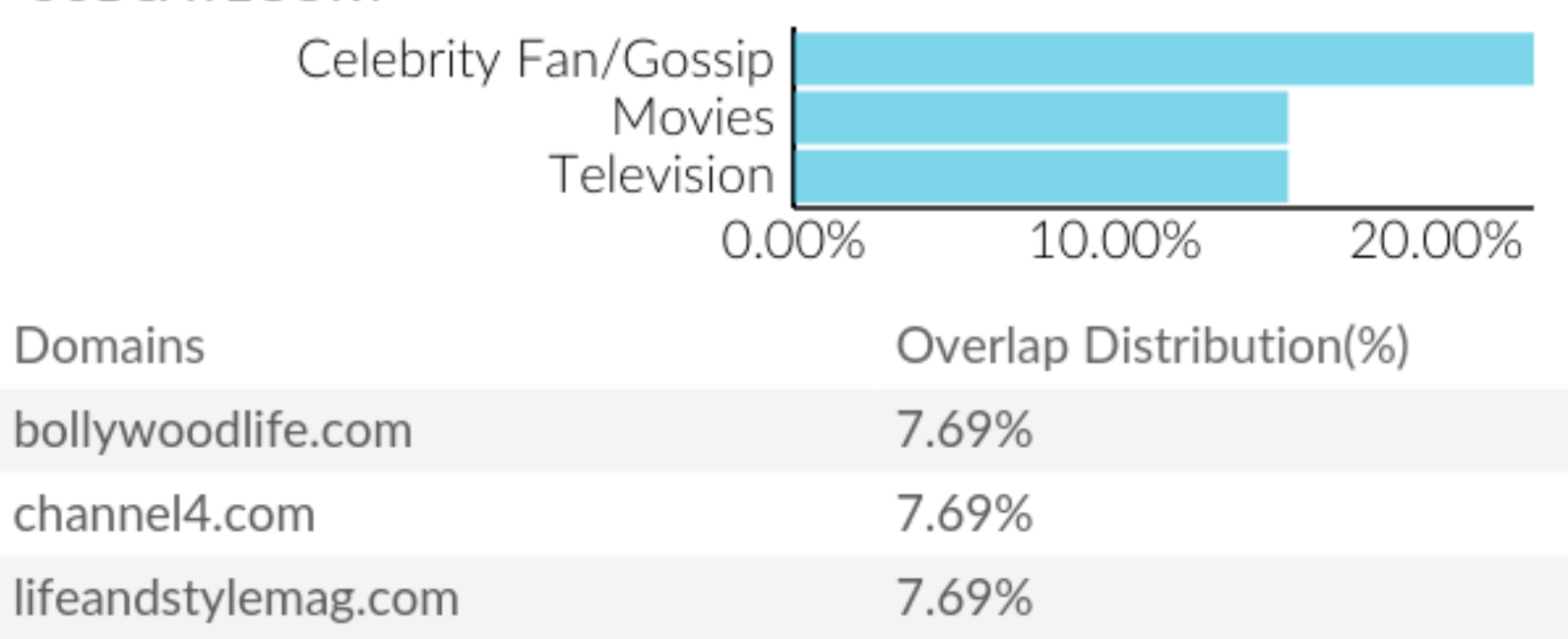
Less than 30 minutes
1 hour
6 hours
1 day

