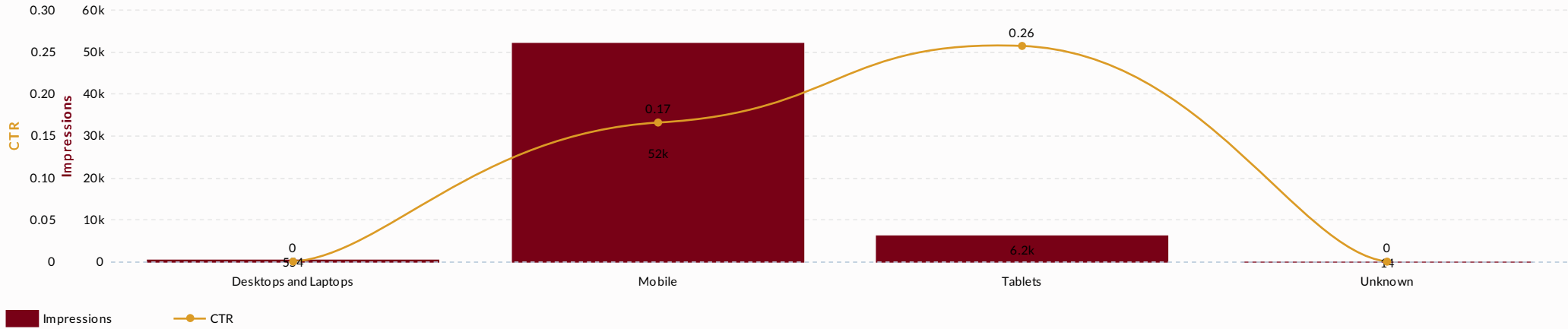


.fi Main KPIs



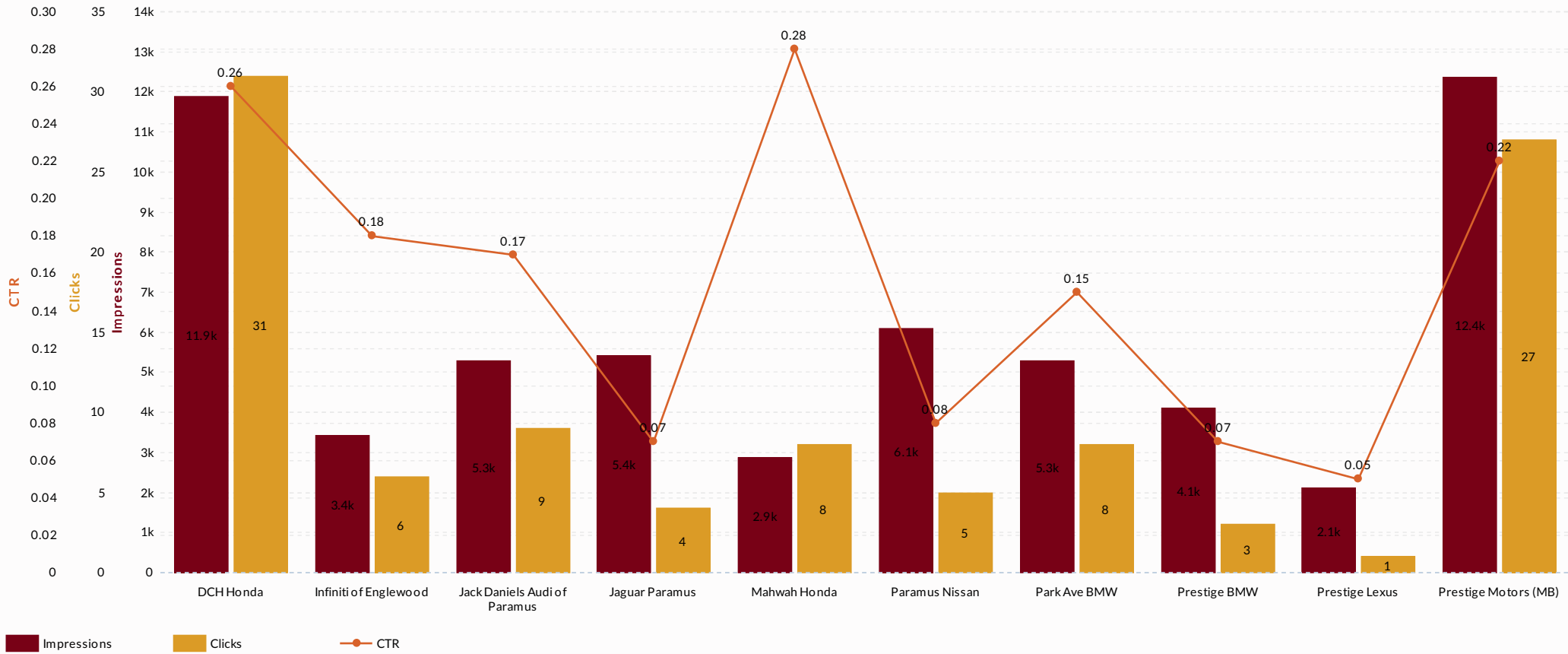
.fi Impressions and CTR by Device Type



.fi Device Breakdown

Device Types	Impressions	Clicks	CTR
Total	58,845	102	0.17%
Mobile	52,040	86	0.17%
Tablets	6,237	16	0.26%
Desktops and Laptops	554	0	0.00%
Unknown	14	0	0.00%

.fi Which geo fences delivered the best engagement and visibility?



.fi Which geo fences delivered the most impressions, clicks and visit to my location?

Campaign	Geo Fence	Impressions	Clicks	CTR	Geo Fence Weighted Actions	View Visits
Radio Shack Geo Fencing	DCH Honda	11,881	31	0.26%	0.00	0
Radio Shack Geo Fencing	Prestige Motors (MB)	12,356	27	0.22%	5.00	5
Radio Shack Geo Fencing	Jack Daniels Audi of Paramus	5,290	9	0.17%	0.00	0
Radio Shack Geo Fencing	Park Ave BMW	5,285	8	0.15%	2.00	2
Radio Shack Geo Fencing	Mahwah Honda	2,874	8	0.28%	1.00	1
Radio Shack Geo Fencing	Infiniti of Englewood	3,422	6	0.18%	0.00	0
Radio Shack Geo Fencing	Paramus Nissan	6,097	5	0.08%	0.00	0
Radio Shack Geo Fencing	Jaguar Paramus	5,419	4	0.07%	3.00	3
Radio Shack Geo Fencing	Prestige BMW	4,097	3	0.07%	1.00	1
Radio Shack Geo Fencing	Prestige Lexus	2,124	1	0.05%	0.00	0

.fi What cities/regions were my ads served in relative to the campaign?

Campaign	City	Metro	Impressions	Clicks	CTR
