

OUTFRONT MOBILE / FULL SUMMARY

SALEM SOUND COASTWATCH CAMPAIGN WRAP UP REPORT		Zip	Impressions	Clicks
Date of Report	10-19-2021	01902	89,866	204
Start Date	08-24-2021	01970	71,431	163
End Date	10-17-2021	01915	57,940	135
Booked Impressions	375,000	01923	52,203	119
Total Clicks	856	01960	45,297	82
Delivery	100.01%	01904	19,857	53
Click Through Rate	0.23%	01905	18,335	55
		01907	14,017	33
		01901	3,106	6
		01944	2,977	6

CAMPAIGN WRAP UP REPORT 2022		Zip	Impressions	Clicks
Date of Report	08-02-2022	1915	108,040	179
Start Date	06-06-2022	1902	104,946	223
End Date	07-31-2022	1970	83,504	158
Booked Impressions	375,000	1905	25,294	63
Total Clicks	746	1907	22,495	45
Delivery	100.03%	1904	22,281	45
Click Through Rate	0.20%	1901	4,700	24
		1944	3,856	9

Total Impressions 750,145
Total Clicks 1602 visits to website from mobile ad

AD GROUP SUMMARY

2021

Adgroup Name	Start Date	End Date	Delivery	Impressions Served	Clicks	CTR	Visits
Outfront-MA_Boston_Salem Sound Coastwatch_08-24-21_10-17-21_Ad Group 1_3188363_Proximity	08-24-2021	10-17-2021	100.01%	375,029	856	0.23%	0

2022

Adgroup Name	Start Date	End Date	Delivery	Impressions Served	Clicks	CTR	Visits
Outfront-MA_Boston_Salem Sound Coastwatch_06-06-22_07-31-22_Ad Group 1_3434046_Proximity	06-06-2022	07-31-2022	100.03%	375,116	746	0.20%	0

SUMMARY FOR EACH PRODUCT

2021

Campaign Name	Product Group	Product	Audience	Business Name	Dma	State	City	Zip	Address	Country	Latitude	Longitude	CTR	Impressions	Clicks	Visits
Outfront-MA_Boston_Salem Sound Coastwatch_08-24-21_10-17-21_3188363_TOR	Location Targeting	Geotargeting						1902					0.23%	89,866	204	0
Outfront-MA_Boston_Salem Sound Coastwatch_08-24-21_10-17-21_3188363_TOR	Location Targeting	Geotargeting						1970					0.23%	71,431	163	0
Outfront-MA_Boston_Salem Sound Coastwatch_08-24-21_10-17-21_3188363_TOR	Location Targeting	Geotargeting						1915					0.23%	57,940	135	0
Outfront-MA_Boston_Salem Sound Coastwatch_08-24-21_10-17-21_3188363_TOR	Location Targeting	Geotargeting						1923					0.23%	52,203	119	0
Outfront-MA_Boston_Salem Sound Coastwatch_08-24-21_10-17-21_3188363_TOR	Location Targeting	Geotargeting						1960					0.18%	45,297	82	0
Outfront-MA_Boston_Salem Sound Coastwatch_08-24-21_10-17-21_3188363_TOR	Location Targeting	Geotargeting						1904					0.27%	19,857	53	0
Outfront-MA_Boston_Salem Sound Coastwatch_08-24-21_10-17-21_3188363_TOR	Location Targeting	Geotargeting						1905					0.30%	18,335	55	0
Outfront-MA_Boston_Salem Sound Coastwatch_08-24-21_10-17-21_3188363_TOR	Location Targeting	Geotargeting						1907					0.24%	14,017	33	0
Outfront-MA_Boston_Salem Sound Coastwatch_08-24-21_10-17-21_3188363_TOR	Location Targeting	Geotargeting						1901					0.19%	3,106	6	0
Outfront-MA_Boston_Salem Sound Coastwatch_08-24-21_10-17-21_3188363_TOR	Location Targeting	Geotargeting						1944					0.20%	2,977	6	0