POST - EVENT

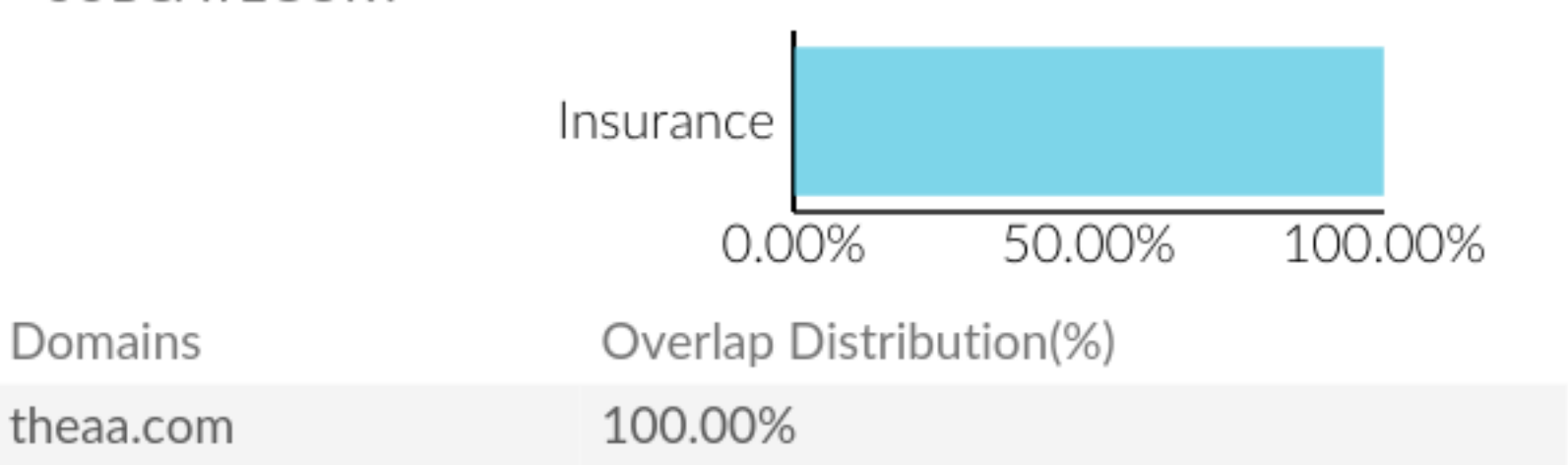
Technology & Computing 65% user share



Arts&Entertainment 9% user share



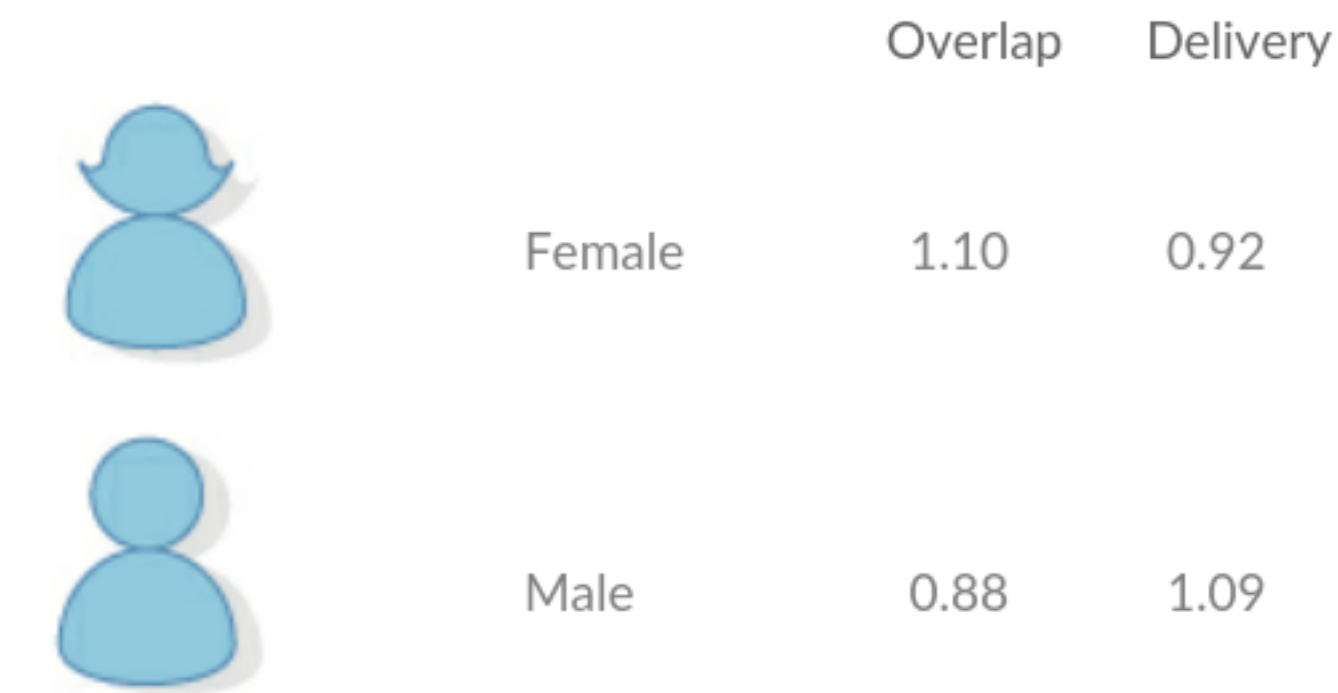
Personal Finance 5% user share



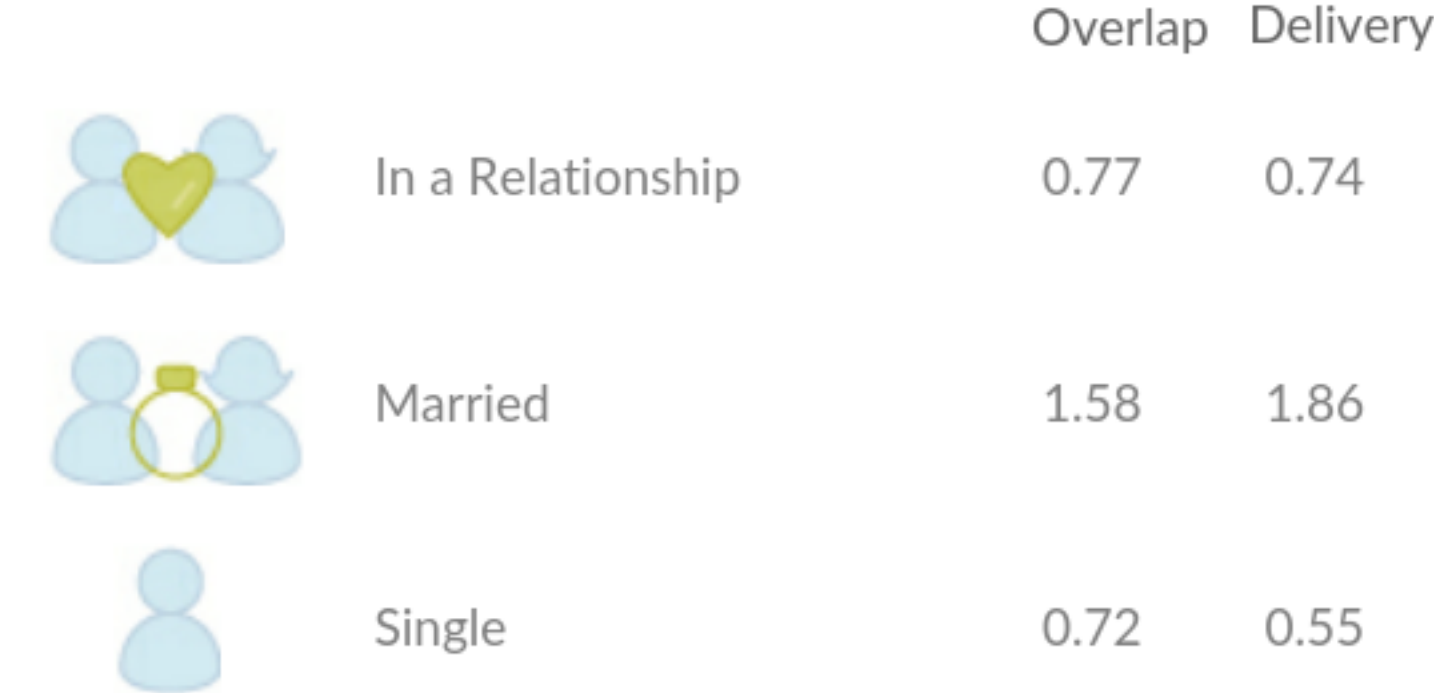
AUDIENCE



GENDER



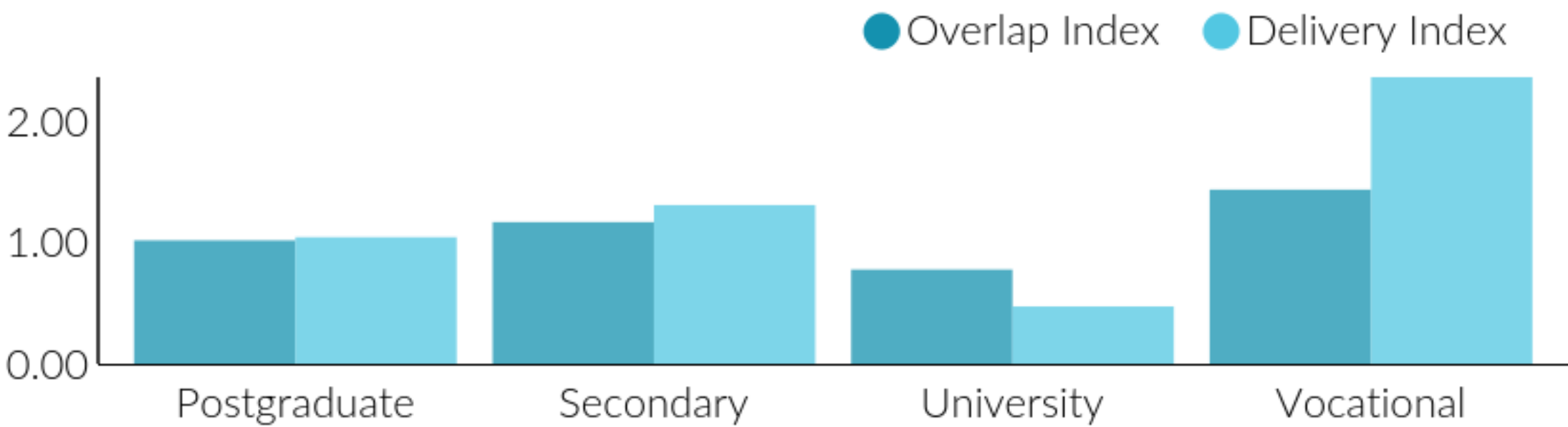
RELATIONSHIP



AGE

	Overlap	Delivery
18 to 24	0.47	0.32
25 to 34	0.91	0.52
35 to 44	1.53	0.95
45 to 54	0.96	1.43
55 to 64	1.26	2.30
65+	1.10	1.92