Radio Fencing	Newark	New York NY	7,230	19	0.26%
Radio Fencing	Ridgewood	New York NY	1,657	6	0.36%
Radio Fencing	Union City	New York NY	2,552	6	0.24%
Radio Fencing	Bronx	New York NY	1,698	4	0.24%
Radio Fencing	Irvington	New York NY	1,506	3	0.20%
Radio Fencing	New York	New York NY	2,526	3	0.12%
Radio Fencing	Summit	New York NY	518	3	0.58%
Radio Fencing	Brooklyn	New York NY	1,661	3	0.18%
Radio Fencing	North Arlington	New York NY	159	3	1.89%
Radio Fencing	Hackensack	New York NY	2,792	2	0.07%
Radio Fencing	Kearny	New York NY	569	2	0.35%
Radio Fencing	Paterson	New York NY	2,735	2	0.07%
Radio Fencing	Franklin Lakes	New York NY	238	2	0.84%
Radio Fencing	Houston	Houston TX	179	2	1.12%
Radio Fencing	New Kensington	Pittsburgh PA	97	1	1.03%
Radio Fencing	Philadelphia	Philadelphia PA	382	1	0.26%
Radio Fencing	Southampton	Springfield-Holyoke MA	2	1	50.00%
Radio Fencing	Stockbridge	Lansing MI	9	1	11.11%
Radio Fencing	Mahwah	New York NY	1,343	1	0.07%
Radio Fencing	Lancaster	Harrisburg-Lancaster-Lebanon-York PA	164	1	0.61%
Radio Fencing	Saratoga Springs	Albany-Schenectady-Troy NY	29	1	3.45%
Radio Fencing	Westfield	New York NY	176	1	0.57%
Radio Fencing	Wyckoff	New York NY	154	1	0.65%
Radio Fencing	Jersey City	New York NY	909	1	0.11%
Radio Fencing	Rockwall	Dallas-Ft. Worth TX	8	1	12.50%