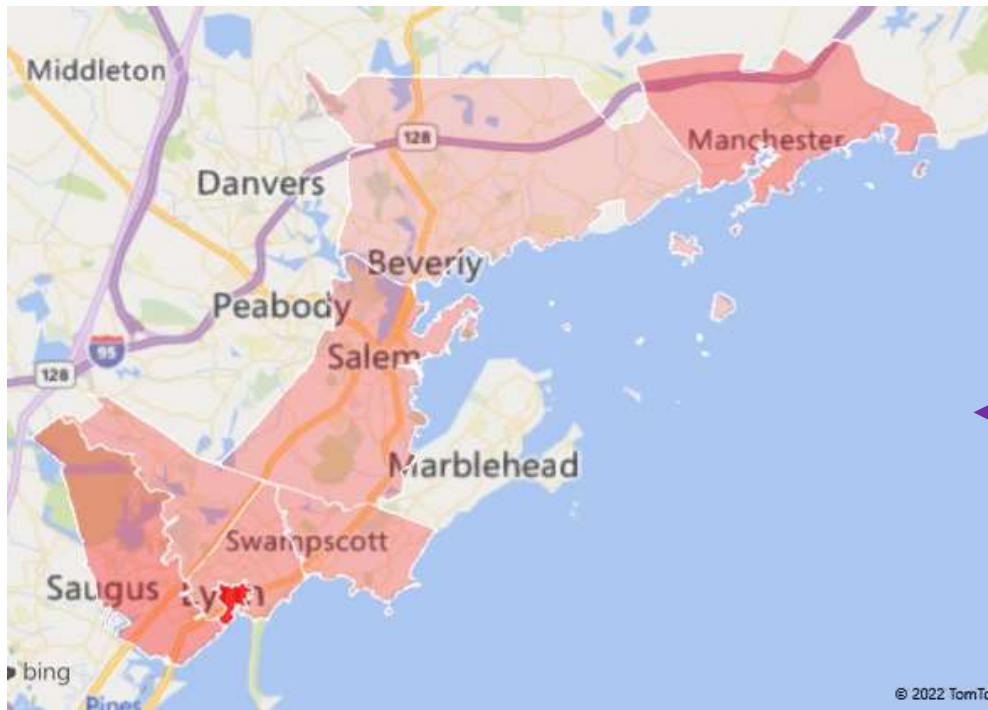
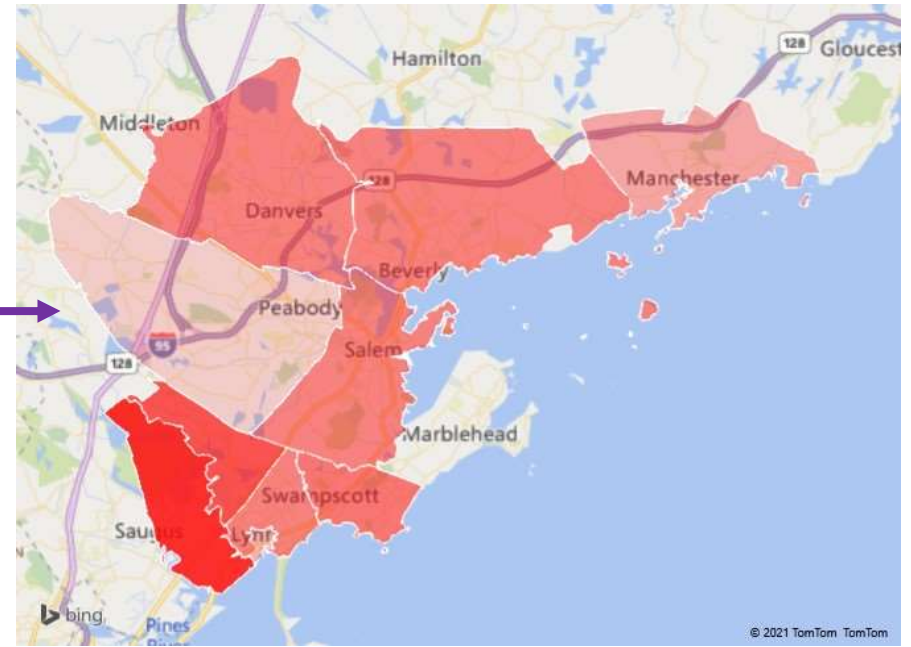
2022