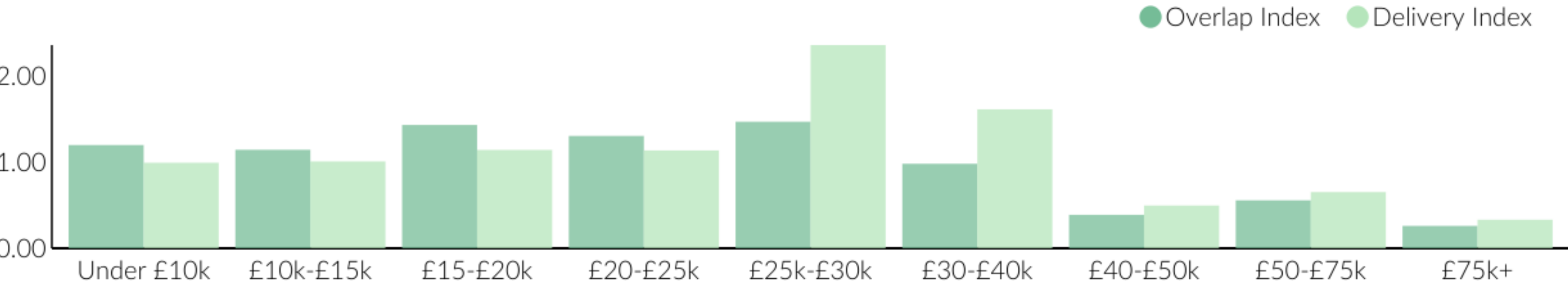
EDUCATION



EMPLOYMENT



INCOME



NOTES

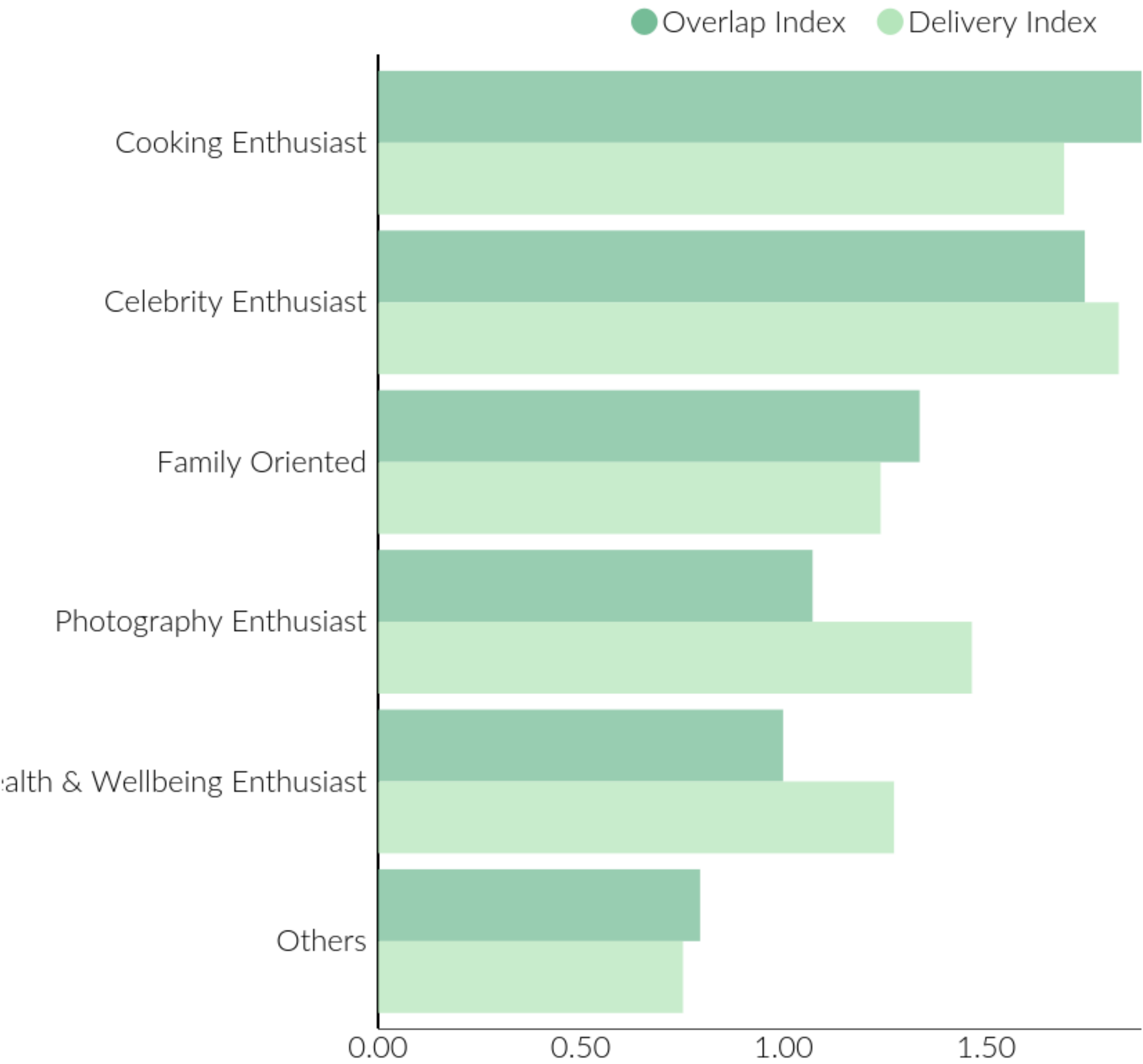
Overlap Index: A Higher Index indicates a higher user distribution for the advertiser as compared to the generic population for that audience segment.

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



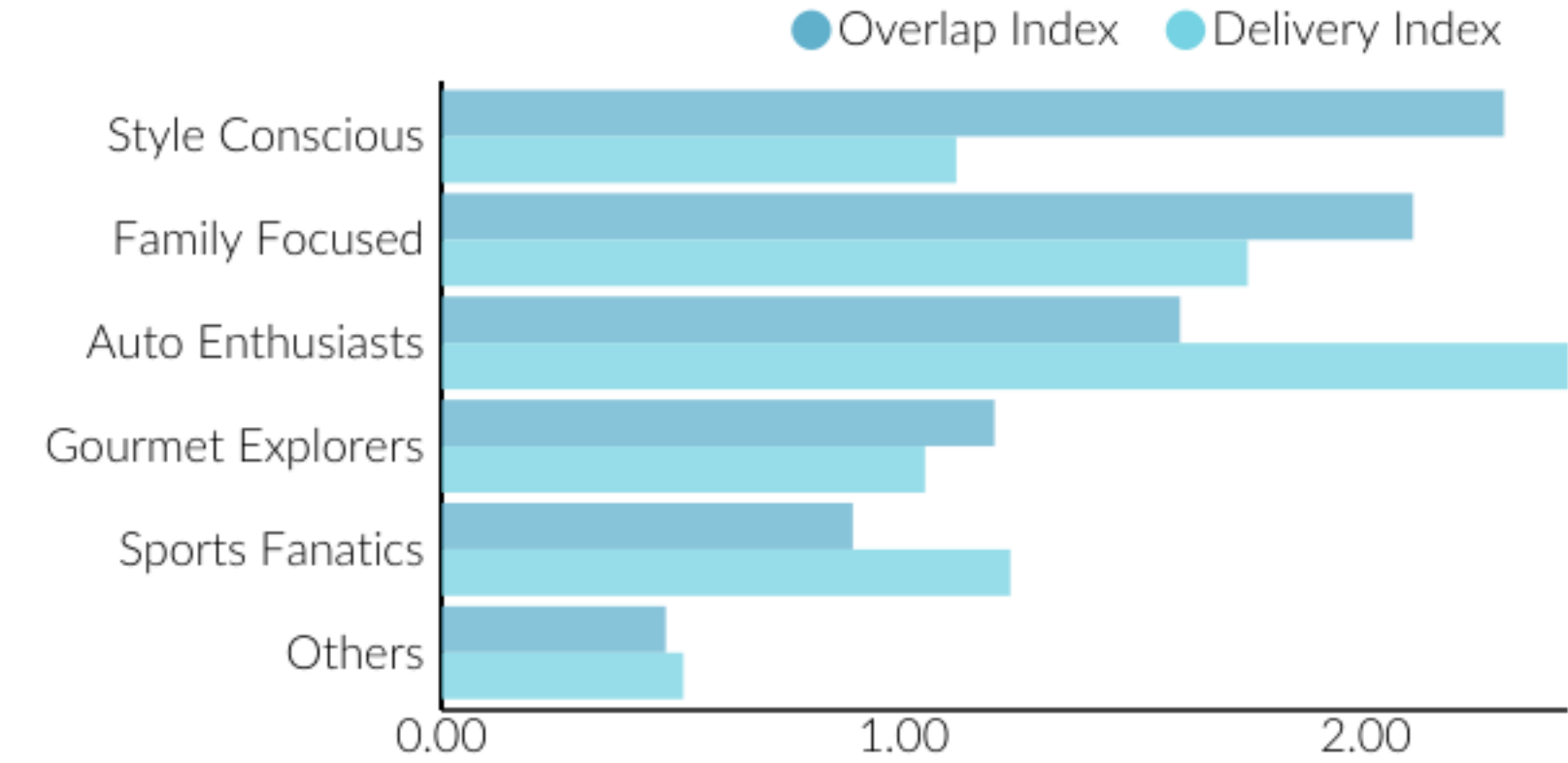
Overlap Index: A Higher Index indicates a higher user distribution for the advertiser as compared to the generic population for that audience segment

