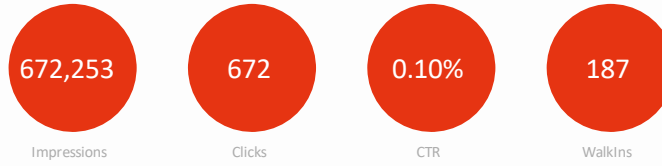
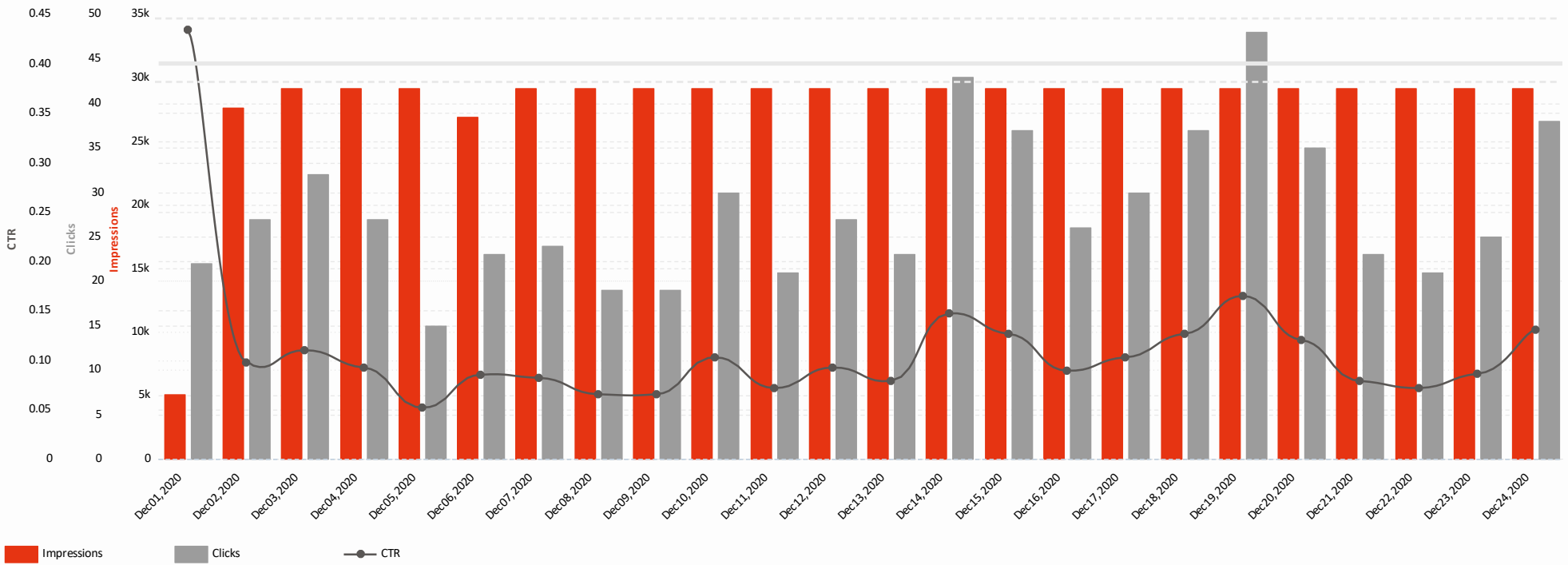


Static Ad Performance



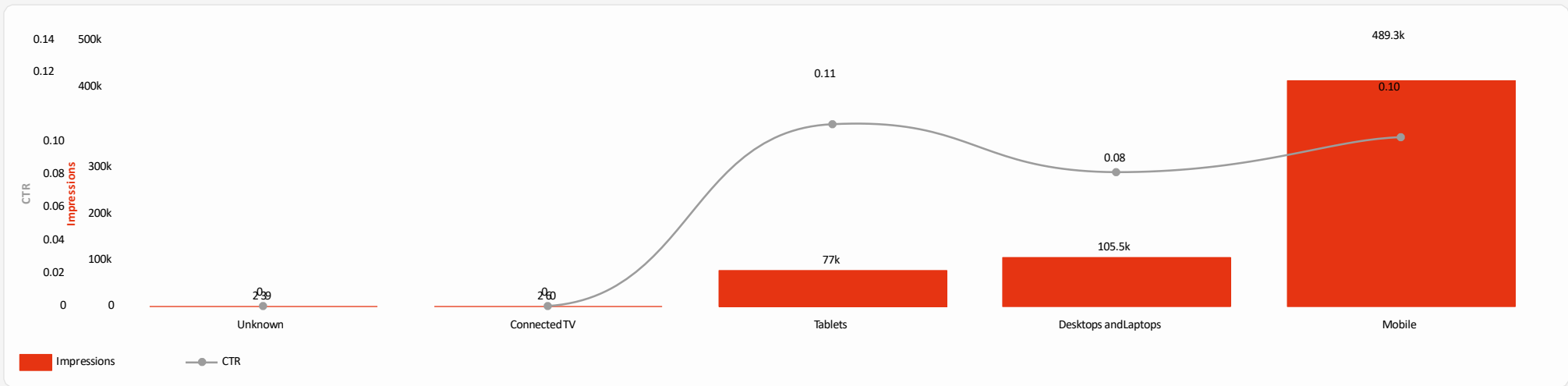
Overall Programmatic Trending Data



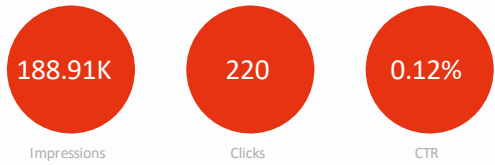
Device Breakdown

Device Type	Impressions	Clicks	CTR
Total	672,253	672	0.10%
Mobile	489,275	501	0.10%
Desktops and Laptops	105,523	86	0.08%
Tablets	76,956	85	0.11%
Connected TV	260	0	0.00%
Unknown	239	0	0.00%

