

# **SANTA FE, ACCENT**

**GEMIUSDIRECTEFFECT**

**JUNE-JULY 2006**

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## Introduction

### Research goals

The research aims to measure the effectiveness of the online advertising campaign called “**Santa Fe, Accent**”, lasting from **1<sup>st</sup> of June to 21<sup>st</sup> of July 2006**. The effectiveness of the campaign is described by:

- **Determining the campaign’s reach** – we report the number of visitors (cookies) to whom an advertisement was emitted.
- **Determining the level of visitors’ (cookie) interest in the campaign** – we report the percentage of visitors (cookies) who clicked on creative’s (reported as the CTR-U ratio).
- **Determining the level of visitors’ (cookie) interest in the target page** – we report the percentage of visitors (cookies) who reached the target page after clicking on creatives (Conversion Rate or CR-U ratio).
- Determining the impact of **impression frequency** on campaign's effectiveness.
- Determining **geographical** origin of visitors (cookies) who viewed an advertisement.

### Research methodology

gemiusDirectEffect is a quantitative study. Tracking scripts, embedded in the codes of the campaign's creative, are responsible for monitoring impressions and clicks on the creative. Cookie technology is used to differentiate particular visitors (cookies). This technology enables us to present information about the number of impressions and clicks on the advertisement as well as the number of visitors (cookies) whom the campaign reached and who directly responded to the campaign by either clicking on the creative or later visiting the advertiser’s web site (without clicking).

Geographical origin is identified by the visitors’ (cookie) IP.

## Campaign description

### *Campaign duration*

The online advertising campaign “**Santa Fe, Accent**” was analysed within the period **1<sup>st</sup> of June – 21<sup>st</sup> of July 2006**.

### *Size of analysed sample*

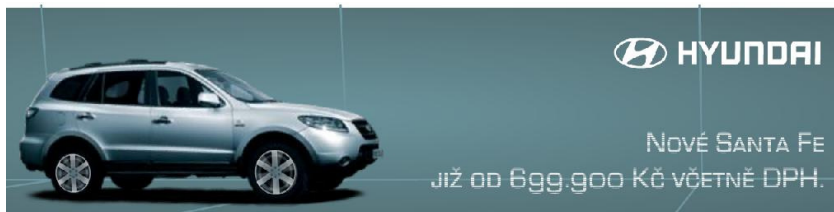
**N = 224 960**

N is the number of visitors (cookies) who had contact with the campaign (reach).

### *Creative formats*

The analysed creative formats were:

- **753x100**
- **120x600**
- **400x100**



**HYUNDAI**  
*Limitovaná série*  
**Champion**

+ dárek  
 originální replika  
 národního dresu



**Tucson Champion**

- cenové zvýhodnění  
**40 000 Kč**

- navigační systém  
**Tom Tom zdarma**

**Cena 699 900 Kč**



*Advertising placements*

The placement which were analysed for this campaign was:

- **www.2006fotbal.cz**

## Summary

### Reach and campaign effectiveness

Table 1: Summary

| Summary                                       |            |
|---|------------|
| Start date                                    | 01.06.2006 |
| End date                                      | 21.07.2006 |
| Number of impressions (cookie)                | 3 015 828  |
| Number of impressions (cookie and non-cookie) | 3 097 501  |
| Reach   | 224 960    |
| Number of first clicks (cookie)               | 4 323      |
| Number of clicks (cookie)                     | 4 882      |
| Number of all clicks (cookie and non-cookie)  | 4 945      |
| UC  | 3 546      |
| SUC   | 2 243      |
| CTR-V   | 0,1%       |
| CTR-U   | 1,6%       |
| CR-U  | 63,3%      |
| Frequency                                     | 13,4       |
| Average time from impression to click         | 1 min 20 s |

Source: gemiusDirectEffect 01.06 - 21.07.2006

### REACH AND CAMPAIGN EFFECTIVENESS

- ◆ The reach of the campaign “**Santa Fe, Accent**” was built rather evenly.
  - The highest number of visitors (cookies) had contact with the campaign on **23<sup>rd</sup> of June** (twenty third day of the campaign). There were **24 696** visitors (cookies) then and among them **56%** saw the ad for the first time.
  - Daily **8 553** visitors (cookies) had contact with the campaign, on average. Among them, **52%** saw the ad for the first time.
- ◆ The campaign reached over **224 960** visitors (cookies). Among them over **3 546** clicked on the emitted creative which translates into CTR-U of **1.6%** which is rather a low value.

- ◆ Among **3 546** visitors (cookies) who clicked on the creative **63.3%** (CR-U) performed a page view on the target page.
- ◆ Most visitors (cookies) – **50.7%** – clicked on the creative after its first, second or third impression. The average time that elapsed from impression to click was **1 minute 20 seconds**.
- ◆ The average number of contacts with an ad per visitor (cookie) was **13,41**.
- ◆ The creative **753x100** achieved much greater percentage in the reach (**100%**) than the other one. It recorded also higher CTR-U ratio, which amounted to **0.97%**.