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

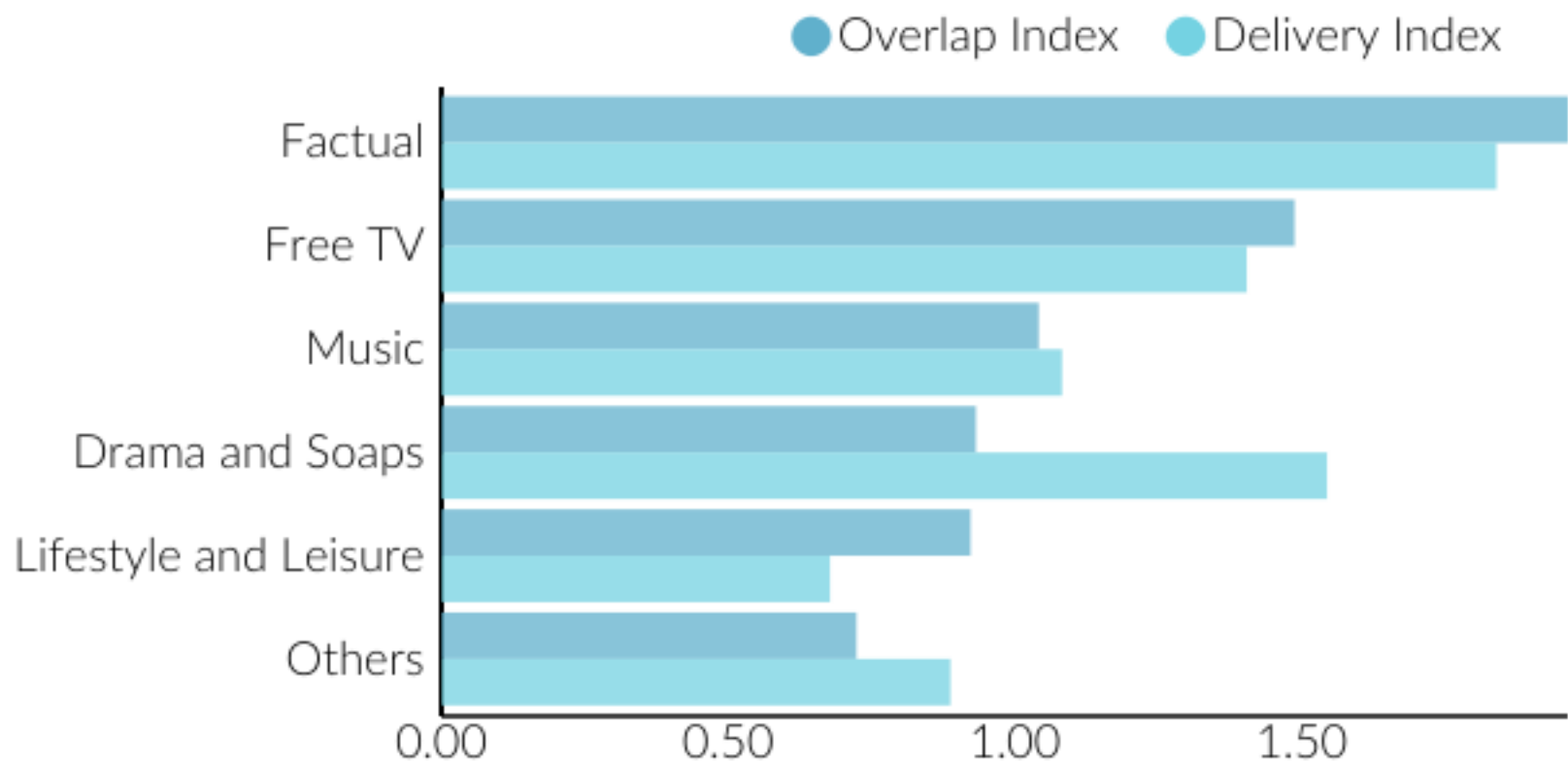


INTEREST CATEGORIES

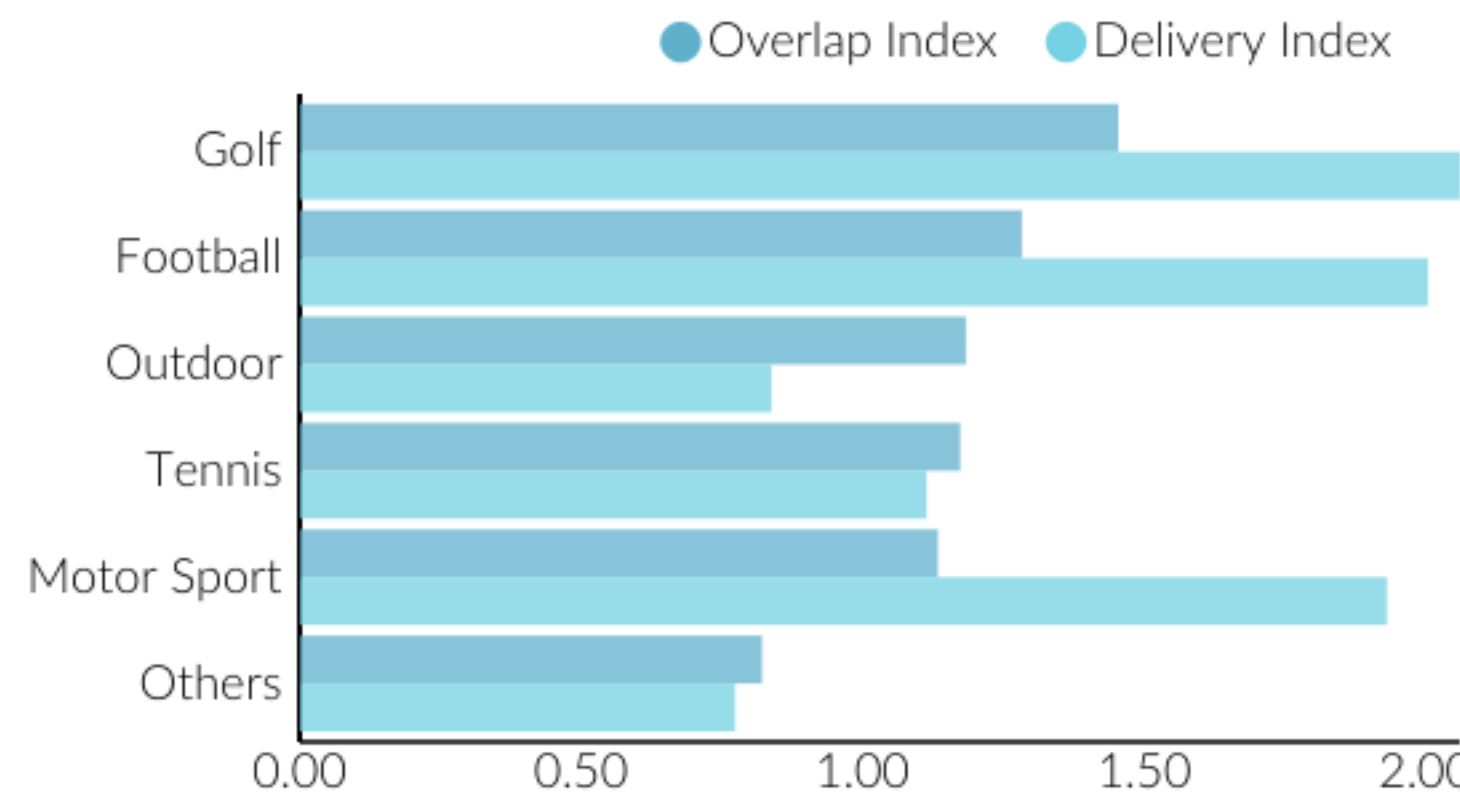
Hobbies



Tv Show Preference



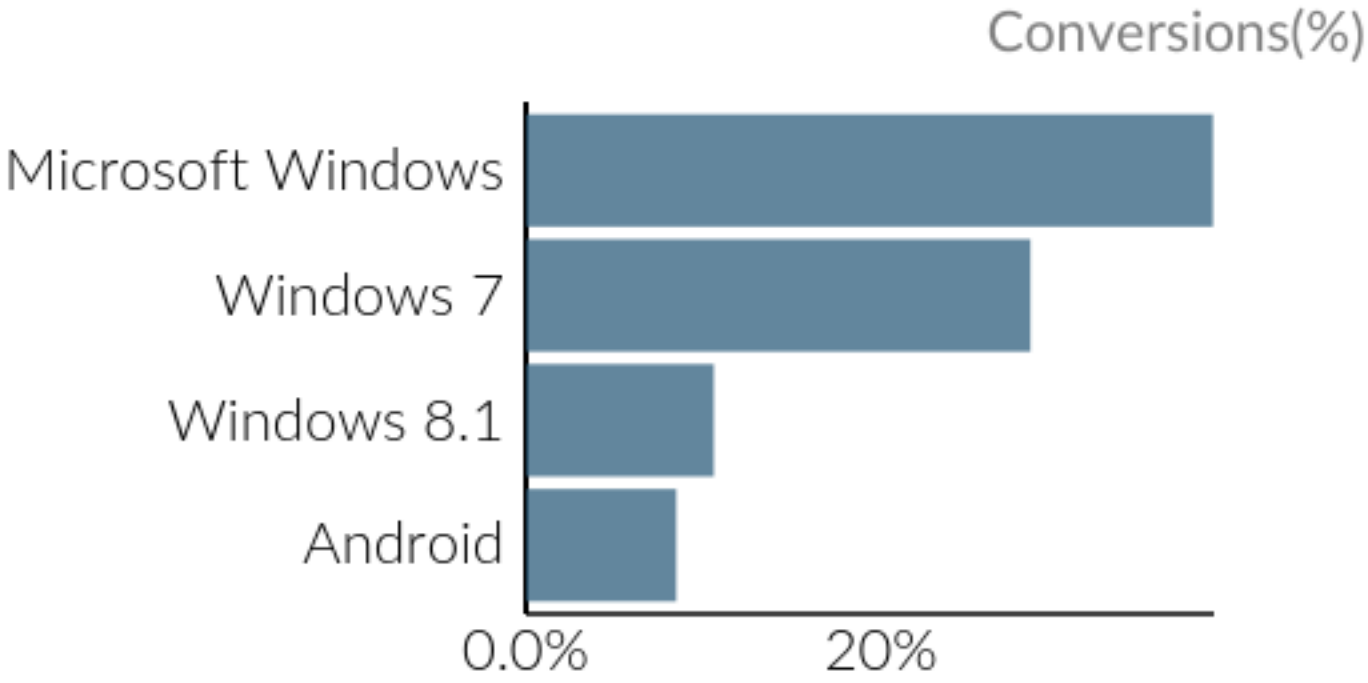
Sports