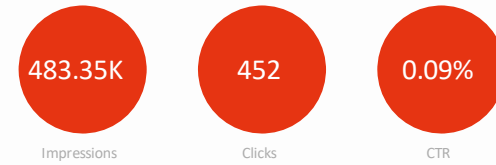
Impressions and CTR by Device Type



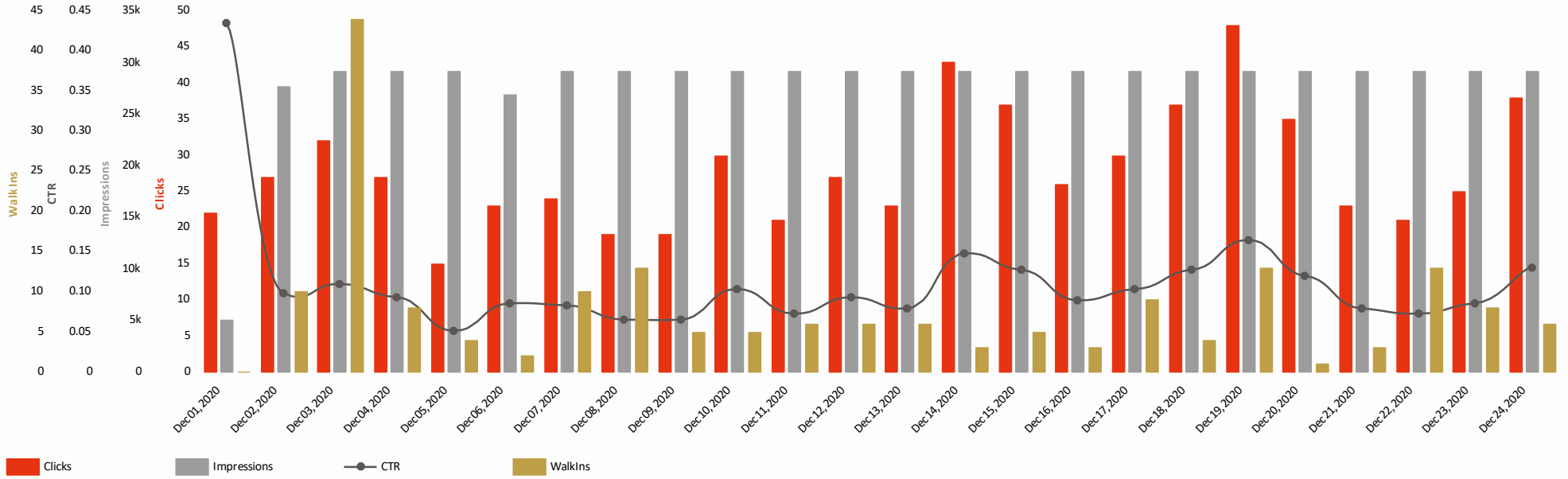
Android Performance



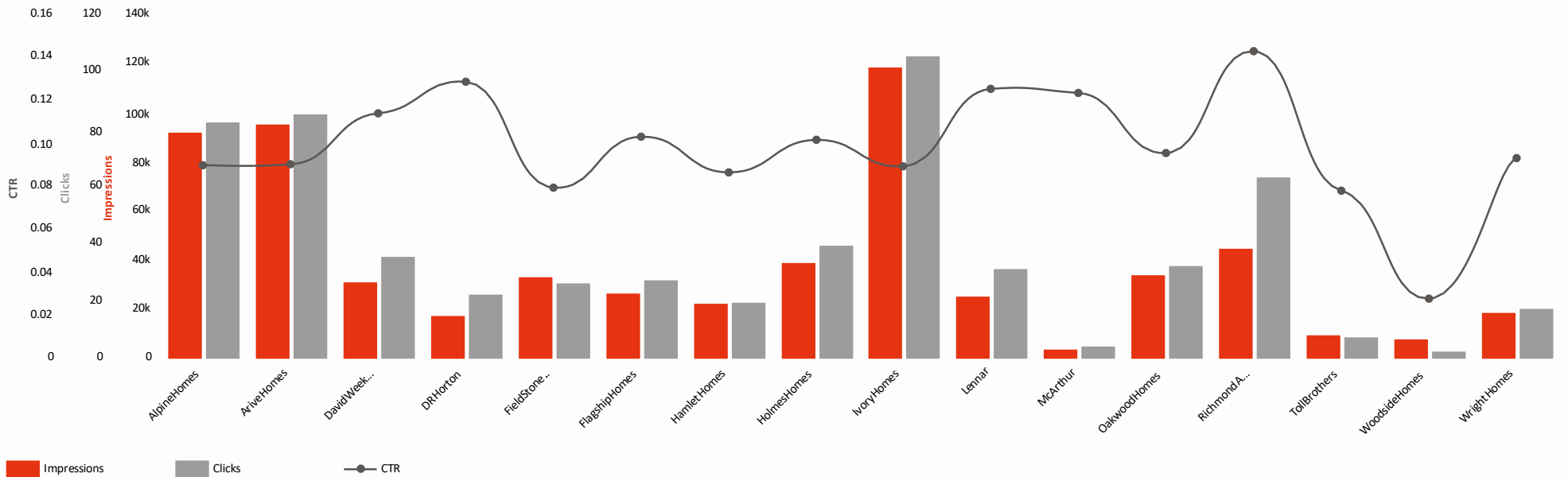
iOS Performance



Geofencing Trend Data



Traffic By Geo Fence



Walk In Visits By Conversion Zone

Campaign	Conversion Geo Fence Name	Conversion Weighted Actions
Total		187.00
_GF_12/1/2020-5/31/2021		187.00

What contextual categories are my ads showing up in?

Context	Impressions	Clicks	CTR	Context Count
Hobbies & Special Interests	142,835	174	0.12%	2
Arts & Entertainment	106,062	112	0.11%	2
Computer & Video Games	68,867	56	0.08%	2
Interpersonal Relations	19,104	10	0.05%	2
Boardgame & Puzzles	18,892	20	0.11%	2
News	18,766	23	0.12%	2
Technology & Computing	16,647	15	0.09%	2
Sports	10,029	11	0.11%	2
Weather	5,559	2	0.04%	2
Education	5,418	5	0.09%	2
Photography	5,362	4	0.07%	2
Business	3,984	3	0.08%	2
Humor	3,285	0	0.00%	2
Food & Drink	2,846	4	0.14%	2
Family & Parenting	2,459	1	0.04%	2
Card Games	2,452	3	0.12%	2
Real Estate	2,273	1	0.04%	2
Health & Fitness	2,121	1	0.05%	2
Science	1,684	3	0.18%	2
Studying Business	1,497	2	0.13%	2

| SUMMARY GRIDS |

Campaign Breakdown

Client	Campaign	Impressions	Clicks	CTR	Start Date	End Date	Pacing	Walk Ins
	_GF_12/1/2020-5/31/2021	612,543	596	0.10%	2020-12-01	2021-05-31	100	187
	_SiteRetargeting_12/1/2020-5/31/2021	59,710	76	0.13%	2020-12-01	2021-05-31	100	0

Geo Fence Breakdown

Campaign	Geo Fence	Impressions	Clicks	CTR	Click Visits	View Visits	WalkIn Visits
Total		612,543	596	0.10%	6	181	187
GF_12/1/2020-5/31/2021	Alpine Homes	91,552	82	0.09%	1	12	13
GF_12/1/2020-5/31/2021	Arive Homes	94,698	85	0.09%	0	3	3
GF_12/1/2020-5/31/2021	David WeekleyHomes	30,776	35	0.11%	0	7	7
GF_12/1/2020-5/31/2021	DR Horton	17,180	22	0.13%	0	0	0
GF_12/1/2020-5/31/2021	FieldStone Homes	32,899	26	0.08%	0	46	46
GF_12/1/2020-5/31/2021	Flagship Homes	26,287	27	0.10%	1	14	15
GF_12/1/2020-5/31/2021	Hamlet Homes	22,041	19	0.09%	0	4	4
GF_12/1/2020-5/31/2021	Holmes Homes	38,537	39	0.10%	0	2	2
GF_12/1/2020-5/31/2021	Ivory Homes	117,983	105	0.09%	1	24	25
GF_12/1/2020-5/31/2021	Lennar	24,823	31	0.12%	2	5	7
GF_12/1/2020-5/31/2021	McArthur	3,252	4	0.12%	0	0	0
GF_12/1/2020-5/31/2021	Oakwood Homes	33,624	32	0.10%	1	3	4
GF_12/1/2020-5/31/2021	Richmond AmericanHomes	44,212	63	0.14%	0	35	35
GF_12/1/2020-5/31/2021	Toll Brothers	9,026	7	0.08%	0	1	1
GF_12/1/2020-5/31/2021	Woodside Homes	7,332	2	0.03%	0	23	23
GF_12/1/2020-5/31/2021	WrightHomes	18,321	17	0.09%	0	2	2