## Results of the research

### Building the reach

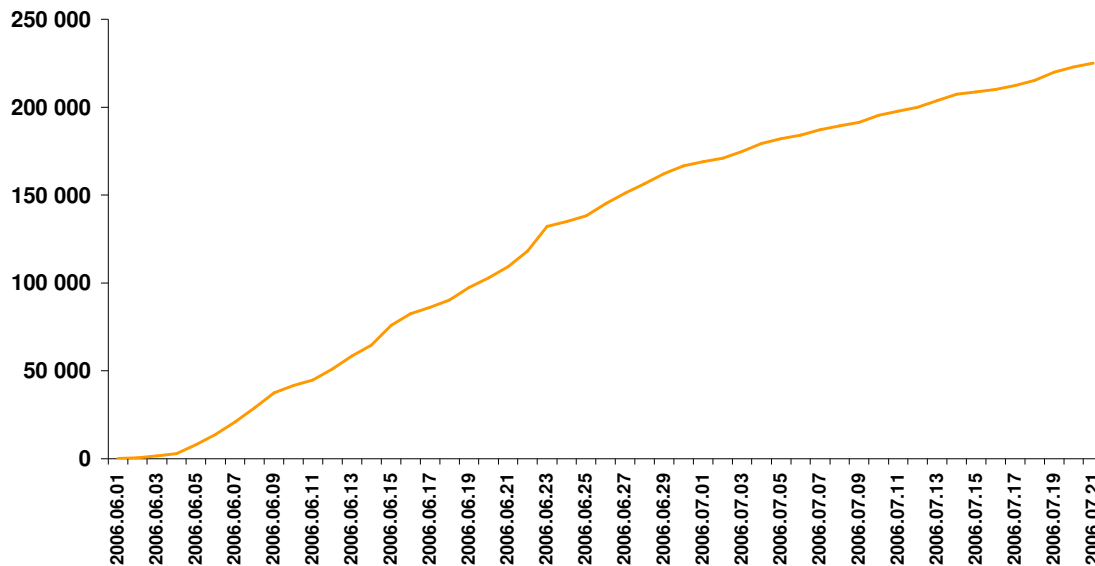
- ◆ Total number of visitors (cookies) who had contact with the campaign amounted to **224 960**.
- ◆ The reach of the campaign “**Santa Fe, Accent**” was built evenly.
  - The highest number of visitors (cookies) had contact with the campaign on **23<sup>rd</sup> of June** (twenty third day of the campaign) – that day the campaign reached **24 696** visitors (cookies). Among them, **56%** were visitors (cookies) who had a creative presented for the first time that day. They are called new visitors (cookies).
  - On average **8 553** visitors (cookies) had contact with the campaign daily. **52%** among them were new visitors (cookies).
  - Half of the total reach (52%) of the campaign was built till 21<sup>st</sup> of June.

Chart 1: presents information about new visitors (cookies), showed cumulatively. The number recorded on the last day is the total number of visitors (cookies) who had contact with the campaign – **224 960**.

Chart 2: shows new visitors (cookies) who had a creative presented on a given day for the first time against those who had a creative presented before.

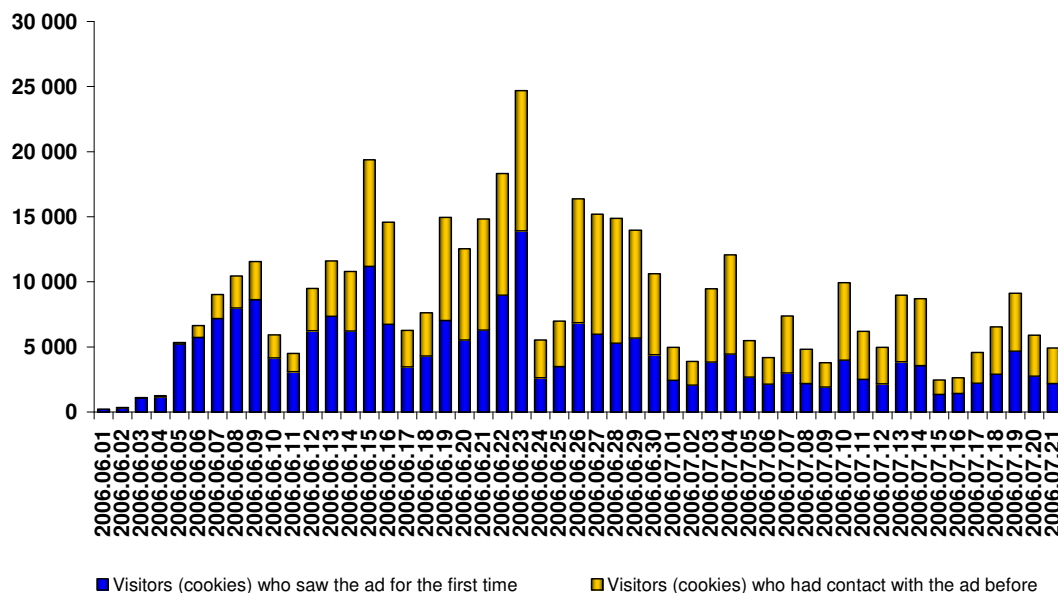
Table 2: shows which part of visitors (cookies) who saw the creative were new visitors (cookies).