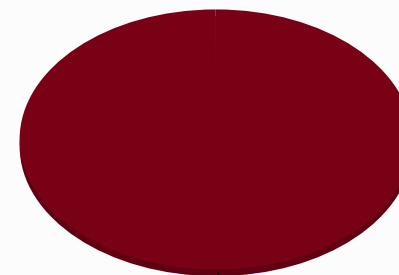
.fi Android Performance

39.15K **72** **0.18%**
IMPRESSIONS CLICKS CTR

.fi IOS Performance

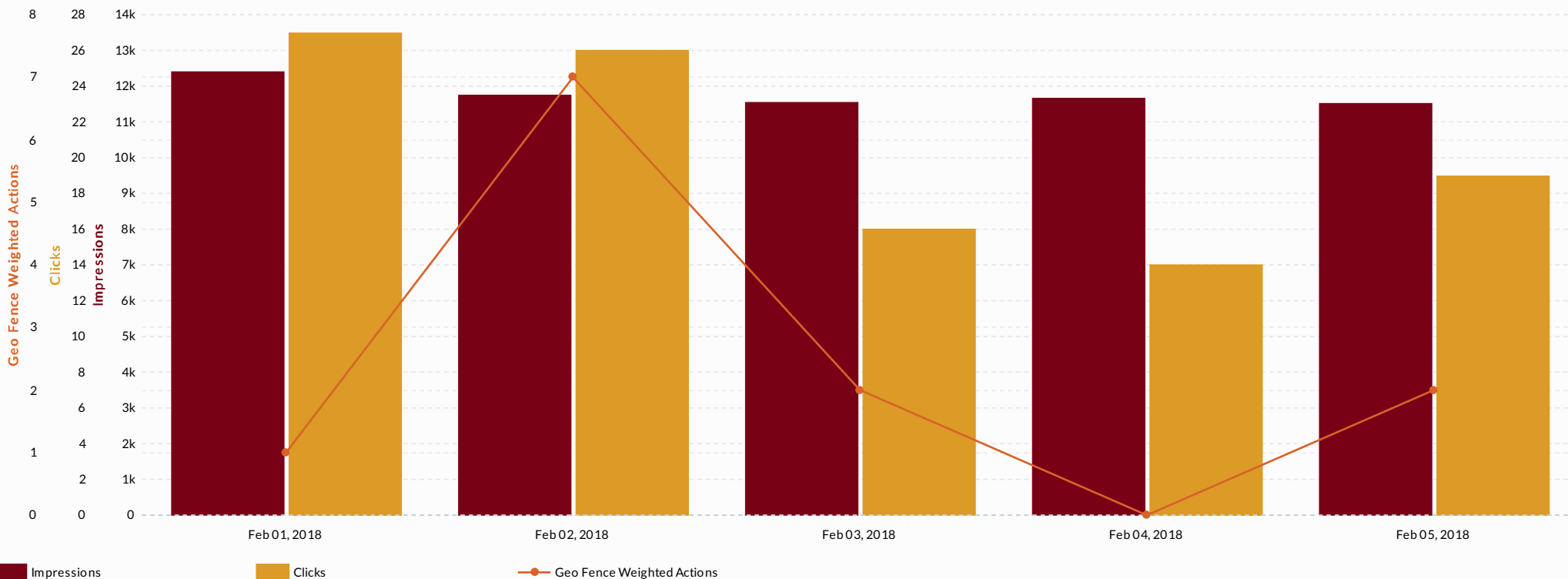
19.69K **30** **0.15%**
IMPRESSIONS CLICKS CTR

.fi Number of Domains by Campaign



Base Value: 838 (100.00%)

.fi Programmatic Trending Data



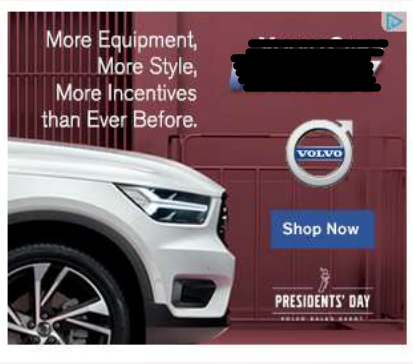


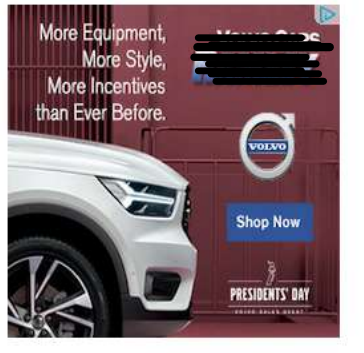
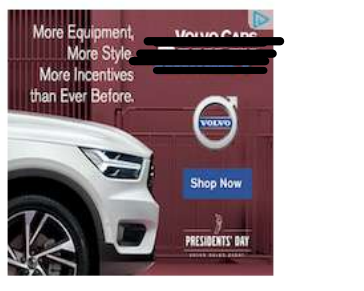
| SUMMARY GRIDS |