📄 Conversions by Geofence by Day

GeoFence	Date	Campaign	Impressions	Clicks	Click Visits	View Visits	WalkIn Visits	
Richmond AmericanHomes	Dec24, 2020	[REDACTED]	GF_12/1/2020-5/31/2021	2,244	4	0	1	1
IvoryHomes	Dec24, 2020	[REDACTED]	GF_12/1/2020-5/31/2021	4,293	4	0	1	1
FieldStoneHomes	Dec24, 2020	[REDACTED]	GF_12/1/2020-5/31/2021	1,856	0	0	1	1
David WeekleyHomes	Dec24, 2020	[REDACTED]	GF_12/1/2020-5/31/2021	991	2	0	1	1
WrightHomes	Dec24, 2020	[REDACTED]	GF_12/1/2020-5/31/2021	1,066	1	0	1	1
TollBrothers	Dec24, 2020	[REDACTED]	GF_12/1/2020-5/31/2021	389	0	0	1	1
Flagship Homes	Dec23, 2020	[REDACTED]	GF_12/1/2020-5/31/2021	1,089	0	0	2	2
Woodside Homes	Dec23, 2020	[REDACTED]	GF_12/1/2020-5/31/2021	366	0	0	1	1
Lennar	Dec23, 2020	[REDACTED]	GF_12/1/2020-5/31/2021	1,083	0	0	2	2
Richmond AmericanHomes	Dec23, 2020	[REDACTED]	GF_12/1/2020-5/31/2021	1,983	1	0	1	1
IvoryHomes	Dec23, 2020	[REDACTED]	GF_12/1/2020-5/31/2021	3,790	1	0	2	2
Flagship Homes	Dec22, 2020	[REDACTED]	GF_12/1/2020-5/31/2021	1,190	2	0	2	2
Oakwood Homes	Dec22, 2020	[REDACTED]	GF_12/1/2020-5/31/2021	1,419	1	1	0	1
Lennar	Dec22, 2020	[REDACTED]	GF_12/1/2020-5/31/2021	1,573	3	0	1	1
Woodside Homes	Dec22, 2020	[REDACTED]	GF_12/1/2020-5/31/2021	579	0	0	7	7
IvoryHomes	Dec22, 2020	[REDACTED]	GF_12/1/2020-5/31/2021	4,613	2	0	1	1
Richmond AmericanHomes	Dec22, 2020	[REDACTED]	GF_12/1/2020-5/31/2021	2,075	1	0	1	1
Flagship Homes	Dec21, 2020	[REDACTED]	GF_12/1/2020-5/31/2021	1,215	0	0	1	1
David WeekleyHomes	Dec21, 2020	[REDACTED]	GF_12/1/2020-5/31/2021	1,245	1	0	1	1
FieldStoneHomes	Dec21, 2020	[REDACTED]	GF_12/1/2020-5/31/2021	1,868	2	0	1	1
HamletHomes	Dec20, 2020	[REDACTED]	GF_12/1/2020-5/31/2021	1,447	1	0	1	1
David WeekleyHomes	Dec19, 2020	[REDACTED]	GF_12/1/2020-5/31/2021	1,283	2	0	1	1
Flagship Homes	Dec19, 2020	[REDACTED]	GF_12/1/2020-5/31/2021	1,216	4	0	1	1
IvoryHomes	Dec19, 2020	[REDACTED]	GF_12/1/2020-5/31/2021	4,354	4	0	1	1
Woodside Homes	Dec19, 2020	[REDACTED]	GF_12/1/2020-5/31/2021	434	0	0	10	10
Flagship Homes	Dec18, 2020	[REDACTED]	GF_12/1/2020-5/31/2021	1,238	0	0	1	1
David WeekleyHomes	Dec18, 2020	[REDACTED]	GF_12/1/2020-5/31/2021	1,737	4	0	1	1
IvoryHomes	Dec18, 2020	[REDACTED]	GF_12/1/2020-5/31/2021	4,966	7	0	1	1
Oakwood Homes	Dec18, 2020	[REDACTED]	GF_12/1/2020-5/31/2021	1,536	4	0	1	1
David WeekleyHomes	Dec17, 2020	[REDACTED]	GF_12/1/2020-5/31/2021	1,504	5	0	1	1
Alpine Homes	Dec17, 2020	[REDACTED]	GF_12/1/2020-5/31/2021	3,373	2	1	0	1
Lennar	Dec17, 2020	[REDACTED]	GF_12/1/2020-5/31/2021	940	4	0	1	1
Holmes Homes	Dec17, 2020	[REDACTED]	GF_12/1/2020-5/31/2021	2,168	0	0	1	1
IvoryHomes	Dec17, 2020	[REDACTED]	GF_12/1/2020-5/31/2021	5,163	4	0	1	1

FieldStoneHomes	Dec17,2020	[REDACTED]	GF_12/1/2020-5/31/2021	1,334	2	0	1	1
WoodsideHomes	Dec17,2020	[REDACTED]	GF_12/1/2020-5/31/2021	447	0	0	3	3
WoodsideHomes	Dec16,2020	[REDACTED]	GF_12/1/2020-5/31/2021	316	0	0	1	1
FieldStoneHomes	Dec16,2020	[REDACTED]	GF_12/1/2020-5/31/2021	1,861	2	0	1	1
IvoryHomes	Dec16,2020	[REDACTED]	GF_12/1/2020-5/31/2021	5,185	2	0	1	1
WoodsideHomes	Dec15,2020	[REDACTED]	GF_12/1/2020-5/31/2021	256	0	0	1	1
Lennar	Dec15,2020	[REDACTED]	GF_12/1/2020-5/31/2021	907	0	1	0	1
FlagshipHomes	Dec15,2020	[REDACTED]	GF_12/1/2020-5/31/2021	915	0	0	1	1
FieldStoneHomes	Dec15,2020	[REDACTED]	GF_12/1/2020-5/31/2021	1,132	1	0	1	1
IvoryHomes	Dec15,2020	[REDACTED]	GF_12/1/2020-5/31/2021	4,827	4	0	1	1
RichmondAmericanHomes	Dec14,2020	[REDACTED]	GF_12/1/2020-5/31/2021	2,066	6	0	1	1
FieldStoneHomes	Dec14,2020	[REDACTED]	GF_12/1/2020-5/31/2021	1,075	1	0	1	1
IvoryHomes	Dec14,2020	[REDACTED]	GF_12/1/2020-5/31/2021	5,291	6	0	1	1
HamletHomes	Dec13,2020	[REDACTED]	GF_12/1/2020-5/31/2021	762	0	0	1	1
FieldStoneHomes	Dec13,2020	[REDACTED]	GF_12/1/2020-5/31/2021	1,380	1	0	2	2
FlagshipHomes	Dec13,2020	[REDACTED]	GF_12/1/2020-5/31/2021	1,126	0	0	1	1
IvoryHomes	Dec13,2020	[REDACTED]	GF_12/1/2020-5/31/2021	5,555	2	0	2	2
IvoryHomes	Dec12,2020	[REDACTED]	GF_12/1/2020-5/31/2021	5,262	2	0	2	2
WrightHomes	Dec12,2020	[REDACTED]	GF_12/1/2020-5/31/2021	581	1	0	1	1
FieldStoneHomes	Dec12,2020	[REDACTED]	GF_12/1/2020-5/31/2021	1,478	1	0	3	3
FlagshipHomes	Dec11,2020	[REDACTED]	GF_12/1/2020-5/31/2021	925	1	0	1	1
IvoryHomes	Dec11,2020	[REDACTED]	GF_12/1/2020-5/31/2021	5,212	5	0	1	1
RichmondAmericanHomes	Dec11,2020	[REDACTED]	GF_12/1/2020-5/31/2021	2,058	2	0	1	1
FieldStoneHomes	Dec11,2020	[REDACTED]	GF_12/1/2020-5/31/2021	1,347	0	0	1	1
HamletHomes	Dec11,2020	[REDACTED]	GF_12/1/2020-5/31/2021	949	1	0	1	1
Lennar	Dec11,2020	[REDACTED]	GF_12/1/2020-5/31/2021	817	0	0	1	1
RichmondAmericanHomes	Dec10,2020	[REDACTED]	GF_12/1/2020-5/31/2021	1,728	3	0	1	1
FieldStoneHomes	Dec10,2020	[REDACTED]	GF_12/1/2020-5/31/2021	916	0	0	1	1
HolmesHomes	Dec10,2020	[REDACTED]	GF_12/1/2020-5/31/2021	1,408	1	0	1	1
FlagshipHomes	Dec10,2020	[REDACTED]	GF_12/1/2020-5/31/2021	1,509	3	0	1	1
IvoryHomes	Dec10,2020	[REDACTED]	GF_12/1/2020-5/31/2021	5,593	5	0	1	1
FieldStoneHomes	Dec09,2020	[REDACTED]	GF_12/1/2020-5/31/2021	1,126	0	0	1	1
OakwoodHomes	Dec09,2020	[REDACTED]	GF_12/1/2020-5/31/2021	1,473	0	0	1	1
Lennar	Dec09,2020	[REDACTED]	GF_12/1/2020-5/31/2021	1,044	0	1	0	1
HamletHomes	Dec09,2020	[REDACTED]	GF_12/1/2020-5/31/2021	1,709	1	0	1	1
IvoryHomes	Dec09,2020	[REDACTED]	GF_12/1/2020-5/31/2021	5,802	3	0	1	1
FieldStoneHomes	Dec08,2020	[REDACTED]	GF_12/1/2020-5/31/2021	1,544	3	0	7	7