**Chart 1: Building the reach of the campaign (increase of the number of new visitors (cookies) who had contact with the creative, day by day)**



Source: gemiusDirectEffect 01.06 - 21.07.2006

**Chart 2: Visitors (cookies) who had contact with the campaign, day by day. Division: new visitors (cookies) and the rest**



Source: gemiusDirectEffect 01.06 - 21.07.2006

**Table 2: Visitors (cookies) who had contact with the campaign – division of new visitors (cookies) and the rest**

| Date       | Visitors (cookies) who saw the ad for the first time | Visitors (cookies) who had contact with the ad before |
|------------|--|---|
| 2006.06.01 | 227  | 0   |
| 2006.06.02 | 334  | 17  |
| 2006.06.03 | 1 064  | 48  |
| 2006.06.04 | 1 160  | 104   |
| 2006.06.05 | 5 207  | 142   |
| 2006.06.06 | 5 751  | 878   |
| 2006.06.07 | 7 203  | 1 823   |
| 2006.06.08 | 7 981  | 2 486   |
| 2006.06.09 | 8 627  | 2 918   |
| 2006.06.10 | 4 159  | 1 764   |
| 2006.06.11 | 3 106  | 1 396   |
| 2006.06.12 | 6 254  | 3 243   |
| 2006.06.13 | 7 366  | 4 235   |
| 2006.06.14 | 6 221  | 4 570   |
| 2006.06.15 | 11 183   | 8 204   |
| 2006.06.16 | 6 738  | 7 853   |
| 2006.06.17 | 3 473  | 2 802   |
| 2006.06.18 | 4 313  | 3 319   |
| 2006.06.19 | 7 022  | 7 921   |
| 2006.06.20 | 5 534  | 7 012   |
| 2006.06.21 | 6 315  | 8 513   |
| 2006.06.22 | 8 983  | 9 320   |
| 2006.06.23 | 13 936   | 10 760  |
| 2006.06.24 | 2 652  | 2 897   |
| 2006.06.25 | 3 504  | 3 488   |
| 2006.06.26 | 6 859  | 9 520   |
| 2006.06.27 | 5 981  | 9 221   |
| 2006.06.28 | 5 293  | 9 594   |
| 2006.06.29 | 5 670  | 8 295   |
| 2006.06.30 | 4 413  | 6 200   |
| 2006.07.01 | 2 450  | 2 527   |
| 2006.07.02 | 2 067  | 1 819   |
| 2006.07.03 | 3 844  | 5 618   |
| 2006.07.04 | 4 457  | 7 622   |
| 2006.07.05 | 2 687  | 2 813   |
| 2006.07.06 | 2 134  | 2 046   |
| 2006.07.07 | 3 004  | 4 383   |
| 2006.07.08 | 2 191  | 2 621   |
| 2006.07.09 | 1 917  | 1 873   |
| 2006.07.10 | 3 995  | 5 939   |
| 2006.07.11 | 2 524  | 3 686   |
| 2006.07.12 | 2 164  | 2 817   |
| 2006.07.13 | 3 866  | 5 114   |
| 2006.07.14 | 3 557  | 5 148   |
| 2006.07.15 | 1 355  | 1 129   |
| 2006.07.16 | 1 436  | 1 217   |
| 2006.07.17 | 2 214  | 2 376   |
| 2006.07.18 | 2 917  | 3 614   |
| 2006.07.19 | 4 691  | 4 442   |
| 2006.07.20 | 2 758  | 3 143   |
| 2006.07.21 | 2 203  | 2 729   |

Source: gemiusDirectEffect 01.06 - 21.07.2006

## Campaign reach and effectiveness – by creatives

### *Reach*

- ◆ The creative **753x100** achieved much greater percentage of the reach (**100%**) than **120x600** (**81%**) and **400x100** (**69%**).

### *Interest in the ad – CTR-U*

- ◆ The creative **753x100** recorded higher CTR-U ratio than **400x100** and **120x600**. In the first case, CTR-U was equal to **0.97%**, whereas in the second case **0.61%** and in the third - **0,28%**. CTR-U ratio for the whole campaign (both creative) was equal to **1.6%**.