DEVICE - PC

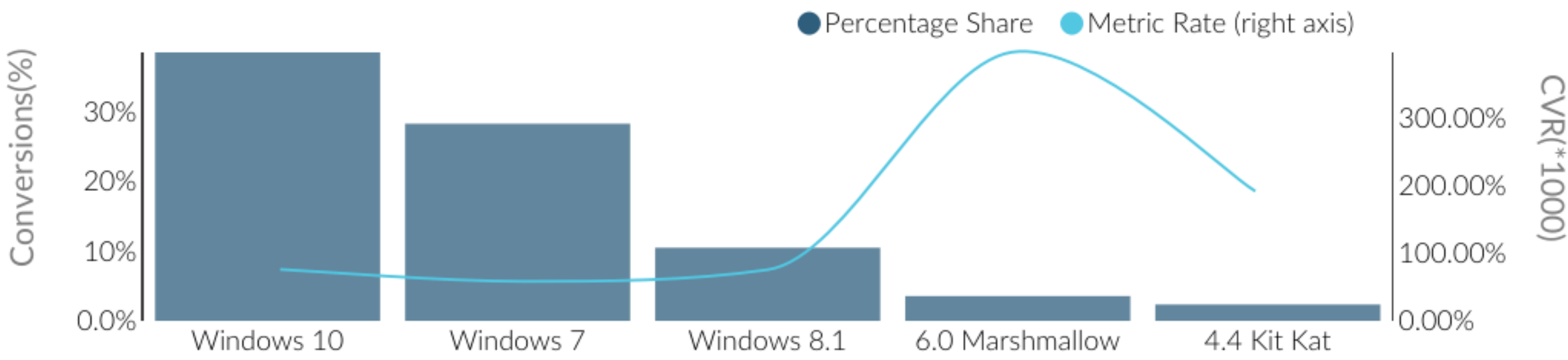
FAMILY DISTRIBUTION

OPERATING SYSTEM

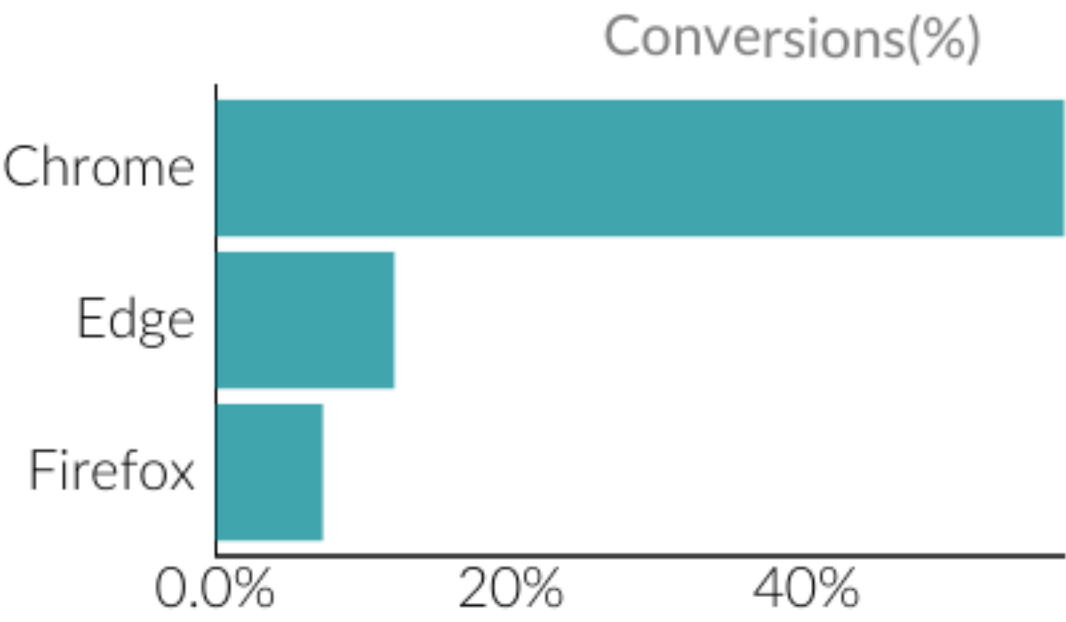


VERSION DISTRIBUTION

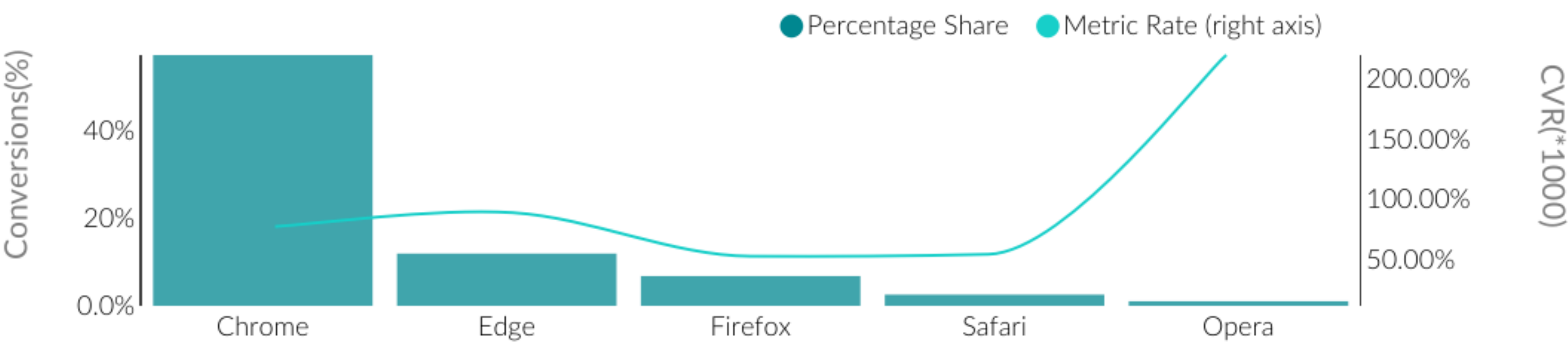
OPERATING SYSTEM



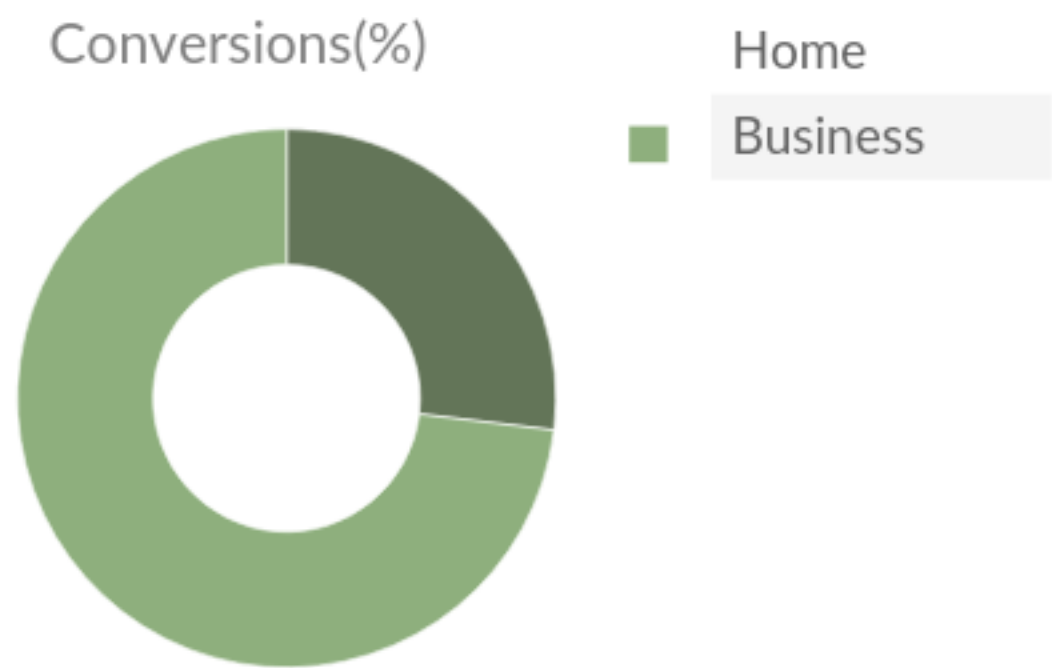