Alpine Homes	Dec08, 2020	[REDACTED]	GF_12/1/2020-5/31/2021	5,111	3	0	2	2
Flagship Homes	Dec08, 2020	[REDACTED]	GF_12/1/2020-5/31/2021	752	1	1	0	1
Ivory Homes	Dec08, 2020	[REDACTED]	GF_12/1/2020-5/31/2021	4,916	2	1	1	2
Arive Homes	Dec08, 2020	[REDACTED]	GF_12/1/2020-5/31/2021	4,284	4	0	1	1
David WeekleyHomes	Dec07, 2020	[REDACTED]	GF_12/1/2020-5/31/2021	1,519	2	0	1	1
FieldStoneHomes	Dec07, 2020	[REDACTED]	GF_12/1/2020-5/31/2021	974	0	0	1	1
Richmond AmericanHomes	Dec07, 2020	[REDACTED]	GF_12/1/2020-5/31/2021	2,489	4	0	1	1
Arive Homes	Dec07, 2020	[REDACTED]	GF_12/1/2020-5/31/2021	4,133	4	0	1	1
Ivory Homes	Dec07, 2020	[REDACTED]	GF_12/1/2020-5/31/2021	5,216	6	0	2	2
Alpine Homes	Dec07, 2020	[REDACTED]	GF_12/1/2020-5/31/2021	3,611	0	0	3	3
Flagship Homes	Dec07, 2020	[REDACTED]	GF_12/1/2020-5/31/2021	1,264	1	0	1	1
FieldStoneHomes	Dec06, 2020	[REDACTED]	GF_12/1/2020-5/31/2021	1,084	2	0	1	1
Ivory Homes	Dec06, 2020	[REDACTED]	GF_12/1/2020-5/31/2021	5,472	4	0	1	1
Richmond AmericanHomes	Dec05, 2020	[REDACTED]	GF_12/1/2020-5/31/2021	1,661	1	0	1	1
Flagship Homes	Dec05, 2020	[REDACTED]	GF_12/1/2020-5/31/2021	722	1	0	1	1
FieldStoneHomes	Dec05, 2020	[REDACTED]	GF_12/1/2020-5/31/2021	1,375	0	0	2	2
Richmond AmericanHomes	Dec04, 2020	[REDACTED]	GF_12/1/2020-5/31/2021	1,418	0	0	1	1
Ivory Homes	Dec04, 2020	[REDACTED]	GF_12/1/2020-5/31/2021	5,325	4	0	1	1
FieldStoneHomes	Dec04, 2020	[REDACTED]	GF_12/1/2020-5/31/2021	975	1	0	1	1
David WeekleyHomes	Dec04, 2020	[REDACTED]	GF_12/1/2020-5/31/2021	1,031	1	0	1	1
Arive Homes	Dec04, 2020	[REDACTED]	GF_12/1/2020-5/31/2021	3,723	4	0	1	1
Alpine Homes	Dec04, 2020	[REDACTED]	GF_12/1/2020-5/31/2021	3,609	2	0	3	3
FieldStoneHomes	Dec03, 2020	[REDACTED]	GF_12/1/2020-5/31/2021	998	0	0	19	19
Alpine Homes	Dec03, 2020	[REDACTED]	GF_12/1/2020-5/31/2021	4,337	4	0	4	4
Flagship Homes	Dec03, 2020	[REDACTED]	GF_12/1/2020-5/31/2021	941	2	0	1	1
Richmond AmericanHomes	Dec03, 2020	[REDACTED]	GF_12/1/2020-5/31/2021	1,907	2	0	20	20
Richmond AmericanHomes	Dec02, 2020	[REDACTED]	GF_12/1/2020-5/31/2021	1,556	3	0	6	6
Ivory Homes	Dec02, 2020	[REDACTED]	GF_12/1/2020-5/31/2021	5,233	8	0	2	2
FieldStoneHomes	Dec02, 2020	[REDACTED]	GF_12/1/2020-5/31/2021	745	0	0	1	1

Geo-Targeted Locations

Campaign	City	Metro	Impressions	Clicks	CTR
			59,549	76	0.13%
SiteRetargeting_12/1/2020-5/31/2021	Alpine	Salt Lake City UT	198	0	0.00%
SiteRetargeting_12/1/2020-5/31/2021	American Fork	Salt Lake City UT	1,309	3	0.23%
SiteRetargeting_12/1/2020-5/31/2021	Annabella	Salt Lake City UT	3	0	0.00%
SiteRetargeting_12/1/2020-5/31/2021	Blanding	Salt Lake City UT	6	0	0.00%
SiteRetargeting_12/1/2020-5/31/2021	Bountiful	Salt Lake City UT	504	1	0.20%
SiteRetargeting_12/1/2020-5/31/2021	Brian Head	Salt Lake City UT	1	0	0.00%
SiteRetargeting_12/1/2020-5/31/2021	Brigham City	Salt Lake City UT	89	0	0.00%
SiteRetargeting_12/1/2020-5/31/2021	Castle Dale	Salt Lake City UT	9	0	0.00%
SiteRetargeting_12/1/2020-5/31/2021	Cedar City	Salt Lake City UT	133	1	0.75%
SiteRetargeting_12/1/2020-5/31/2021	Cedar Fort	Salt Lake City UT	70	0	0.00%
SiteRetargeting_12/1/2020-5/31/2021	Centerkeld	Salt Lake City UT	11	0	0.00%
SiteRetargeting_12/1/2020-5/31/2021	Centerville	Salt Lake City UT	63	0	0.00%
SiteRetargeting_12/1/2020-5/31/2021	Clearkeld	Salt Lake City UT	253	0	0.00%
SiteRetargeting_12/1/2020-5/31/2021	Coalville	Salt Lake City UT	44	0	0.00%
SiteRetargeting_12/1/2020-5/31/2021	Delta	Salt Lake City UT	5	0	0.00%
SiteRetargeting_12/1/2020-5/31/2021	Draper	Salt Lake City UT	2,153	3	0.14%
SiteRetargeting_12/1/2020-5/31/2021	Duchesne	Salt Lake City UT	56	0	0.00%
SiteRetargeting_12/1/2020-5/31/2021	Eagle Mountain	Salt Lake City UT	3,106	6	0.19%
SiteRetargeting_12/1/2020-5/31/2021	Eden	Salt Lake City UT	2	0	0.00%
SiteRetargeting_12/1/2020-5/31/2021	Elberta	Salt Lake City UT	7	0	0.00%
SiteRetargeting_12/1/2020-5/31/2021	Elsinore	Salt Lake City UT	2	0	0.00%
SiteRetargeting_12/1/2020-5/31/2021	Ephraim	Salt Lake City UT	46	0	0.00%
SiteRetargeting_12/1/2020-5/31/2021	Escalante	Salt Lake City UT	1	0	0.00%
SiteRetargeting_12/1/2020-5/31/2021	Eureka	Salt Lake City UT	5	0	0.00%
SiteRetargeting_12/1/2020-5/31/2021	Fairview	Salt Lake City UT	53	0	0.00%
SiteRetargeting_12/1/2020-5/31/2021	Farmington	Salt Lake City UT	81	0	0.00%
SiteRetargeting_12/1/2020-5/31/2021	Fillmore	Salt Lake City UT	30	0	0.00%
SiteRetargeting_12/1/2020-5/31/2021	Fountain Green	Salt Lake City UT	3	0	0.00%
SiteRetargeting_12/1/2020-5/31/2021	Garland	Salt Lake City UT	7	0	0.00%
SiteRetargeting_12/1/2020-5/31/2021	Grantsville	Salt Lake City UT	26	0	0.00%
SiteRetargeting_12/1/2020-5/31/2021	Gunnison	Salt Lake City UT	16	0	0.00%
SiteRetargeting_12/1/2020-5/31/2021	Heber	Salt Lake City UT	162	0	0.00%
SiteRetargeting_12/1/2020-5/31/2021	Henefer	Salt Lake City UT	10	0	0.00%