### *Interest in the target page – CR-U*

- ◆ The interest in the target page was measured by the number of visitors (cookies) who clicked on the creative and then reached the target page (CR-U ratio). The value for **400x100** (**88.72%**) was similar to **120x600** (**84.75%**) and higher than **753x100** (**47.44%**).

### *Frequency*

- ◆ The average impression frequency for all creatives was **13,41**. For particular creatives following frequencies were recorded:

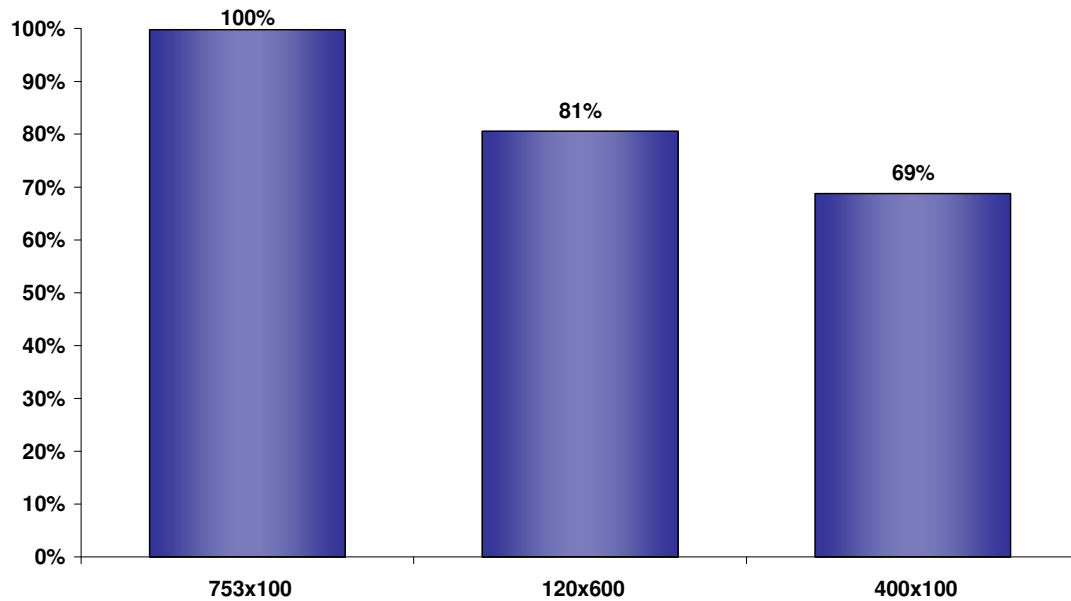
- **120x600 - 6.35**
- **753x100 – 5.69**
- **400x100 – 3.8.**

### *Time from impression to click*

- ◆ There was a big difference between creatives concerning the average time that elapsed from impression to click. For **120x600** the value was **2 minutes 38 seconds** while for **400x100** it was **1 minute 34 seconds** and **753x100 – 1 minute**.

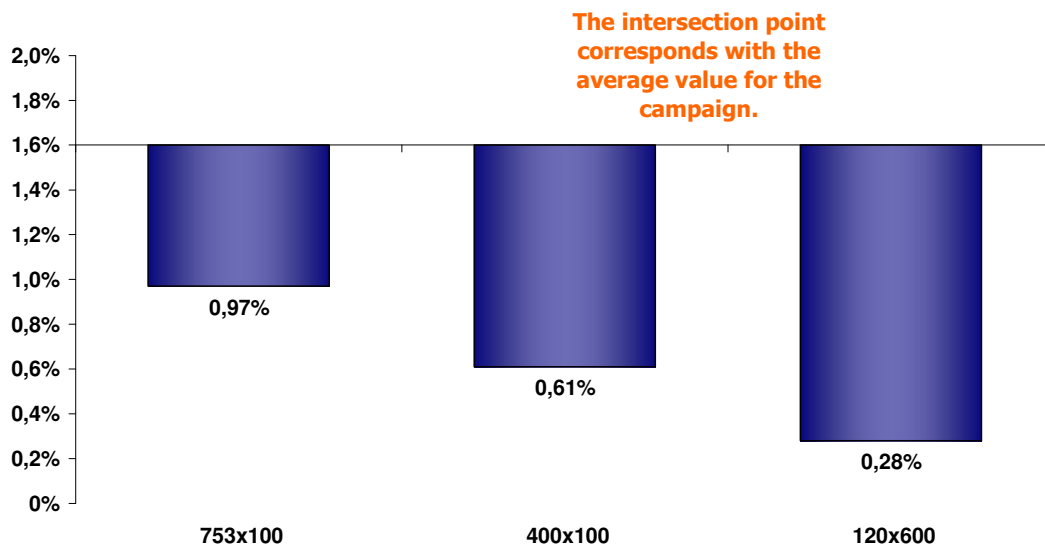
Charts 3 to 5 illustrate the results described above i.e. the reach, CTR-U and CR-U for all the creatives. Table 3 contains such indicators as reach, UC, CTR-U, CR-U, frequency and time from impression to click.

