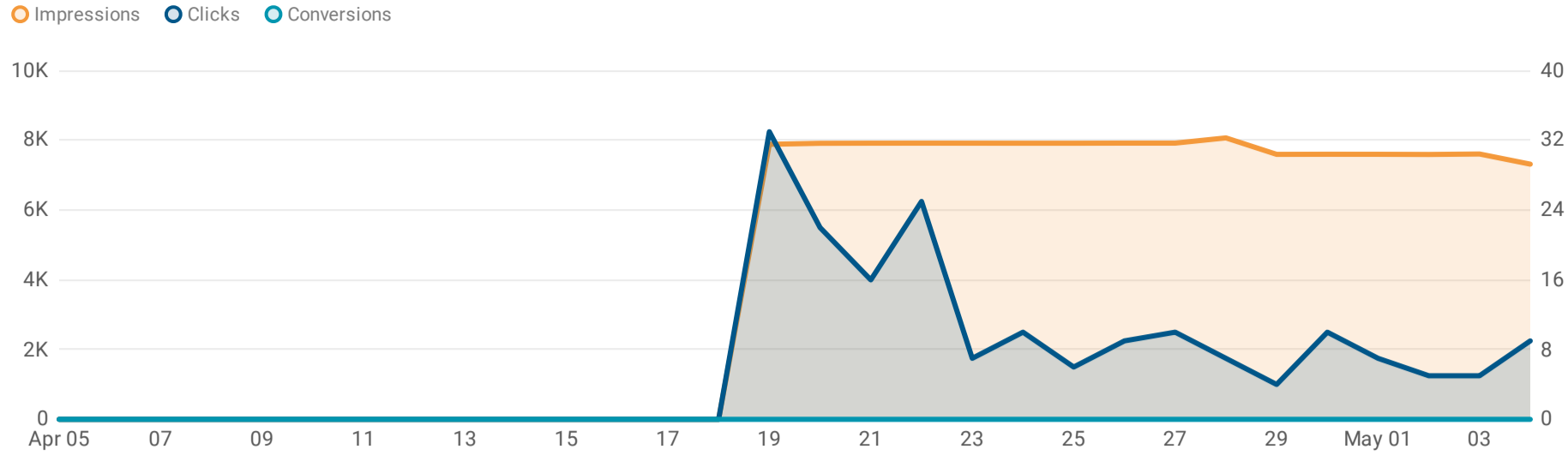


Impressions
124,652

Clicks
185

CTR
0.15%

Impressions + Clicks + Conversions



Campaign Tactics

Campaign	Impressions	Clicks	CTR
Mid-Atlantic Media_American Friends of ALYN_GO(4.19.22-05.30.22)	60,546	88	0.15%
Mid-Atlantic Media_American Friends of ALYN_Hains Point Bike_GF(04.28.22-05.30.22)	3,182	8	0.25%
Mid-Atlantic Media_American Friends of ALYN_PUB_SITE(04.19.22-05.30.22)	60,924	89	0.15%

Sr 04/05/2022 - 05/04/2022

Device Mix

Impressions / Device Name

Mobile	73,957 (63.03%)
Desktops and Laptops	34,698 (29.57%)
Tablets	8,678 (7.40%)



Sr 04/05/2022 - 05/04/2022

Audience Performance (Audience Curation, Site Retargeting, and Event Audiences)

Segment Name	Impressions	Clicks	CTR
Baltimore Jewish Times	30,510	46	0.15%
Jewish Exponent	6,356	14	0.22%
Washington Jewish Week Magazine	24,338	30	0.12%

Sr 04/05/2022 - 05/04/2022

Media

Ad Name: [160-x-600.gif](#)

Impressions	Clicks	Click through rate
4,987	13	0.26%

Ad Name: [160-x-600.gif](#)

Impressions	Clicks	Click through rate
34	2	5.88%

Ad Name: [160-x-600.gif](#)

Impressions	Clicks	Click through rate
1,661	4	0.24%

Ad Name: [300-x-250.gif](#)

Impressions	Clicks	Click through rate
145	0	0.00%

Ad Name: [300-x-250.gif](#)

Impressions	Clicks	Click through rate
14,724	15	0.10%

Ad Name: [300-x-250.gif](#)

Impressions	Clicks	Click through rate
9,229	13	0.14%

Ad Name: [300-x-50.gif](#)

Impressions	Clicks	Click through rate
193	0	0.00%

Ad Name: [300-x-50.gif](#)

Impressions	Clicks	Click through rate
2,729	9	0.33%

Ad Name: [300-x-50.gif](#)

Impressions	Clicks	Click through rate
2,377	5	0.21%

Ad Name: [320-x-50-v3.gif](#)

Impressions	Clicks	Click through rate
2,383	3	0.13%

Ad Name: [320-x-50-v3.gif](#)

Impressions	Clicks	Click through rate
25,470	30	0.12%

Ad Name: [320-x-50-v3.gif](#)

Impressions	Clicks	Click through rate
34,336	50	0.15%

Sr 04/05/2022 - 05/04/2022