_SiteRetargeting_12/1/2020-5/31/2021	Herriman	SaltLakeCityUT	2,232	5	0.22%
_SiteRetargeting_12/1/2020-5/31/2021	Hooper	SaltLakeCityUT	30	0	0.00%
_SiteRetargeting_12/1/2020-5/31/2021	Huntington	SaltLakeCityUT	18	0	0.00%
_SiteRetargeting_12/1/2020-5/31/2021	Hurricane	SaltLakeCityUT	27	0	0.00%
_SiteRetargeting_12/1/2020-5/31/2021	Hyde Park	SaltLakeCityUT	8	0	0.00%
_SiteRetargeting_12/1/2020-5/31/2021	Hyrum	SaltLakeCityUT	7	0	0.00%
_SiteRetargeting_12/1/2020-5/31/2021	Ivins	SaltLakeCityUT	5	0	0.00%
_SiteRetargeting_12/1/2020-5/31/2021	Kamas	SaltLakeCityUT	79	0	0.00%
_SiteRetargeting_12/1/2020-5/31/2021	Kanab	SaltLakeCityUT	5	0	0.00%
_SiteRetargeting_12/1/2020-5/31/2021	Kanosh	SaltLakeCityUT	3	0	0.00%
_SiteRetargeting_12/1/2020-5/31/2021	Kaysville	SaltLakeCityUT	242	0	0.00%
_SiteRetargeting_12/1/2020-5/31/2021	LaVerkin	SaltLakeCityUT	1	0	0.00%
_SiteRetargeting_12/1/2020-5/31/2021	Layton	SaltLakeCityUT	624	0	0.00%
_SiteRetargeting_12/1/2020-5/31/2021	Leeds	SaltLakeCityUT	8	0	0.00%
_SiteRetargeting_12/1/2020-5/31/2021	Lehi	SaltLakeCityUT	2,681	4	0.15%
_SiteRetargeting_12/1/2020-5/31/2021	Levan	SaltLakeCityUT	3	0	0.00%
_SiteRetargeting_12/1/2020-5/31/2021	Lewiston	SaltLakeCityUT	1	0	0.00%
_SiteRetargeting_12/1/2020-5/31/2021	Lindon	SaltLakeCityUT	398	1	0.25%
_SiteRetargeting_12/1/2020-5/31/2021	Logan	SaltLakeCityUT	230	0	0.00%
_SiteRetargeting_12/1/2020-5/31/2021	Magna	SaltLakeCityUT	109	0	0.00%
_SiteRetargeting_12/1/2020-5/31/2021	Manti	SaltLakeCityUT	26	0	0.00%
_SiteRetargeting_12/1/2020-5/31/2021	Mapleton	SaltLakeCityUT	159	0	0.00%
_SiteRetargeting_12/1/2020-5/31/2021	Marriott-Slaterville	SaltLakeCityUT	521	0	0.00%
_SiteRetargeting_12/1/2020-5/31/2021	Mendon	SaltLakeCityUT	1	0	0.00%
_SiteRetargeting_12/1/2020-5/31/2021	Midvale	SaltLakeCityUT	539	1	0.19%
_SiteRetargeting_12/1/2020-5/31/2021	Midway	SaltLakeCityUT	7	0	0.00%
_SiteRetargeting_12/1/2020-5/31/2021	Moab	SaltLakeCityUT	36	0	0.00%
_SiteRetargeting_12/1/2020-5/31/2021	Mona	SaltLakeCityUT	60	0	0.00%
_SiteRetargeting_12/1/2020-5/31/2021	Monroe	SaltLakeCityUT	4	0	0.00%
_SiteRetargeting_12/1/2020-5/31/2021	Monticello	SaltLakeCityUT	1	0	0.00%
_SiteRetargeting_12/1/2020-5/31/2021	Morgan	SaltLakeCityUT	192	0	0.00%
_SiteRetargeting_12/1/2020-5/31/2021	Moroni	SaltLakeCityUT	4	0	0.00%
_SiteRetargeting_12/1/2020-5/31/2021	Murray	SaltLakeCityUT	495	1	0.20%
_SiteRetargeting_12/1/2020-5/31/2021	Nephi	SaltLakeCityUT	613	0	0.00%
_SiteRetargeting_12/1/2020-5/31/2021	North SaltLake	SaltLakeCityUT	140	1	0.71%
_SiteRetargeting_12/1/2020-5/31/2021	Oakley	SaltLakeCityUT	7	0	0.00%
_SiteRetargeting_12/1/2020-5/31/2021	Ogden	SaltLakeCityUT	1,600	0	0.00%

🔍 Apps and Domains Where Ads Were Served

Campaign	Domain	Impressions	Clicks	CTR
Total ▾		672,253	672	0.10%
_GF_12/1/2020-5/31/2021	com.pixel.art.coloring.color.number	57,518	50	0.09%
_GF_12/1/2020-5/31/2021	1407852246	54,552	57	0.10%
_GF_12/1/2020-5/31/2021	506141837	21,705	23	0.11%
_GF_12/1/2020-5/31/2021	1207472156	14,846	11	0.07%
_GF_12/1/2020-5/31/2021	1193508329	14,543	11	0.08%
_GF_12/1/2020-5/31/2021	com.easybrain.nonogram	10,470	7	0.07%
_GF_12/1/2020-5/31/2021	com.peoplefun.wordcross	9,897	21	0.21%
_GF_12/1/2020-5/31/2021	com.ksl.android.classikeds	5,967	2	0.03%
_GF_12/1/2020-5/31/2021	495583717	5,002	8	0.16%
_GF_12/1/2020-5/31/2021	366247306	4,991	2	0.04%
_GF_12/1/2020-5/31/2021	285692706	4,973	4	0.08%
_GF_12/1/2020-5/31/2021	com.easybrain.jigsaw.puzzles	4,877	4	0.08%
_GF_12/1/2020-5/31/2021	com.easybrain.block.puzzle.games	4,143	5	0.12%
_GF_12/1/2020-5/31/2021	tunein.player	3,934	2	0.05%
_GF_12/1/2020-5/31/2021	357218860	3,761	1	0.03%
_GF_12/1/2020-5/31/2021	https://quizlet.com	3,663	1	0.03%
_GF_12/1/2020-5/31/2021	com.naver.linewebtoon	3,659	5	0.14%
_GF_12/1/2020-5/31/2021	com.loop.match3d	3,515	10	0.28%
_GF_12/1/2020-5/31/2021	com.enflick.android.TextNow	3,511	10	0.28%
_SiteRetargeting_12/1/2020-5/31/2021	mobi.ifunny	3,441	3	0.09%
_GF_12/1/2020-5/31/2021	puzzle.blockpuzzle.cube.relax	3,438	5	0.15%
_GF_12/1/2020-5/31/2021	1452992954	3,412	1	0.03%
_GF_12/1/2020-5/31/2021	https://www.dailymail.co.uk	3,407	3	0.09%
_GF_12/1/2020-5/31/2021	com.kvemobile.thescore	3,188	5	0.16%
_GF_12/1/2020-5/31/2021	642831690	3,095	7	0.23%
_GF_12/1/2020-5/31/2021	673376074	3,084	1	0.03%
_GF_12/1/2020-5/31/2021	1413942319	2,875	5	0.17%
_GF_12/1/2020-5/31/2021	https://weather.com	2,856	1	0.04%
_GF_12/1/2020-5/31/2021	1196764367	2,832	1	0.04%
_GF_12/1/2020-5/31/2021	500963785	2,720	2	0.07%
_GF_12/1/2020-5/31/2021	https://www.foxnews.com	2,640	1	0.04%
_GF_12/1/2020-5/31/2021	1502227743	2,601	2	0.08%
_GF_12/1/2020-5/31/2021	1487291128	2,504	8	0.32%