**Chart 3: Creatives vs. reach<sup>1</sup>**



Source: gemiusDirectEffect 01.06 - 21.07.2006

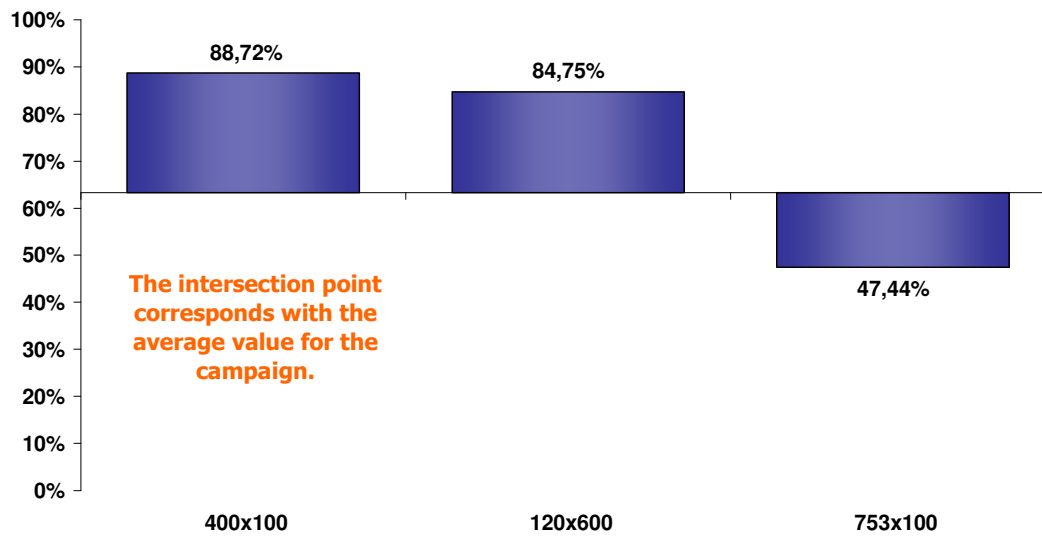
**Chart 4: Creatives vs. CTR-U**



Source: gemiusDirectEffect 01.06 - 21.07.2006

<sup>1</sup> The percentage values do not sum up to 100% because one visitor (cookie) could have had more than one creative emitted.

**Chart 5: Creatives vs. CR-U**



Source: gemiusDirectEffect 01.06 - 21.07.2006

**Table 3: Reach and campaign effectiveness – by creatives**

| Creation     | Reach          | UC           | CTR-U       | CR-U         | Frequency   | Time from impression to click |
|--------------|----------------|--------------|-------------|--------------|-------------|-------------------------------|
| 753x100      | 224 436        | 2 186        | 0,97%       | 47,44%       | 5,69        | 1 min                         |
| 120x600      | 181 217        | 505          | 0,28%       | 84,75%       | 6,35        | 2 min 38 s                    |
| 400x100      | 154 637        | 940          | 0,61%       | 88,72%       | 3,8         | 1 min 34 s                    |
| <b>Total</b> | <b>224 960</b> | <b>3 546</b> | <b>1,6%</b> | <b>63,3%</b> | <b>13,4</b> | <b>1 min 20 s</b>             |

Source: gemiusDirectEffect 01.06 - 21.07.2006

## Campaign reach and effectiveness – by geography (Czech/ abroad)

### *Reach*

◆ Among all the visitors (cookies) who had a creative emitted, **14% (30 835)** were foreign visitors (cookies).

### *Interest in the ad – CTR-U*

◆ CTR-U for foreign visitors (cookies) equalled to **1.34%** and was slightly lower than for Czech visitors (cookies) (**1.61%**).

### *Interest in the target page – CR-U*

◆ Czech users and foreigners were similarly interested in the target page. CR-U for foreigners visitors (cookies) was a bit higher and equalled to **68.36%**, whereas for Czech it was **62.57%**.

The table below contains more details:

**Table 4: Campaign reach and effectiveness – by geography (Czech/ abroad)**

| Czech/Abroad | Reach          | CTR-U       | CR-U         |
|--------------|----------------|-------------|--------------|
| Czech        | 194 118        | 1,61%       | 62,57%       |
| Abroad       | 30 835         | 1,34%       | 68,36%       |
| Unrecognized | 7              | 14,29%      | 100,00%      |
| <b>Total</b> | <b>224 960</b> | <b>1,6%</b> | <b>63,3%</b> |

**Source: gemiusDirectEffect 01.06 - 21.07.2006**

## Campaign reach and effectiveness – by geography (regions)

### *Reach*

◆ The highest number of visitors (cookies) who had contact with the campaign was recorded for **Praha** – **40 179** visitors (cookies) (**33%** of visitors (cookies) from **Czech** for whom the region was recognized). The lowest percentage of visitors (cookies) was recorded for the **Karlovarsky** region (**1%**).