BROWSER



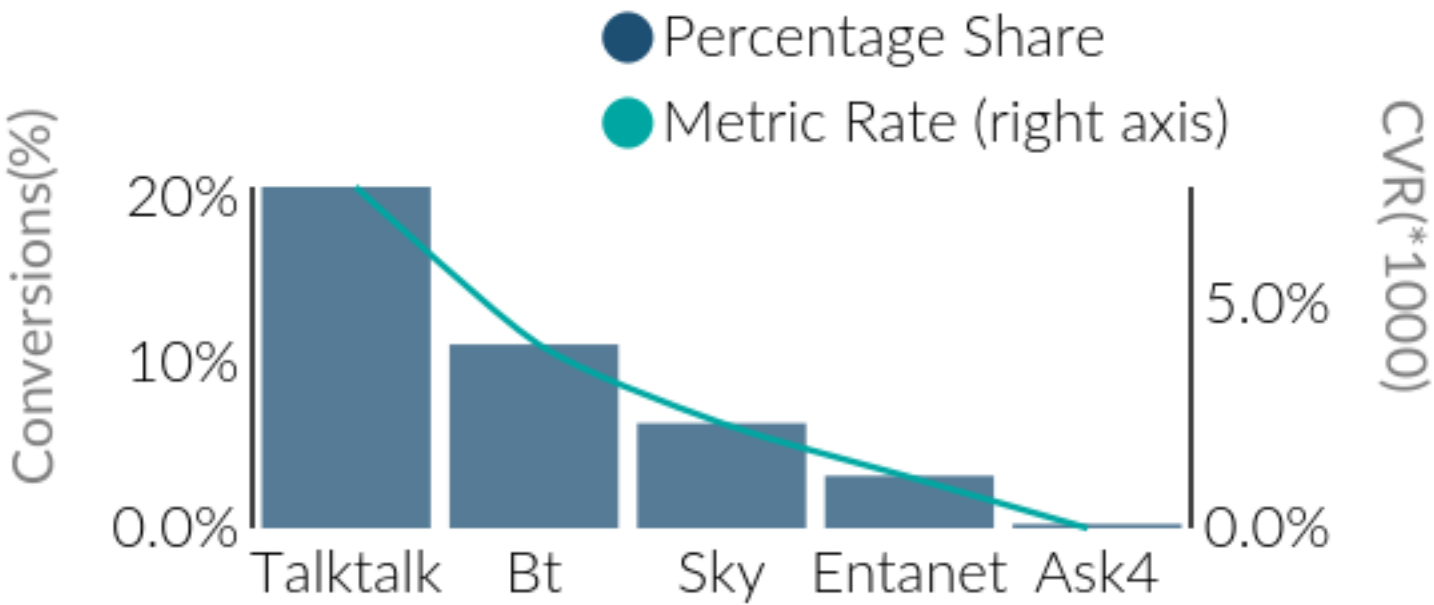
BROWSER



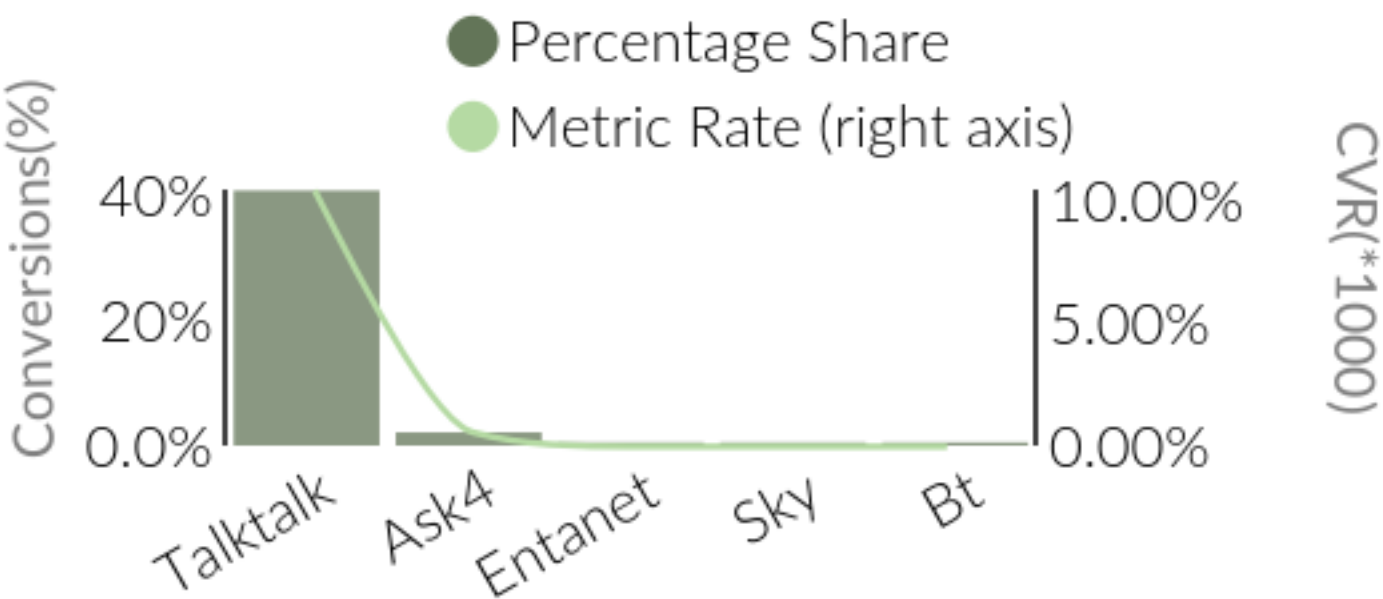
HOME v/s BUSINESS



HOME

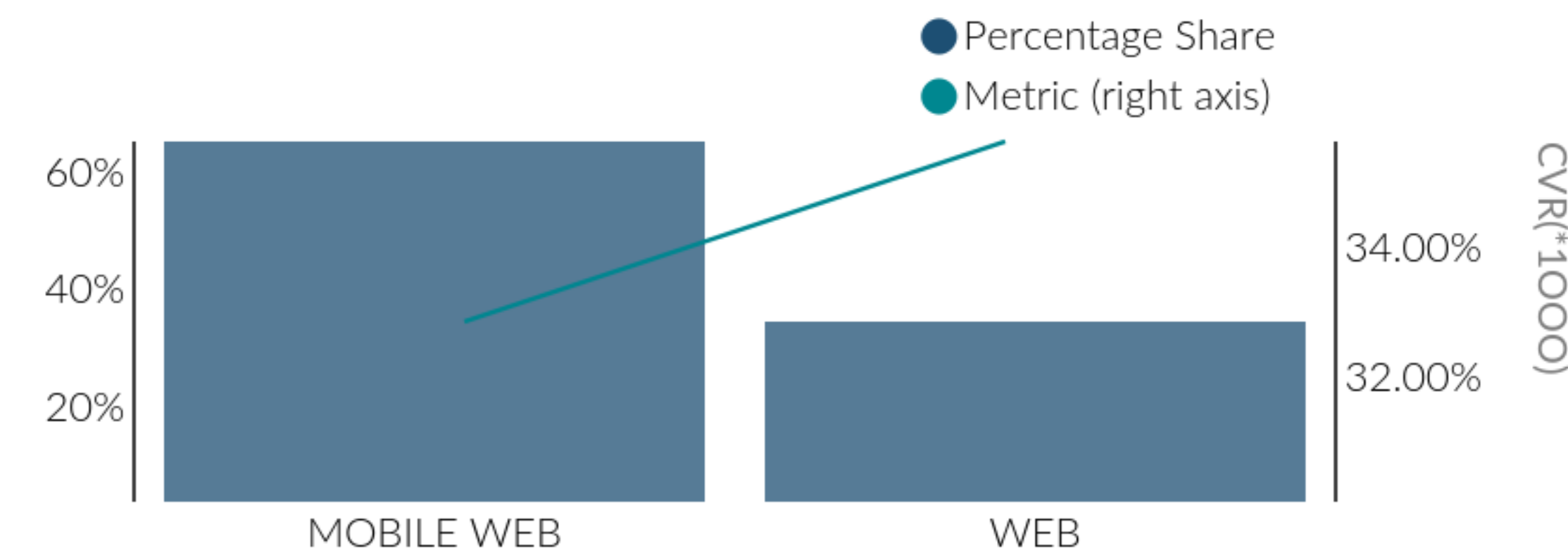


BUSINESS



DEVICE - TABLET

SUPPLY TYPE



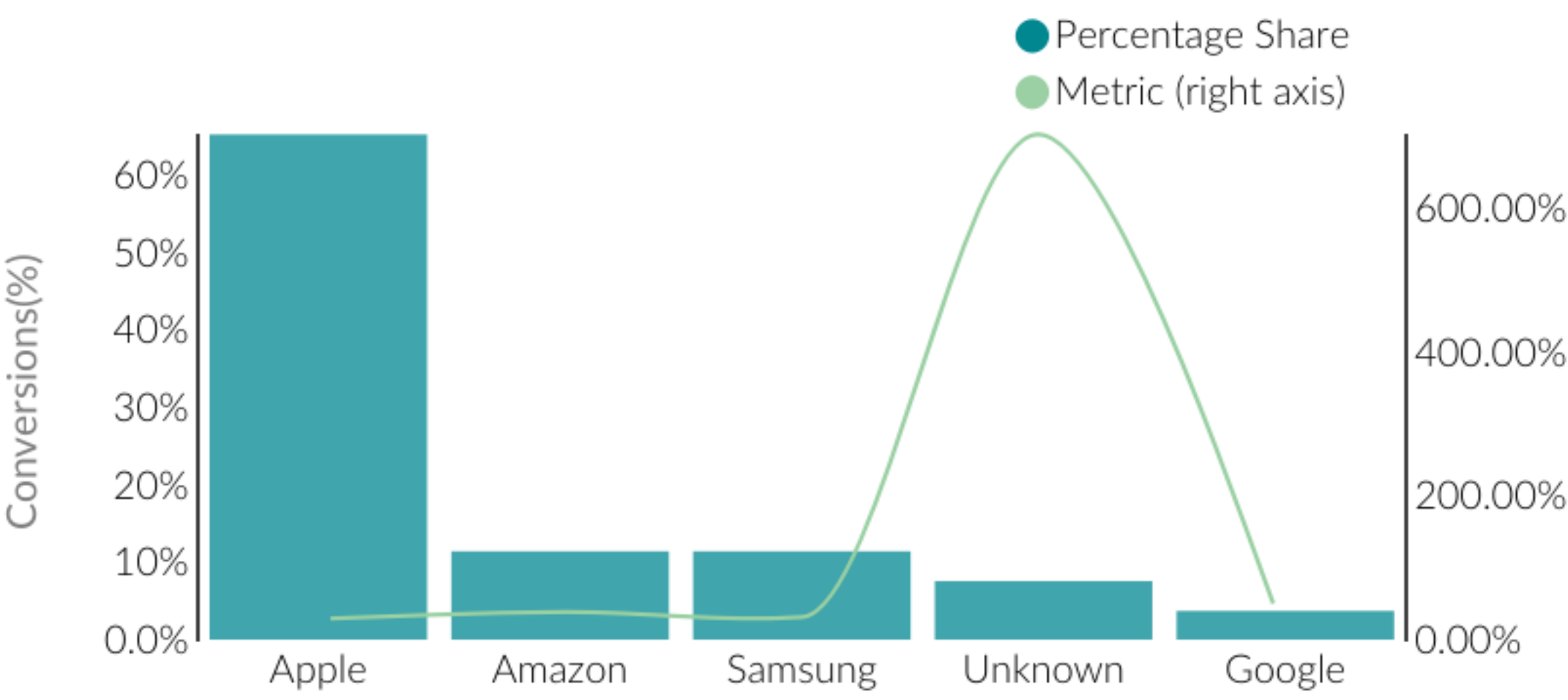