_GF_12/1/2020-5/31/2021	com.europosit.pixelcoloring	2,460	0	0.00%
_GF_12/1/2020-5/31/2021	com.onelouder.baconreader	2,402	1	0.04%
_GF_12/1/2020-5/31/2021	314716233	2,389	0	0.00%
_GF_12/1/2020-5/31/2021	591560124	2,281	0	0.00%
_GF_12/1/2020-5/31/2021	448999087	2,259	0	0.00%
_GF_12/1/2020-5/31/2021	500962489	2,257	4	0.18%
_GF_12/1/2020-5/31/2021	1502447854	2,254	0	0.00%
_GF_12/1/2020-5/31/2021	1482131986	2,173	2	0.09%
_GF_12/1/2020-5/31/2021	1505735640	2,143	1	0.05%
_GF_12/1/2020-5/31/2021	https://hypegalore.com	2,013	1	0.05%
_GF_12/1/2020-5/31/2021	game.puzzle.woodypuzzle	1,965	1	0.05%
_SiteRetargeting_12/1/2020-5/31/2021	1407852246	1,929	3	0.16%
_GF_12/1/2020-5/31/2021	1299956969	1,927	1	0.05%
_GF_12/1/2020-5/31/2021	com.easybrain.sudoku.android	1,878	0	0.00%
_GF_12/1/2020-5/31/2021	https://www.deseret.com	1,866	2	0.11%
_GF_12/1/2020-5/31/2021	com.superbox.aos.kre2048	1,807	3	0.17%
_GF_12/1/2020-5/31/2021	1452227871	1,791	0	0.00%
_GF_12/1/2020-5/31/2021	307184892	1,776	0	0.00%
_GF_12/1/2020-5/31/2021	1274972321	1,772	0	0.00%
_GF_12/1/2020-5/31/2021	1191435163	1,719	0	0.00%
_GF_12/1/2020-5/31/2021	com.dna.solitaireapp	1,712	0	0.00%
_GF_12/1/2020-5/31/2021	1308181322	1,690	2	0.12%
_GF_12/1/2020-5/31/2021	295646461	1,680	1	0.06%
_GF_12/1/2020-5/31/2021	418987775	1,676	0	0.00%
_GF_12/1/2020-5/31/2021	1324604053	1,673	0	0.00%
_GF_12/1/2020-5/31/2021	paint.by.number.pixel.art.coloring.drawing.puzzle	1,658	0	0.00%
_GF_12/1/2020-5/31/2021	com.dailymail.online	1,655	1	0.06%
_GF_12/1/2020-5/31/2021	https://explore.simpli.com	1,651	1	0.06%
_SiteRetargeting_12/1/2020-5/31/2021	https://www.tutorialspoint.com	1,649	0	0.00%
_GF_12/1/2020-5/31/2021	1420294918	1,649	0	0.00%
_GF_12/1/2020-5/31/2021	com.myktnesspal.android	1,616	1	0.06%
_GF_12/1/2020-5/31/2021	https://www.postfun.com	1,607	0	0.00%
_GF_12/1/2020-5/31/2021	1078160821	1,605	2	0.12%
_GF_12/1/2020-5/31/2021	com.pinger.textfree	1,596	1	0.06%
_SiteRetargeting_12/1/2020-5/31/2021	https://www.utahrealestate.com	1,594	2	0.13%
_SiteRetargeting_12/1/2020-5/31/2021	com.pixel.art.coloring.color.number	1,575	0	0.00%
_GF_12/1/2020-5/31/2021	https://www.legacy.com	1,559	0	0.00%

_GF_12/1/2020-5/31/2021	com.tripledot.solitaire	1,520	0	0.00%
_GF_12/1/2020-5/31/2021	1516617231	1,501	0	0.00%
SiteRetargeting_12/1/2020-5/31/2021	429610587	1,491	2	0.13%
_GF_12/1/2020-5/31/2021	894546091	1,486	2	0.13%
_GF_12/1/2020-5/31/2021	1386727308	1,444	4	0.28%
_GF_12/1/2020-5/31/2021	com.peoplefun.wordsearch	1,411	1	0.07%
_GF_12/1/2020-5/31/2021	1420058690	1,406	5	0.36%
_GF_12/1/2020-5/31/2021	art.color.planet.oil.paint.canvas.number.free	1,402	1	0.07%
_GF_12/1/2020-5/31/2021	https://www.crazygames.com	1,379	1	0.07%
_GF_12/1/2020-5/31/2021	398890666	1,346	1	0.07%
_GF_12/1/2020-5/31/2021	651510680	1,337	1	0.07%
_GF_12/1/2020-5/31/2021	1454637812	1,335	0	0.00%
_GF_12/1/2020-5/31/2021	1494648714	1,332	1	0.08%
_GF_12/1/2020-5/31/2021	com.podcast.podcasts	1,315	2	0.15%
_GF_12/1/2020-5/31/2021	https://www.suggest.com	1,286	2	0.16%
_GF_12/1/2020-5/31/2021	jp.ne.ibis.ibispaintx.app	1,255	1	0.08%
_GF_12/1/2020-5/31/2021	587366035	1,227	0	0.00%
_GF_12/1/2020-5/31/2021	com.weather.Weather	1,220	0	0.00%
_GF_12/1/2020-5/31/2021	com.etermax.preguntados lite	1,220	2	0.16%
_GF_12/1/2020-5/31/2021	1473836342	1,213	0	0.00%
_GF_12/1/2020-5/31/2021	https://www.wattpad.com	1,208	0	0.00%
_GF_12/1/2020-5/31/2021	com.americasbestpics	1,199	0	0.00%
_GF_12/1/2020-5/31/2021	https://constative.com	1,197	1	0.08%
_GF_12/1/2020-5/31/2021	514485964	1,195	0	0.00%
_GF_12/1/2020-5/31/2021	1493125671	1,193	0	0.00%
_GF_12/1/2020-5/31/2021	com.gma.water.sort.puzzle	1,160	1	0.09%
_GF_12/1/2020-5/31/2021	https://a.boredomtherapy.com	1,144	0	0.00%
_GF_12/1/2020-5/31/2021	1163777816	1,135	0	0.00%
_GF_12/1/2020-5/31/2021	com.colobolo.chainball	1,124	0	0.00%
_GF_12/1/2020-5/31/2021	658308834	1,104	0	0.00%
_GF_12/1/2020-5/31/2021	1035199024	1,104	2	0.18%
_GF_12/1/2020-5/31/2021	1317978215	1,102	0	0.00%
_GF_12/1/2020-5/31/2021	https://www.sltrib.com	1,093	0	0.00%
_GF_12/1/2020-5/31/2021	https://poki.com	1,073	2	0.19%
_GF_12/1/2020-5/31/2021	1502948858	1,070	0	0.00%
_GF_12/1/2020-5/31/2021	384101264	1,058	1	0.09%
_GF_12/1/2020-5/31/2021	com.pinger.textfreeWithVoice	1,042	0	0.00%