### *Interest in the ad – CTR-U*

◆ The highest CTR-U ratio was recorded for visitors (cookies) connecting from **Karlovarsky region**– **2.03%**. Visitors (cookies) connecting from **Zlinsky region** were clicking on the ad the least frequently, with the CTR-U ratio of **1.11%**.

### *Interest in the target page – CR-U*

◆ The greatest interest in the target page was shown by the visitors (cookies) connecting from **Kralovehradecky region** – with the CR-U ratio equal to **73.75%**. The lowest CR-U ratio was recorded for **Praha** – **57.36%**.

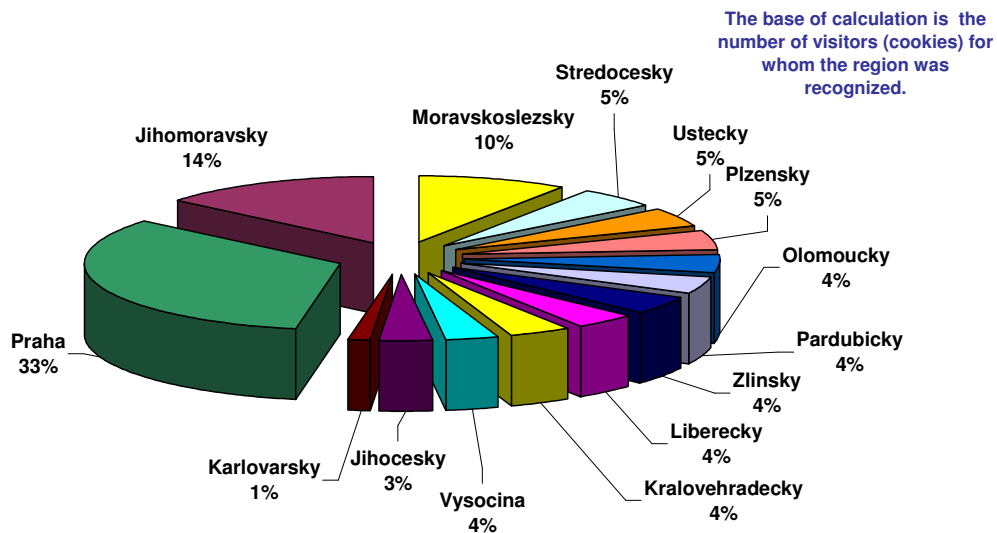
The table and the chart below present data on the geographical origin of visitors (cookies) connecting from Czech. The base of calculation is the number of visitors (cookies) for whom the region was recognized. The results are sorted out by the number of visitors (cookies) who had contact with the ad.

**Table 5: Campaign reach and effectiveness – by geography**

| Region               | Reach          | CTR-U       | CR-U         |
|----------------------|----------------|-------------|--------------|
| Praha                | 40 179         | 1,62%       | 57,36%       |
| Jihomoravsky         | 16 577         | 1,42%       | 60,43%       |
| Moravskoslezsky      | 11 440         | 1,40%       | 63,13%       |
| Stredocesky          | 5 973          | 1,76%       | 62,86%       |
| Ustecky              | 5 683          | 1,43%       | 65,43%       |
| Plzensky             | 5 643          | 1,49%       | 64,29%       |
| Olomoucky            | 5 331          | 1,48%       | 68,35%       |
| Pardubicky           | 5 060          | 1,25%       | 60,32%       |
| Zlinsky              | 5 040          | 1,11%       | 62,50%       |
| Liberecky            | 4 676          | 1,78%       | 60,24%       |
| Kralovehradecky      | 4 657          | 1,72%       | 73,75%       |
| Vysocina             | 4 296          | 1,70%       | 65,75%       |
| Jihocesky            | 3 851          | 1,53%       | 64,41%       |
| Karlovarsky          | 1 675          | 2,03%       | 64,71%       |
| Unrecognized region  | 74 037         | 1,74%       | 64,10%       |
| <b>Czech - total</b> | <b>194 118</b> | <b>1,6%</b> | <b>62,6%</b> |