CARRIER INFORMATION

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

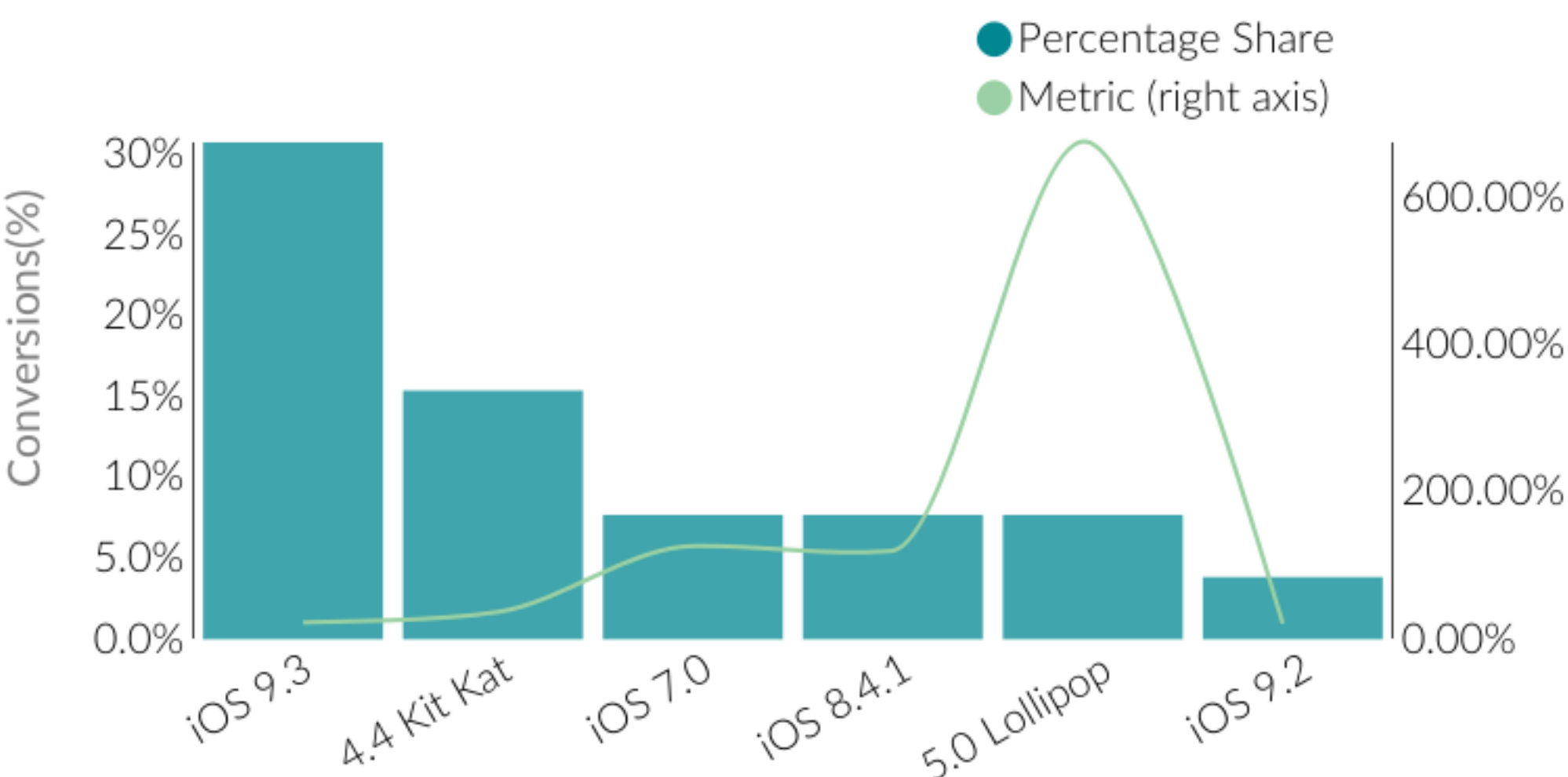
ISP	Conv.%	CVR	CARRIER	Conv.%	CVR
Virgin Media	45.45%	17.19%			
Talktalk	36.36%	13.75%			
Sky	18.18%	6.88%			