Campaign Name	Product Group	Product	Audience	Business Name	Dma	State	City	Zip	Address	Country	Latitude	Longitude	CTR	Impressions	Clicks	Visits
Outfront-MA_Boston_Salem Sound Coastwatch_06-06-22_07-31-22_3434046_NOP	Location Targeting	Geotargeting						1915					0.17%	108,040	179	0
Outfront-MA_Boston_Salem Sound Coastwatch_06-06-22_07-31-22_3434046_NOP	Location Targeting	Geotargeting						1902					0.21%	104,946	223	0
Outfront-MA_Boston_Salem Sound Coastwatch_06-06-22_07-31-22_3434046_NOP	Location Targeting	Geotargeting						1970					0.19%	83,504	158	0
Outfront-MA_Boston_Salem Sound Coastwatch_06-06-22_07-31-22_3434046_NOP	Location Targeting	Geotargeting						1905					0.25%	25,294	63	0
Outfront-MA_Boston_Salem Sound Coastwatch_06-06-22_07-31-22_3434046_NOP	Location Targeting	Geotargeting						1907					0.20%	22,495	45	0
Outfront-MA_Boston_Salem Sound Coastwatch_06-06-22_07-31-22_3434046_NOP	Location Targeting	Geotargeting						1904					0.20%	22,281	45	0
Outfront-MA_Boston_Salem Sound Coastwatch_06-06-22_07-31-22_3434046_NOP	Location Targeting	Geotargeting						1901					0.51%	4,700	24	0
Outfront-MA_Boston_Salem Sound Coastwatch_06-06-22_07-31-22_3434046_NOP	Location Targeting	Geotargeting						1944					0.23%	3,856	9	0

Total Impressions 750,145
 Clicks (visits to website from mobile ad) 1602

SUMMARY BY ZIP CODE

Zip Code	2021 CTR
01905	0.30%
01904	0.27%
01907	0.24%
01902	0.23%
01915	0.23%
01923	0.23%
01970	0.23%
01944	0.20%
01901	0.19%
01960	0.18%

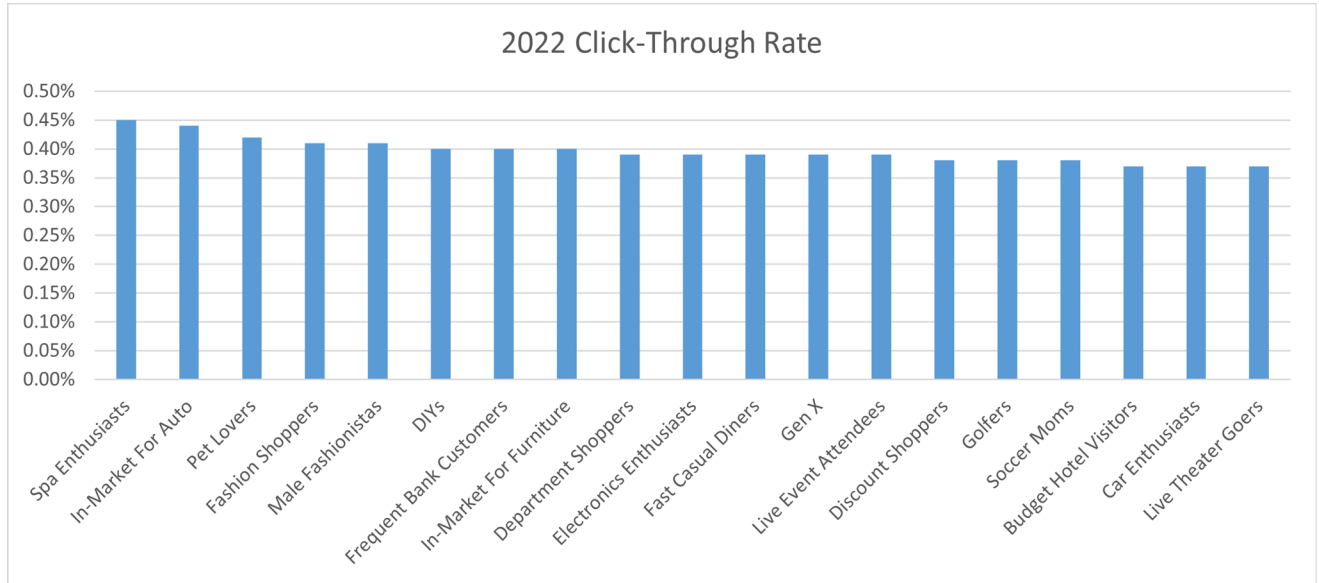
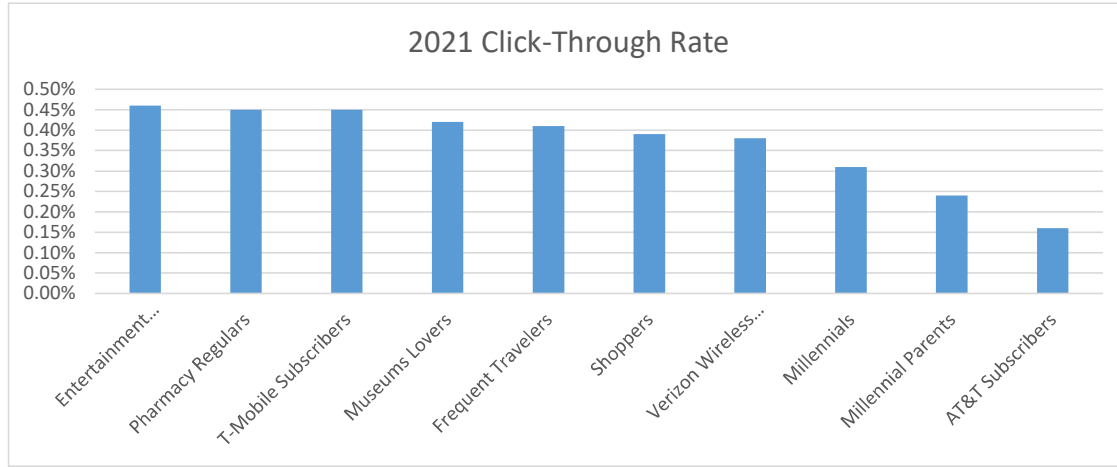