.fi Domains and websites we show up on - programmatic

Campaign	Domain	Impressions	Clicks	CTR	Weighted Actions
Total		58,845	102	0.17%	12.00
Random [redacted] Geofencing	best.deals.compare.coupons.discounts.tracker.assistant.alert	682	7	1.03%	0.00
Random [redacted] Geofencing	com.gau.go.launcherex.gowidget.weatherwidget	332	7	2.11%	0.00
Random [redacted] Geofencing	295646461	1,682	6	0.36%	0.00
Random [redacted] Geofencing	com.steam.photoeditor	4,231	6	0.14%	2.00
Random [redacted] Geofencing	418987775	1,541	5	0.32%	3.00
Random [redacted] Geofencing	com.editor.beauty.photo.effect	339	4	1.18%	0.00
Random [redacted] Geofencing	com.surpax.ledflashlight.panel	76	4	5.26%	0.00
Random [redacted] Geofencing	642831690	87	3	3.45%	0.00
Random [redacted] Geofencing	com.digidust.elokence.akinator.freemium	3,573	3	0.08%	0.00
Random [redacted] Geofencing	com.gau.go.launcherex	425	3	0.71%	0.00
Random [redacted] Geofencing	com.photo.editor.cartoon.pro	277	3	1.08%	0.00
Random [redacted] Geofencing	com.pinger.textfree	392	3	0.77%	0.00
Random [redacted] Geofencing	285692706	740	2	0.27%	0.00
Random [redacted] Geofencing	com.clean.memory.booster.pro	27	2	7.41%	0.00
Random [redacted] Geofencing	com.handmark.sportcaster	244	2	0.82%	0.00
Random [redacted] Geofencing	com.jb.go.musicplayer.mp3player	1,244	2	0.16%	0.00
Random [redacted] Geofencing	com.jb.security	347	2	0.58%	0.00
Random [redacted] Geofencing	com.photo.collage.editor.pro	244	2	0.82%	0.00
Random [redacted] Geofencing	1057340661	4	1	25.00%	0.00
Random [redacted] Geofencing	1293646758	100	1	1.00%	0.00
Random [redacted] Geofencing	314716233	1,550	1	0.06%	0.00
Random [redacted] Geofencing	439873467	78	1	1.28%	0.00
Random [redacted] Geofencing	974135847	323	1	0.31%	0.00
Random [redacted] Geofencing	br.com.golmobile.nypost	744	1	0.13%	0.00
Random [redacted] Geofencing	collage.photo.editor.photogrid	262	1	0.38%	0.00

.fi Campaign Breakdown

End Date	Start Date	Campaign	Impressions	Clicks	CTR	Geo Fence Weighted Actions	Client CPM	Client CPC	Client Cost
Total			58,845	102	0.17%	12.00	\$6.26	\$3.61	\$368.35
2018-02-28	2018-02-01	[redacted]	58,845	102	0.17%	12.00	\$6.26	\$3.61	\$368.35

Clicks	Impressions	Preview	Campaign	CTR	Ad	Status
102 Total	58,845			0.17%		
61	32,670		[REDACTED]	0.19%	RVol-GeoFence-300x250-0118, Rev. 2.jpg	Active
34	23,843		[REDACTED]	0.14%	RVol-GeoFence-320x50-0118.jpg	Active
5	875		[REDACTED]	0.57%	RVol-GeoFence-728x90-2018.jpg	Active
2	239		[REDACTED]	0.84%	RVol-GeoFence-250x250-0118, Rev. 2 copy.jpg	Active
0	41		[REDACTED]	0.00%	RVol-GeoFence-200x200-0118, Rev. 2 copy 2.jpg	Active

0

744



[Redacted]

0.00%

RVol-Geo Fence-300x50-0118.jpg

Active

0

394



[Redacted]

0.00%

RVol-Geo Fence-320x480-2018.jpg

Active

0

39



[Redacted]

0.00%

RVol-Geo Fence-480x320-2018.jpg

Active