DEVICE TYPE

DEVICE MAKER

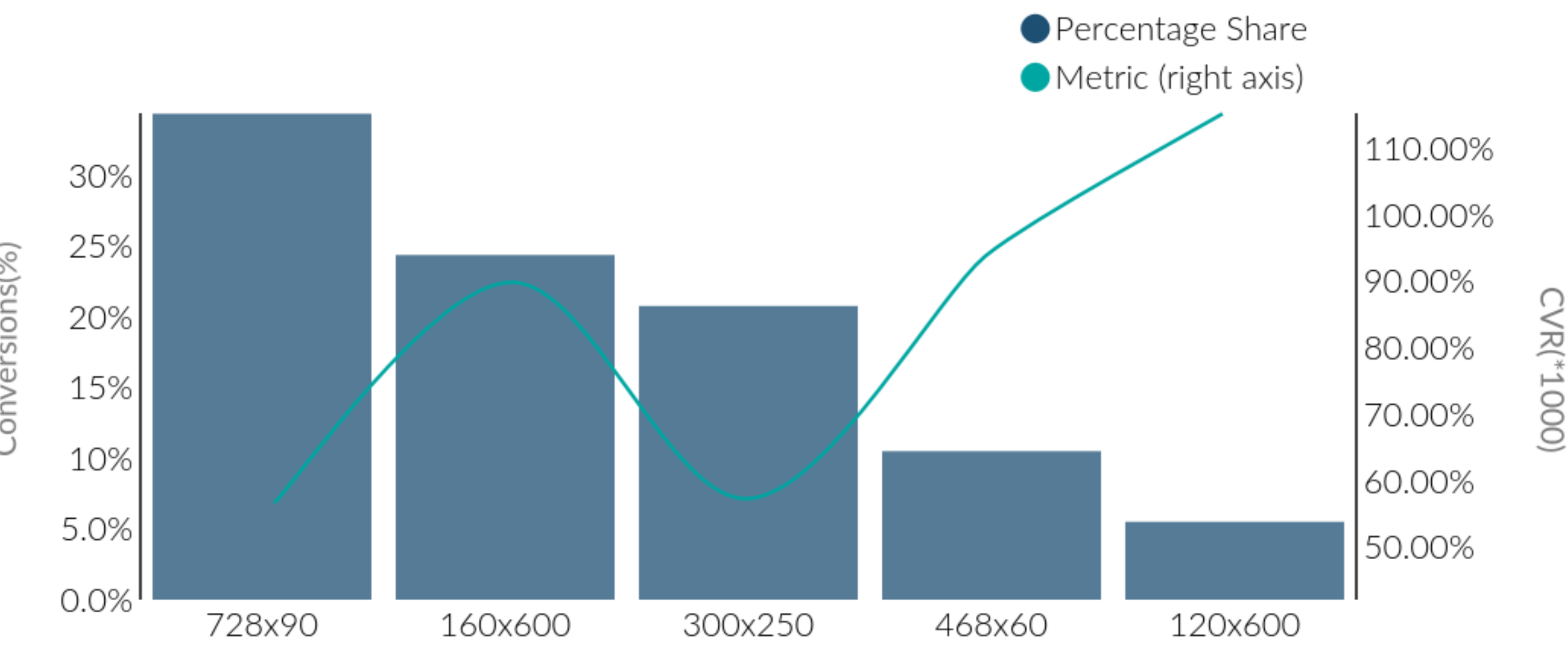


DEVICE OPERATING SYSTEM



CREATIVE

CREATIVE OVERVIEW



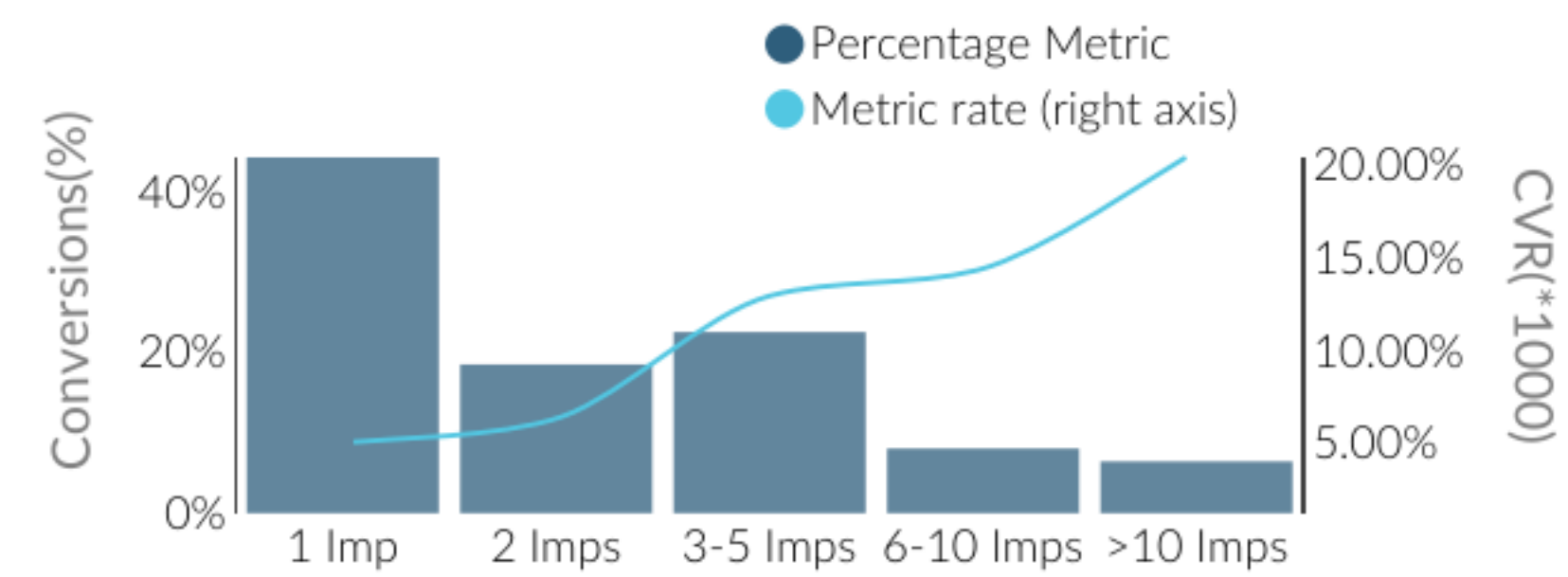
DEVICE OVERVIEW

	Con	Imp	CVR
300x600	1.81%	2.12%	63.31%
300x250	20.85%	24.48%	63.14%
728x90	32.02%	40.98%	57.93%
970x250	0.60%	1.03%	43.45%

	Con	Imp	CVR
300x250	23.08%	25.84%	31.42%
320x50	3.85%	6.15%	21.99%
468x60	7.69%	12.65%	21.39%
160x600	3.85%	12.83%	10.55%

IMPRESSIONS OVERVIEW

OVERALL



TOP PERFORMING CREATIVE SIZES

