

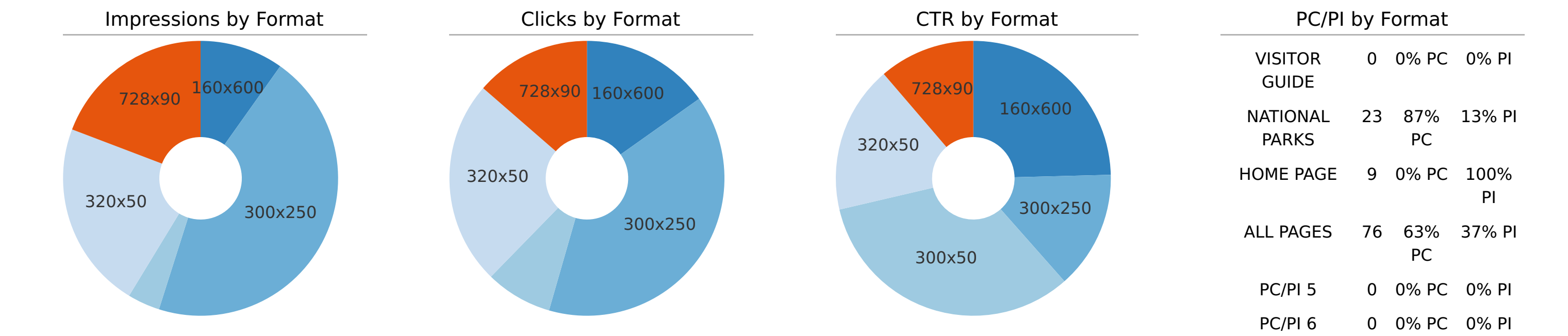
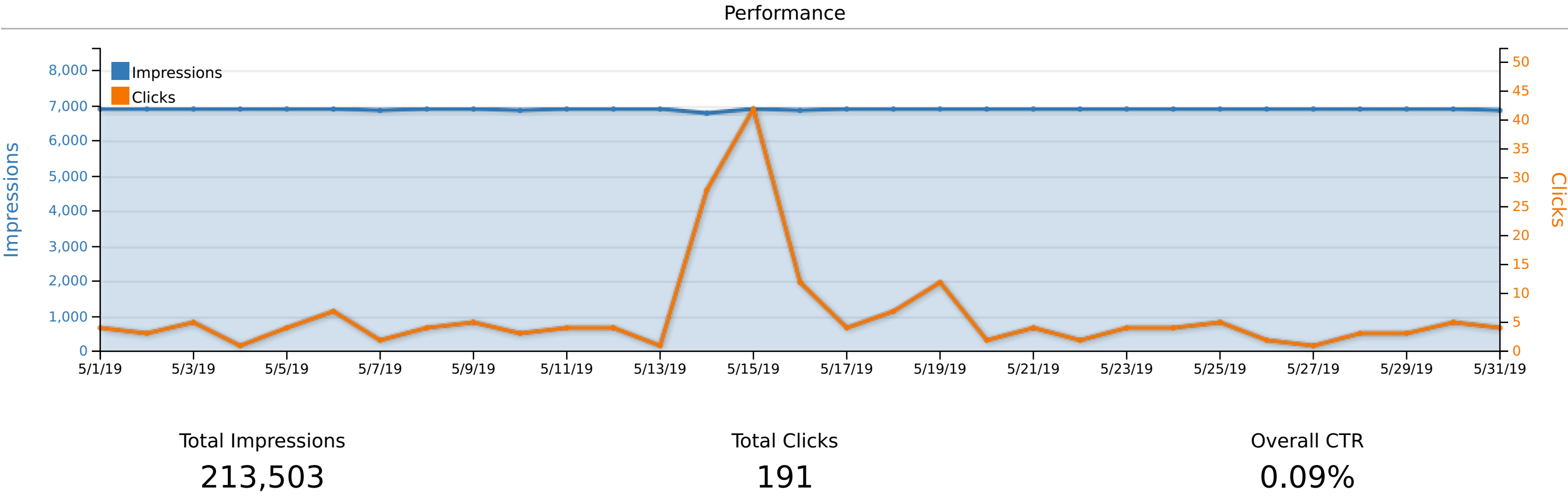
Ad Groups