Source: gemiusDirectEffect 01.06 - 21.07.2006

**Chart 6: Geographical origin – Czech – regions**



**N = 120 081**

Source: gemiusDirectEffect 01.06 - 21.07.2006

## Visitors (cookies) and number of contacts with the ad

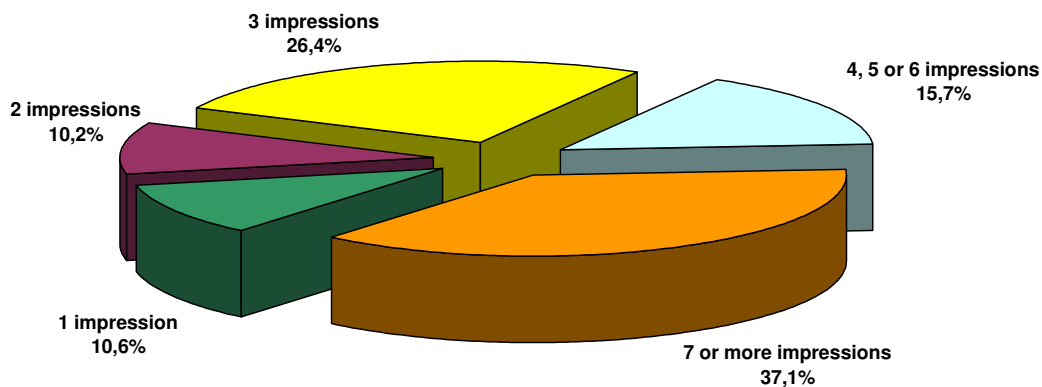
The additional analysis below shows the advertisement impact on frequency of clicking on creatives.

### *Frequency distribution*

The analysis below includes all visitors (cookies) who had contact with the campaign (reach = **224 960**).

- ◆ Visitors (cookies) who had only one contact with the campaign represent **10.6%** of all visitors (cookies) who were exposed to the campaign.
- ◆ Visitors (cookies) who had two or three contacts with the campaign represent **36.6%** of all visitors (cookies) who were exposed to the campaign.
- ◆ Visitors (cookies) who had four, five or six contacts with the campaign represent **15.7%** of all visitors (cookies) who were exposed to the campaign.
- ◆ Visitors (cookies) who had seven or more contacts with the campaign comprised **37.1%** of all visitors (cookies) who were exposed to the campaign.

**Chart 7: Frequency distribution**



**N = 224 960**

Source: gemiusDirectEffect 01.06 - 21.07.2006

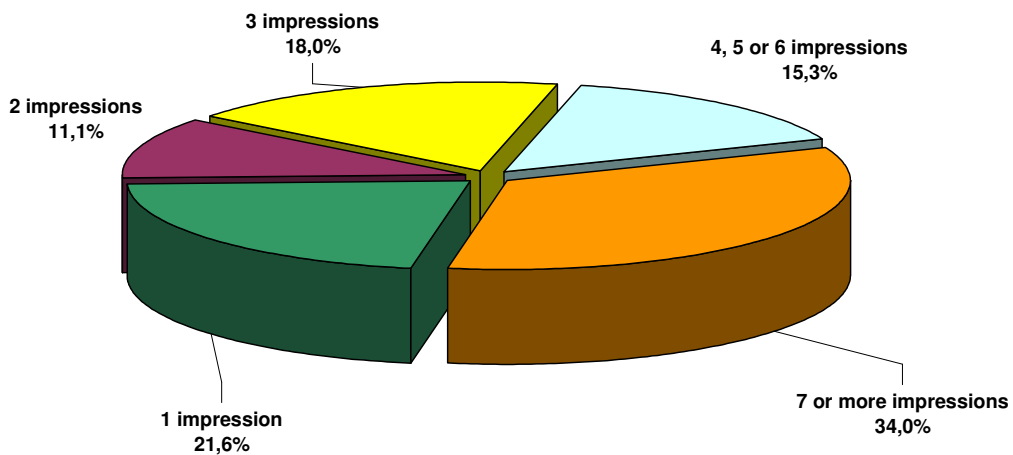
*Distribution of visitors (cookies) who clicked on a creative by number of impressions before the first click*

The chart below shows how early visitors (cookies) clicked on emitted creatives. The data gives information telling after how many contacts with the ad visitors (cookies) clicked on it for the first time.

We considered only those visitors (cookies) who clicked on a creative at least once. There are **3 546** such visitors (cookies) in the campaign statistics.

- ◆ **21.6%** visitors (cookies) clicked on the creative just after the first impression of the ad.
- ◆ **29.1%** visitors (cookies) clicked on the creative after the second or third impression of the ad.
- ◆ **15.3%** visitors (cookies) clicked on the creative after fourth, fifth or sixth impression of the ad.
- ◆ **34.0%** visitors (cookies) clicked on the creative after seven or more impressions of the ad.

