

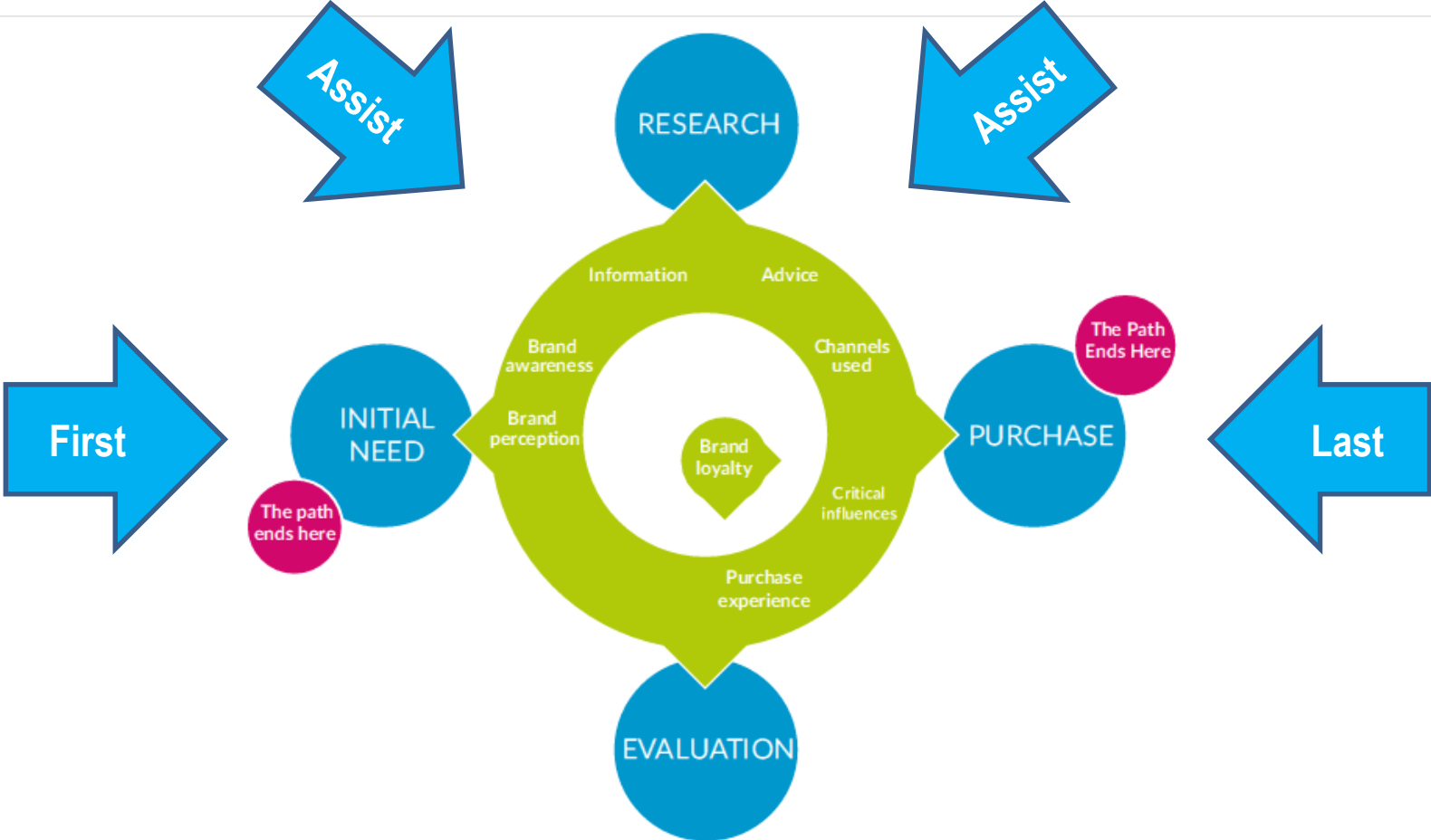


A felhasználói utak



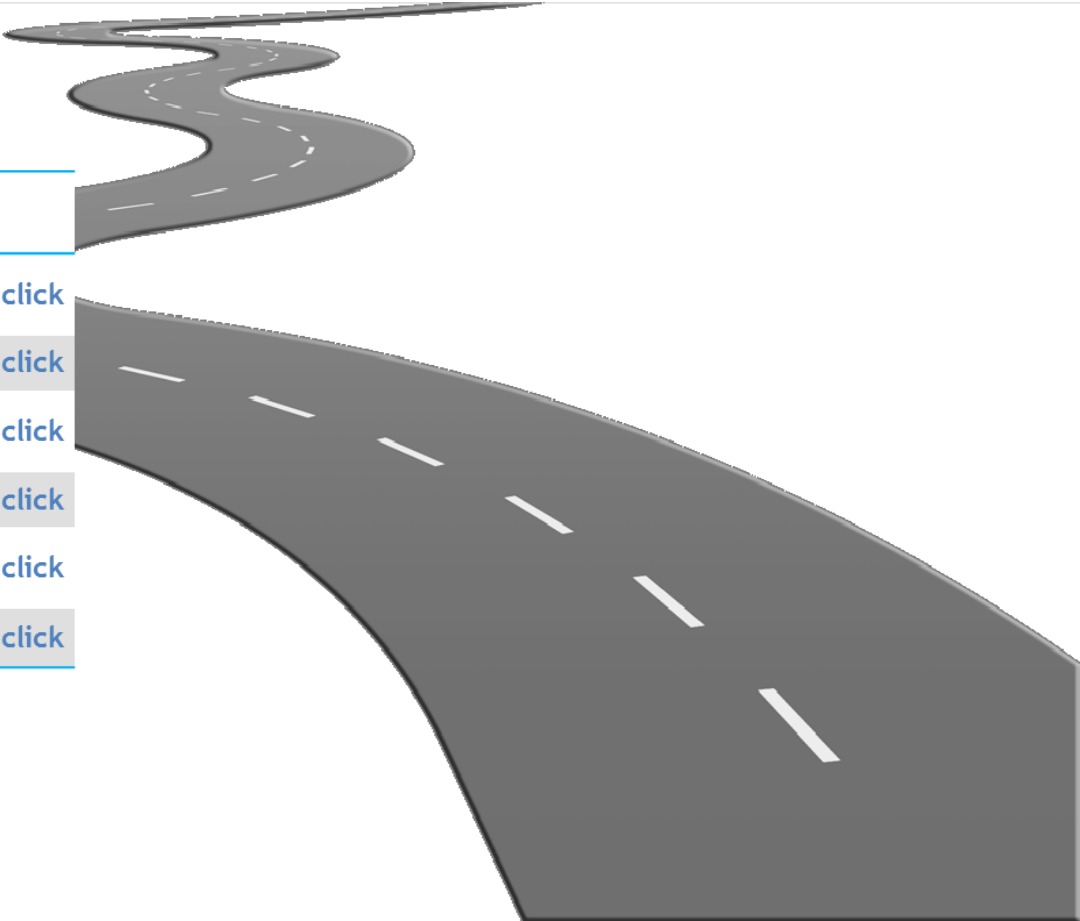
Internet Hungary
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Minden konverziót a *search x click* hoz?