Display

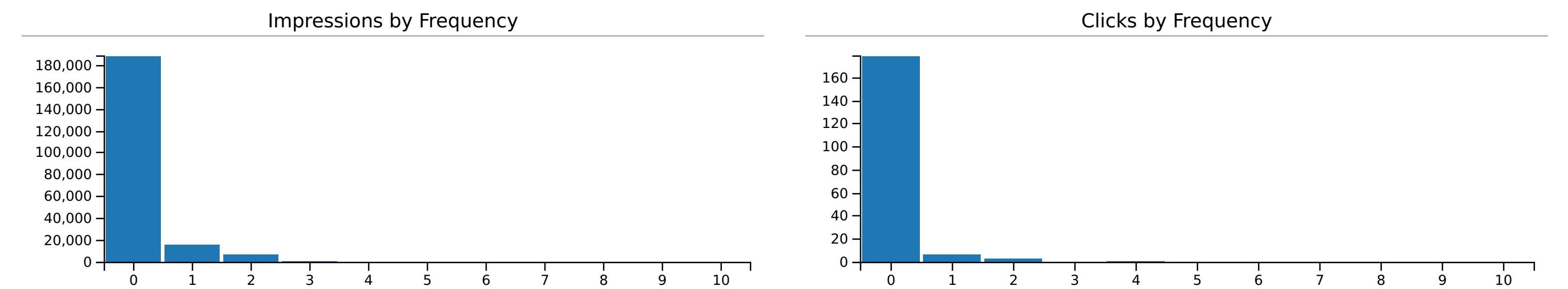
Name	Ordered Impressions	Delivered Impressions	Clicks	CTR	eCTR
Display - BHV/DEMO/SITE RETARGETING	205,357	105,247	82	0.08%	0.04%
Display - CONTENT	0	108,256	109	0.10%	

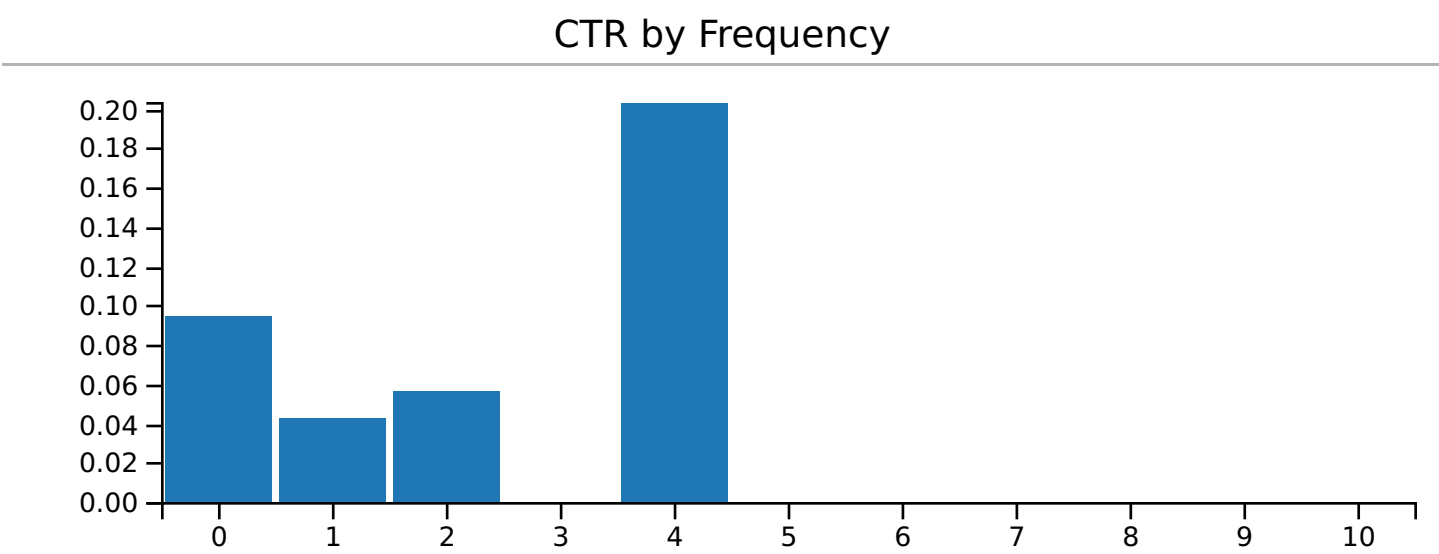
TTD - Display

Performance



	Ad Format	Impressions	Clicks	CTR
	300x250	96,211	75	0.08%
	320x50	47,156	46	0.10%
	728x90	41,018	26	0.06%
	160x600	20,994	29	0.14%
	300x50	8,124	15	0.18%
Totals	N/A	213503	191	0.09%