**Chart 8: Distribution of visitors (cookies) who clicked on a creative by number of impressions before the first click**



Source: gemiusDirectEffect 01.06 - 21.07.2006

**N = 3 546**

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## Appendix

### Research methodology

gemiusDirectEffect is a quantitative study. Tracking scripts, embedded in the codes of the campaign's creative, are responsible for monitoring impressions and clicks on the creative. Cookie technology is used to differentiate particular visitors (cookies). This technology enables us to present information about the number of impressions and clicks on the campaign as well as the number of visitors (cookies) whom the campaign reached and who directly responded to the campaign by either clicking on the creative or later visiting the advertiser's web site (without clicking).

Geographical origin is identified by the visitor's (cookie) IP.

### Metric definitions

#### Visitor (cookie)

An Internet user who comes to a web site, identified by a cookie attributed to the profile of their Internet browser.

#### Reach

Number of visitors (cookies) to whom the creative was/were emitted.

#### UC (User Clicks)

Number of visitors (cookies) who performed first click on the campaign or a component thereof.

#### Cookie click - click on advertisement in case of cookie acceptance by browser.

**Cookie first click** - first click on advertisement after its emission, performed within 2 hours from impression

**Cookie next clicks** - all clicks except first clicks i.e. clicks performed after first click or after 2 hours from impression.

If ad. emissions are not counted (e.g.. because of lack of specific counting script), all clicks are treated as next clicks.

#### Frequency

Average number of contacts with an ad per visitor (cookie) who had contact with the campaign.

#### Target Page

Web page to which the creative directed.

#### TTC (Time to click)

Average time elapsed from impression to cookie click.

#### Click Through Ratio (CTR)

The measure of ad effectiveness described as a number of first clicks on an emitted creations. The ratio represents interest in the emitted creations. The ratio is differentiated into CTR-U and CTR-V.

➤ **CTR-U (Click-Through Ratio – Users)**

Percentage relation of the number of visitors (cookies) who performed first click on an ad within 2 hours from impression to the number of visitors (cookies) to whom the ad was emitted.

Ratio formula:

$$CTR-U = \frac{UC}{Reach} = \frac{\text{number of visitors (cookies) who performed first click on an ad within 2 hours from impression}}{\text{number of visitors (cookies) to whom the ad was emitted}}$$

➤ **CTR-V (Click-Through Ratio – Views)**

Percentage relation of the number of first clicks on an ad within 2 hours from impression to the number of impressions.

Ratio formula:

$$CTR-V = \frac{\text{number of first clicks on creative within 2 hours from impression}}{\text{number of impressions}}$$

**CR-U Ratio (Conversion Rate – Users)**

Relation of the number of visitors (cookies) who visited the target page within 5 minutes after performing first click on an ad to the number of visitors (cookies) who performed first click on an ad. The ratio represents an interest in the target page.

Ratio formula:

$$CR-U = \frac{SUC}{UC} = \frac{\text{number of visitors (cookies) who visited the target page within 5 minutes after performing first click}}{\text{number of visitors (cookies) who performed first click on an ad within 2 hours from impression}}$$

| DEFINITIONS OF GROUPS FOR:   |  |
|--|--|
| TARGET PAGE  | TARGET SITE  |
| <p><b>Post-click group</b><br/> <i>It is a group of visitors (cookies) who visited the target page or site after performing first click on creative (direct effect of the campaign). The time elapsed between the first click and the conversion to target page/site is limited only by the end date of the campaign.</i></p>  |  |
| Visitors (cookies) who performed a page view of the target page at any time after performing first click on creative.  | Visitors (cookies) who performed a page view of any page of the target site at any time after performing first click on a creative.  |
| <p><b>Post-view group</b><br/> <i>It is a group of visitors (cookies) who had contact with an ad, though it is unsure whether they have noticed it. This group was not interested enough in an ad to perform first click on it. However, because of some other reasons, during the campaign and after having a contact with the campaign they accessed the target page/site.</i></p> |  |
| Visitors (cookies) who did not perform first click on an ad after it was emitted but accessed the target page in a different way and performed its page view. Unlimited time span is admissible between the impression and the page view of the target page.   | Visitors (cookies) who did not perform first click on an ad after it was emitted but accessed the target site in a different way and performed its page view. Unlimited time span is admissible between the impression and the page view of the target site. |
| <p><b>Did not have contact with the campaign</b></p>   |  |
| Other visitors (cookies) who did not have contact with the campaign and accessed the target page in the time period of the campaign.   | Other visitors (cookies) who did not have contact with the campaign and accessed the target site in the time period of the campaign.   |

**COMMENT.** If a visitor (cookie) fits to several above-mentioned groups (i.e. first he/she visited a target site independent to the campaign, then visited a target site after clicking on the creative) in the associative statistics for the campaign is attributed to:

1. Post-click group first;
2. Post-view group secondly;
3. if a visitor (cookie) did not have contact with the campaign, he/she is attributed to “Did not have contact with the campaign” group.

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