



CAMPAIGN SUMMARY

The dashboard starts with a complete recap of the campaign.

APP SCIENCE® INSIGHTS REPORT Jan 01, 2020 - Jun 30, 2020

7 Days 30 Days This Month

Dashboard

CAMPAIGN SUMMARY

Dimensions	Metric/Value
Agency	Agency
Campaign	Campaign
Client	Advertiser
Flight Dates	1/1/20-3/31/20
KPI	CTR & VCR
Objectives	Brand Awareness & Engagement
Target Audience	App Science® Targeting

CAMPAIGN RECAP

Dimensions	Metric/Value
Average Frequency	2/Day
Campaign Investment	\$1,000,000
Delivered Impressions	65,899,956
Households Reached	34,710,073
Overall Cost Per Unique Household	\$0.03

HOUSEHOLD REA...

Legend:
■ Household Reached (CTV)
■ Household Reached (Mobile)

HOUSEHOLD REACHED - BY DEVICE TYPE

Dimensions	Metric/Value
Cost Per Unique Household (CTV)	\$0.02
Cost Per Unique Household (Mobile)	\$0.04
Households Reached (CTV)	6,942,054
Households Reached (Mobile)	27,768,059

Feedback