actions	UA	touchpoint
21	7	display x click
16	16	search x click
5	5	search x click
3	3	mailing x click
3	3	search x click
2	2	search x click



Minden konverziót a *search x click* hoz?



actions	UA	1st touchpoint	2nd touchpoint	3rd touchpoint	4th touchpoint
21	7	display x impression	display x click		
16	16	display x impression	display x impression	search x click	
5	5	display x impressions	social x impression	search x click	
3	3	display x impressions	display x impression	mailing x click	
3	3	social x impression	search x click		
2	2	social x impression	display x impression	social x impression	search x click



Engagement report

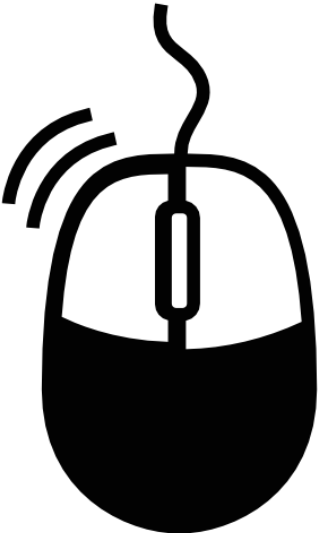
Campaign: campaignName
 Client: clientName
 Owner: ownerName

Below table presents a series of campaign exposure events divided by placement - creative pairs, which resulted in performing the action goal. In this context the campaign exposure event could be an impression or click related to a creative. The below table presents the ranking of top 100 paths which contributed to the most post-view actions. This shows that most post-view actions (15) were generated by 8 users after previously another action made and 4 post-view actions were generated by 4 users after those internet users have seen the advertisement only on publisher3 / folder1 / folder4 / placement1 (creative13), did not click but they finally got converted.

post-view actions (top 100 paths)

pv actions	UA-pv	path (placement x creative x event)							
15	8	-previous action-							
4	4	publisher3/folder1/folder4/placement1 x creative13 x impression							
3	3	publisher3/folder1/folder4/placement3 x creative11 x impression							
2	2	publisher3/folder1/folder3/placement3 x creative6 x impression		publisher3/folder1/folder3/placement3 x creative6 x impression					
2	2	publisher3/folder1/folder3/placement3 x creative6 x impression							
2	2	publisher1/folder1/folder2/placement11 x creative20 x impression							
1	1	publisher3/folder1/folder4/placement3 x creative11 x impression		publisher3/folder1/folder4/placement1 x creative13 x impression		publisher3/folder1/folder4/placement3 x creative11 x impression		publisher3/folder1/folder3/placement3 x creative6 x impression	
1	1	publisher3/folder1/folder4/placement3 x creative11 x impression		publisher3/folder1/folder4/placement1 x creative13 x impression		publisher3/folder1/folder4/placement3 x creative11 x impression		publisher3/folder1/folder4/placement3 x creative11 x impression	
1	1	publisher3/folder1/folder4/placement3 x creative11 x impression		publisher3/folder1/folder4/placement1 x creative13 x impression		publisher3/folder1/folder3/placement3 x creative6 x impression		publisher3/folder1/folder3/placement1 x creative8 x impression	
1	1	publisher3/folder1/folder4/placement3 x creative11 x impression		publisher3/folder1/folder4/placement1 x creative13 x impression		publisher3/folder1/folder3/placement1 x creative8 x impression		publisher3/folder1/folder3/placement3 x creative6 x impression	







Last Click



First Click



Linear



Position-based



Time Decay



Publisher	Total
google	20 116
Publisher_9	7 147
Publisher_5	2 767
Publisher_1	2 412
Publisher_6	2 303
Publisher_8	1 863
Publisher_3	613
facebook	514
Publisher_4	453
Publisher_7	227
Publisher_2	12

Touchpoint	Actions
Display x impression	22 613
SEM x click	20 378
Mailing x click	3 407
Mobile site x impression	3 192
RTB x impression	738
Listing x click	602
Display x click	394
Mobile app x impression	268
Mobile site x click	48
Video x impression	44

Event type	First	Assist	Last
Click	20	2	5
Impression	20	2	5





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Köszönöm a figyelmet!

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