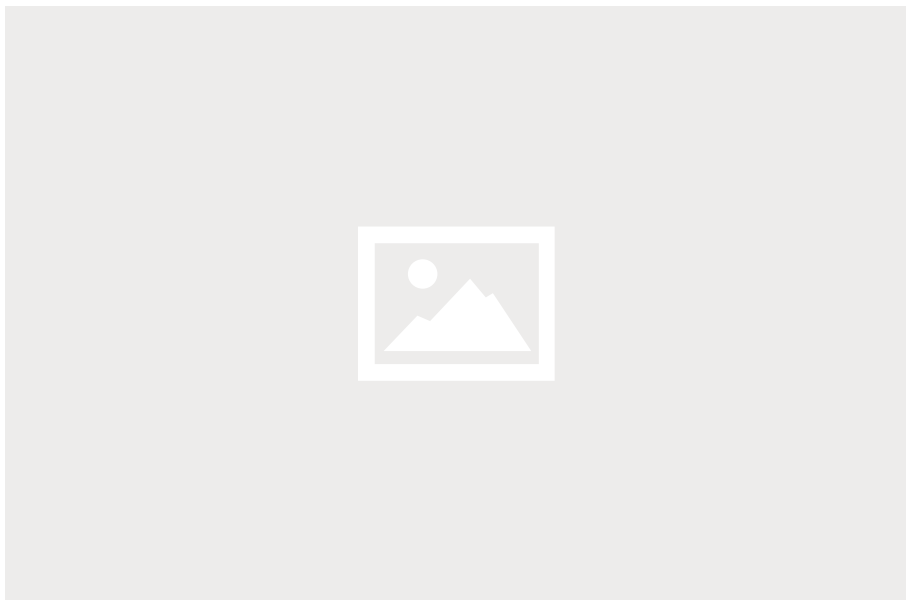
PC/PI by Frequency			
VISITOR GUIDE	0	0% PC	0% PI
NATIONAL PARKS	23	87% PC	13% PI
HOME PAGE	9	0% PC	100% PI
ALL PAGES	76	63% PC	37% PI
PC/PI 5	0	0% PC	0% PI
PC/PI 6	0	0% PC	0% PI

Conversions

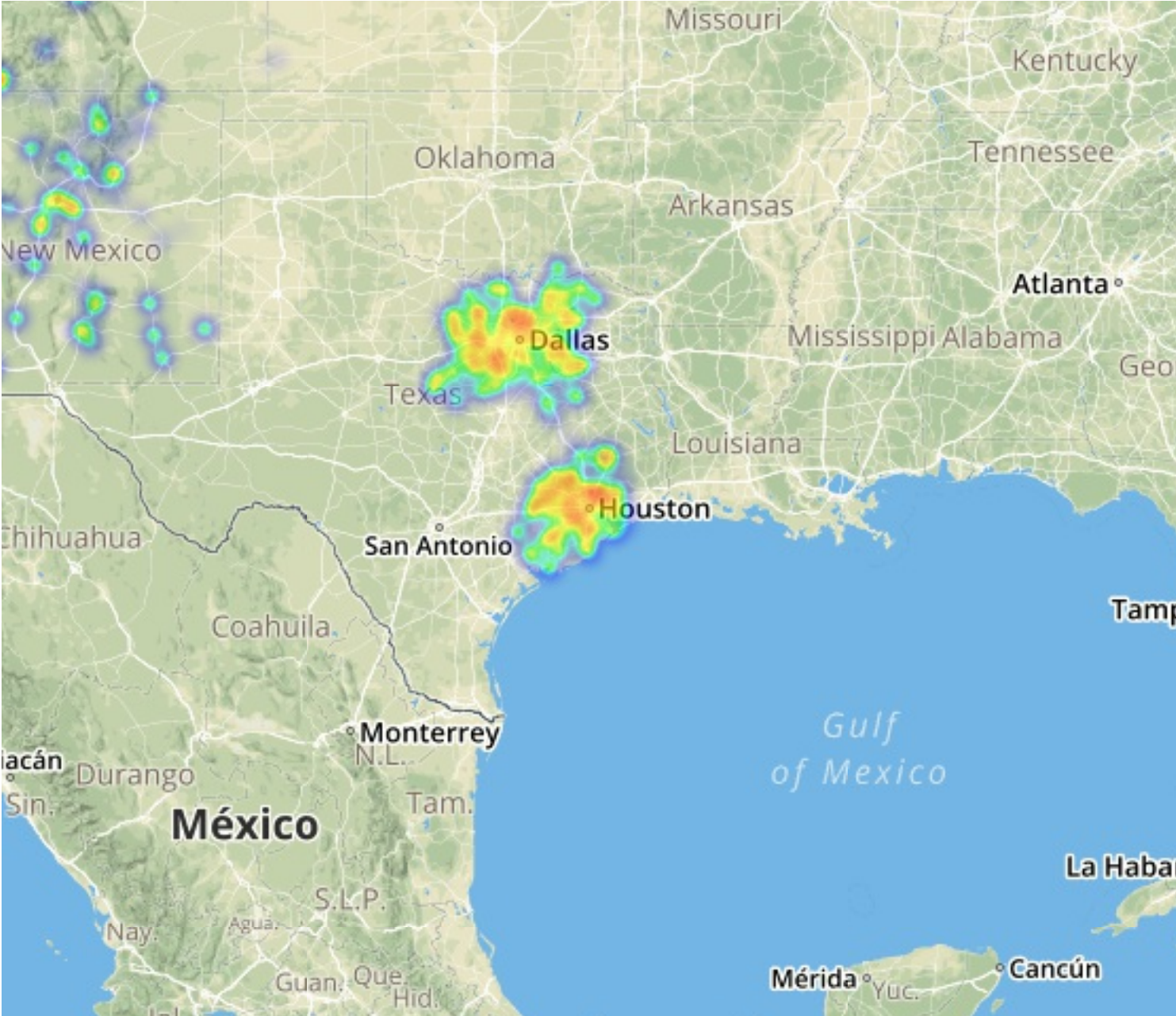
	PC	PI	% PC	% PI	Total Conversions
VISITOR GUIDE	0	0	0.00%	0.00%	0
NATIONAL PARKS	20	3	86.96%	13.04%	23
HOME PAGE	0	9	0.00%	100.00%	9
ALL PAGES	48	28	63.16%	36.84%	76
PC/PI 5	0	0	0.00%	0.00%	0
PC/PI 6	0	0	0.00%	0.00%	0