_GF_12/1/2020-5/31/2021	com.talkatone.android	793	1	0.13%
_GF_12/1/2020-5/31/2021	https://musiccoder.com	780	0	0.00%
_GF_12/1/2020-5/31/2021	1144352844	766	0	0.00%
_GF_12/1/2020-5/31/2021	https://www.nitrotype.com	763	2	0.26%
_GF_12/1/2020-5/31/2021	art.color.planet.paint.by.number.game.puzzle.free	759	0	0.00%
_GF_12/1/2020-5/31/2021	com.gamebilty.onet	758	1	0.13%
_GF_12/1/2020-5/31/2021	921765888	755	2	0.26%
_GF_12/1/2020-5/31/2021	com.mobirix.swipebrick2	727	2	0.28%
_GF_12/1/2020-5/31/2021	com.aws.android	724	0	0.00%
_SiteRetargeting_12/1/2020-5/31/2021	1193508329	718	4	0.56%
_GF_12/1/2020-5/31/2021	https://www.utahrealestate.com	717	1	0.14%
_SiteRetargeting_12/1/2020-5/31/2021	https://quizlet.com	713	2	0.28%
_GF_12/1/2020-5/31/2021	com.platinumplayer.word.addict	709	1	0.14%
_SiteRetargeting_12/1/2020-5/31/2021	https://www.ksl.com	708	1	0.14%
_GF_12/1/2020-5/31/2021	https://honda-tech.com	708	0	0.00%
_GF_12/1/2020-5/31/2021	https://www.oola.com	695	1	0.14%
_GF_12/1/2020-5/31/2021	https://upbeatnews.com	657	1	0.15%
_GF_12/1/2020-5/31/2021	com.enflick.android.tn2ndLine	656	0	0.00%
_SiteRetargeting_12/1/2020-5/31/2021	com.peoplefun.wordcross	656	1	0.15%
_GF_12/1/2020-5/31/2021	687276446	655	1	0.15%
_GF_12/1/2020-5/31/2021	https://www.citationmachine.net	653	1	0.15%
_GF_12/1/2020-5/31/2021	https://living.alot.com	649	0	0.00%
_GF_12/1/2020-5/31/2021	com.handmark.sportcaster	642	0	0.00%
_SiteRetargeting_12/1/2020-5/31/2021	1502447854	635	1	0.16%
_SiteRetargeting_12/1/2020-5/31/2021	com.easybrain.nonogram	635	2	0.31%
_SiteRetargeting_12/1/2020-5/31/2021	https://www.thingiverse.com	635	0	0.00%
_GF_12/1/2020-5/31/2021	https://www.merriam-webster.com	632	1	0.16%
_SiteRetargeting_12/1/2020-5/31/2021	https://www.foxnews.com	632	2	0.32%
_SiteRetargeting_12/1/2020-5/31/2021	com.handcent.app.nextsms	620	0	0.00%
_GF_12/1/2020-5/31/2021	1524760095	619	2	0.32%
_GF_12/1/2020-5/31/2021	898040123	615	1	0.16%
_GF_12/1/2020-5/31/2021	1492055041	613	2	0.33%
_GF_12/1/2020-5/31/2021	com.veraxen.colorbynumber.oilpainting	612	1	0.16%
_GF_12/1/2020-5/31/2021	https://parentinfluence.com	610	0	0.00%
_GF_12/1/2020-5/31/2021	https://www.statisticshowto.com	599	2	0.33%
_GF_12/1/2020-5/31/2021	https://magazine.calcalistech.com	599	0	0.00%
_GF_12/1/2020-5/31/2021	com.game.sortit3d	594	0	0.00%

Programmatic Ad Performance

Ad	CTR	Clicks	Impressions	Preview	Campaign
Total <input type="checkbox"/>	0.10%	672	672,253		
320x50-general.png	0.10%	193	199,387		es_GF_12/1/2020-5/31/2021
320x50.png	0.09%	187	199,351		es_GF_12/1/2020-5/31/2021
728x90-general.png	0.12%	65	54,465		es_GF_12/1/2020-5/31/2021
728x90.png	0.09%	51	54,408		es_GF_12/1/2020-5/31/2021
300x250-general.png	0.10%	37	35,357		es_GF_12/1/2020-5/31/2021
300x250.png	0.09%	32	35,737		es_GF_12/1/2020-5/31/2021
320x50.png	0.11%	14	12,260		es_SiteRetargeting_12/1/2020-5/31/2021
320x50-general.png	0.10%	12	12,497		es_SiteRetargeting_12/1/2020-5/31/2021

728x90.png	0.17%	11	6,396	[REDACTED]	SiteRetargeting_12/1/2020-5/31/2021
728x90-general.png	0.14%	9	6,541	[REDACTED]	SiteRetargeting_12/1/2020-5/31/2021
300x250.png	0.09%	7	7,911	[REDACTED]	SiteRetargeting_12/1/2020-5/31/2021
336x280-general.png	0.26%	7	2,688	[REDACTED]	GF_12/1/2020-5/31/2021
300x250-general.png	0.08%	6	7,836	[REDACTED]	SiteRetargeting_12/1/2020-5/31/2021