Zip Code	2022 CTR
01901	0.51%
01905	0.25%
01944	0.23%
01902	0.21%
01904	0.20%
01907	0.20%
01970	0.19%
01915	0.17%

AUDIENCE SUMMARY

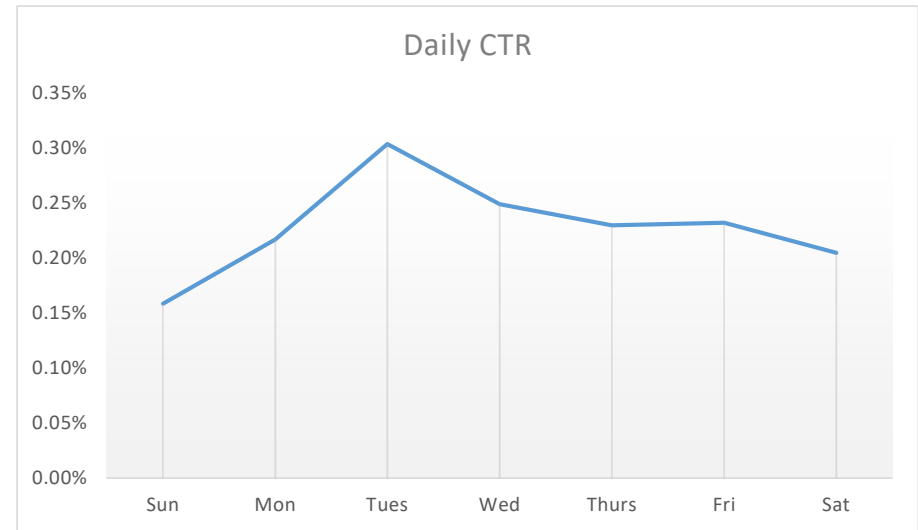
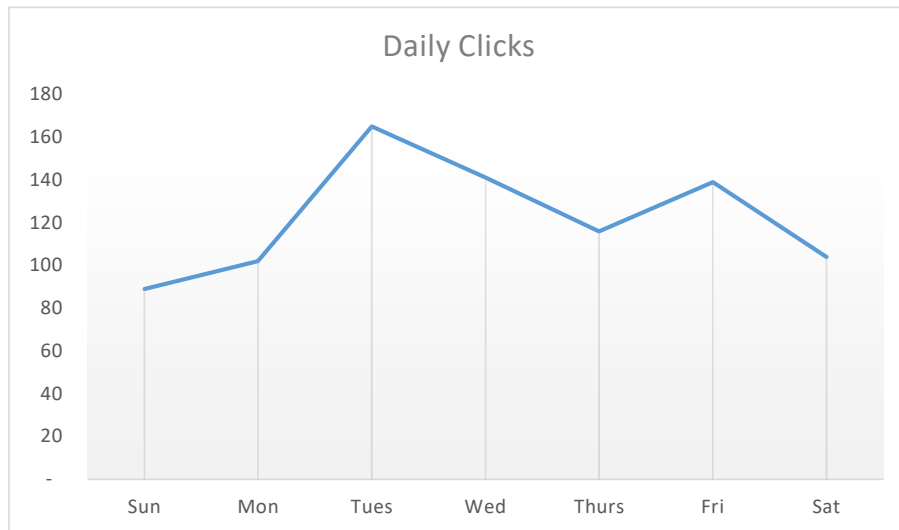
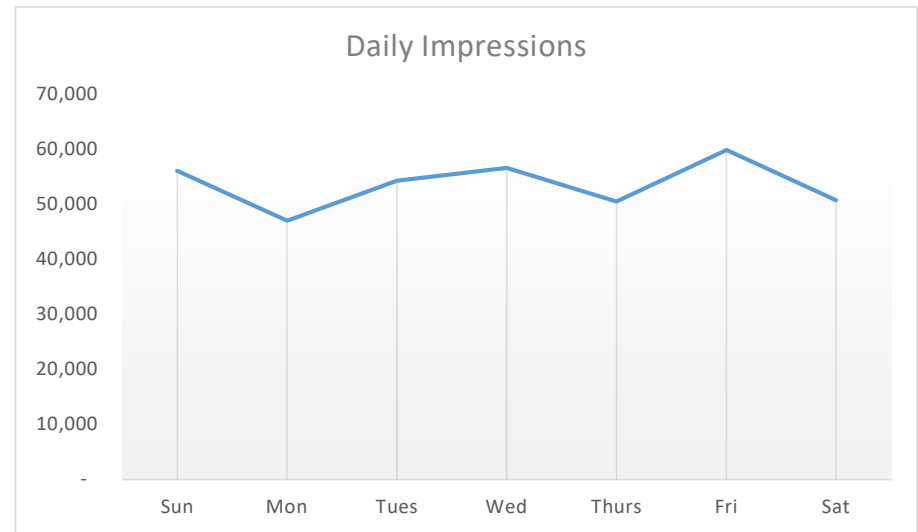
2021 Audience Name	CTR
Entertainment Enthusiasts	0.46%
Pharmacy Regulars	0.45%
T-Mobile Subscribers	0.45%
Museums Lovers	0.42%
Frequent Travelers	0.41%
Shoppers	0.39%
Verizon Wireless Subscribers	0.38%
Millennials	0.31%
Millennial Parents	0.24%
AT&T Subscribers	0.16%

Audience Name	CTR
Spa Enthusiasts	0.45%
In-Market For Auto	0.44%
Pet Lovers	0.42%
Fashion Shoppers	0.41%
Male Fashionistas	0.41%
DIYs	0.40%
Frequent Bank Customers	0.40%
In-Market For Furniture	0.40%
Department Shoppers	0.39%
Electronics Enthusiasts	0.39%
Fast Casual Diners	0.39%
Gen X	0.39%
Live Event Attendees	0.39%
Discount Shoppers	0.38%
Golfers	0.38%
Soccer Moms	0.38%
Budget Hotel Visitors	0.37%
Car Enthusiasts	0.37%
Live Theater Goers	0.37%



SUMMARY BY DAY 2021

Day	Impressions	Clicks	CTR
Sun	56,078	89	0.16%
Mon	46,982	102	0.22%
Tues	54,293	165	0.30%
Wed	56,577	141	0.25%
Thurs	50,485	116	0.23%
Fri	59,858	139	0.23%
Sat	50,756	104	0.20%



SUMMARY BY DAY 2022

Day	Impressions	Clicks	CTR
Sun	47,653	92	0.19%
Mon	50,430	144	0.29%
Tues	55,991	117	0.21%
Wed	61,107	116	0.19%
Thurs	56,522	104	0.18%
Fri	53,844	88	0.16%
Sat	49,569	85	0.17%