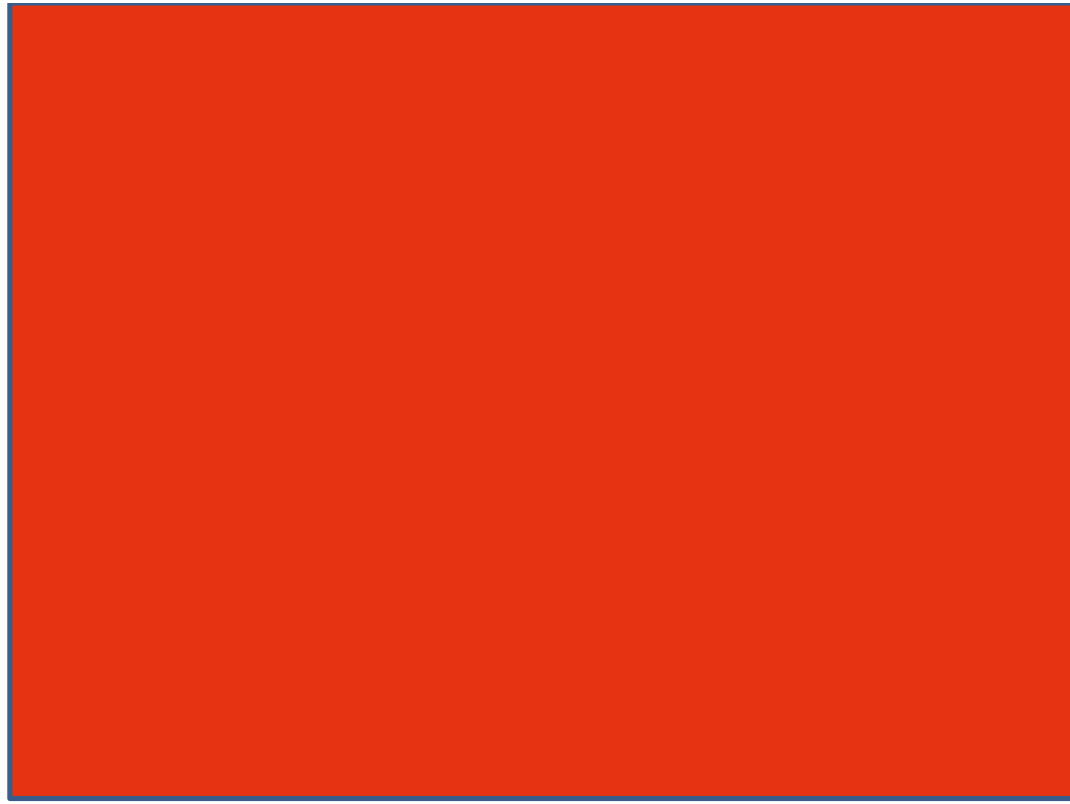
300x600-general.png

0.13%

5

3,752

GF_12/1/2020-5/31/2021

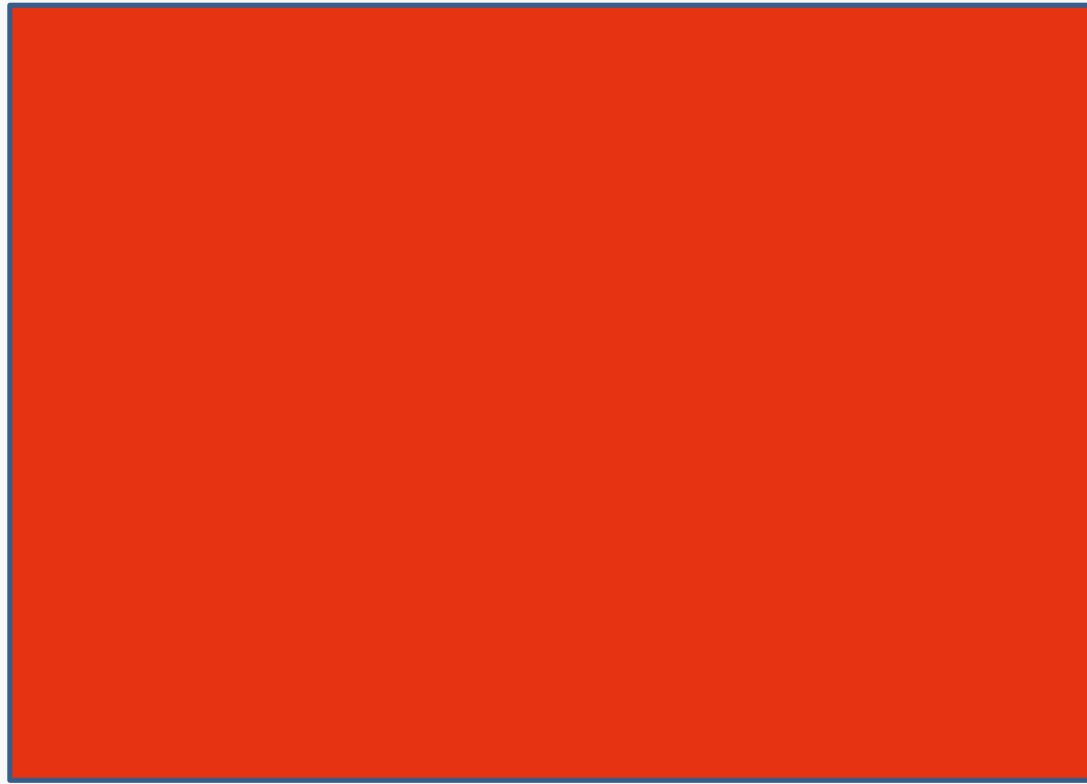


300x600.png

0.33%

4

1,200



eRetargeting_12/1/2020-5/31/2021

300x600.png 0.10% 4 3,882

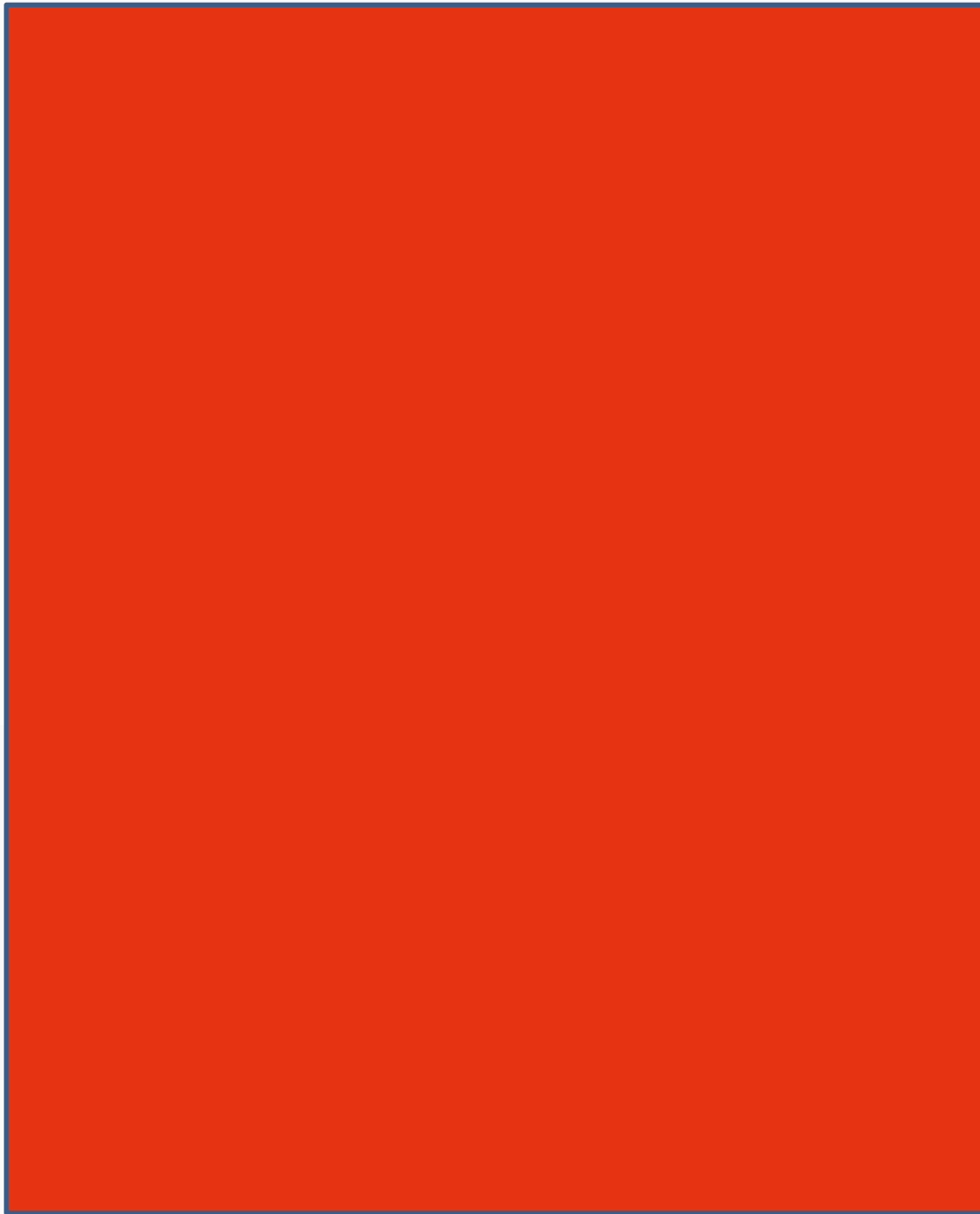
GF_12/1/2020-5/31/2021

336x280.png 0.15% 4 2,738

GF_12/1/2020-5/31/2021

320x100-general.png 0.06% 4 6,288

GF_12/1/2020-5/31/2021



300x600-general.png

0.35%

4

1,143

SiteRetargeting_12/1/2020-5/31/2021

320x100.png

0.05%

3

6,141

GF_12/1/2020-5/31/2021

250x250.png

0.07%

3

4,069

GF_12/1/2020-5/31/2021

250x250.png	0.24%	2	845	SiteRetargeting_12/1/2020-5/31/2021
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250x250-general.png	0.25%	2	788	SiteRetargeting_12/1/2020-5/31/2021
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336x280-general.png	0.39%	2	514	SiteRetargeting_12/1/2020-5/31/2021
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320x320-general.png	2.17%	1	46	SiteRetargeting_12/1/2020-5/31/2021
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