Creatives

Impressions by Creative		Clicks by Creative		CTR by Creative		PC/PI by Creative			
						VISITOR GUIDE	0	0% PC	0% PI
						NATIONAL PARKS	23	87% PC	13% PI
						HOME PAGE	9	0% PC	100% PI
						ALL PAGES	76	63% PC	37% PI
						PC/PI 5	0	0% PC	0% PI
						PC/PI 6	0	0% PC	0% PI
Creative		Name	Impressions	Clicks	CTR				
		03131- May Los Alamos Digital 300x250-44351-051419.jpg	20,427	22	0.11%				
		03131-V3 May Los Alamos Digital300x250-44351-051419.jpg	17,530	17	0.10%				
		03131-V2 May Los Alamos Digital 300x250-44351-051419.jpg	16,975	13	0.08%				
		03131-V2 May Los Alamos Digital 320x50-44351-051419.jpg	13,911	19	0.14%				
		Los-Alamos-Bandelier-300x250-BN.1APR.jpg	13,152	9	0.07%				
		03131- May Los Alamos Digital 320x50-44351-051419.jpg	12,785	12	0.09%				

			Los-Alamos-Manhattan-300x250-MP.1APR.jpg	12,246	6	0.05%
			03131- May Los Alamos Digital 728x90-44351-051419.jpg	11,347	10	0.09%
			03131-V3 May Los Alamos Digital728x90-44351-051419.jpg	11,173	11	0.10%
			Los-Alamos-Gateway-300x250-VC.1APR.jpg	8,674	4	0.05%
Totals	N/A		N/A	213503	191	0.09%

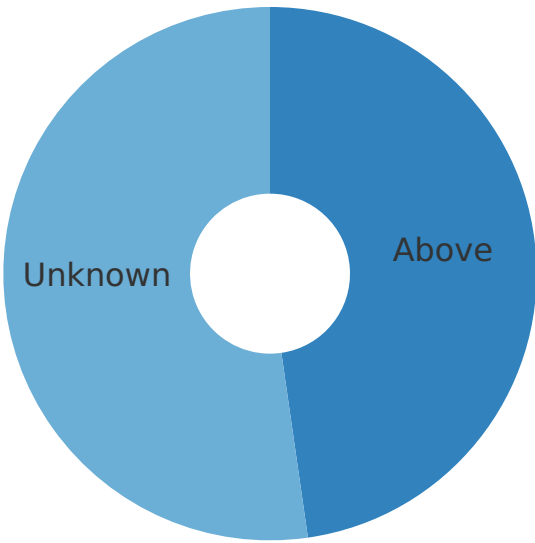
Geography



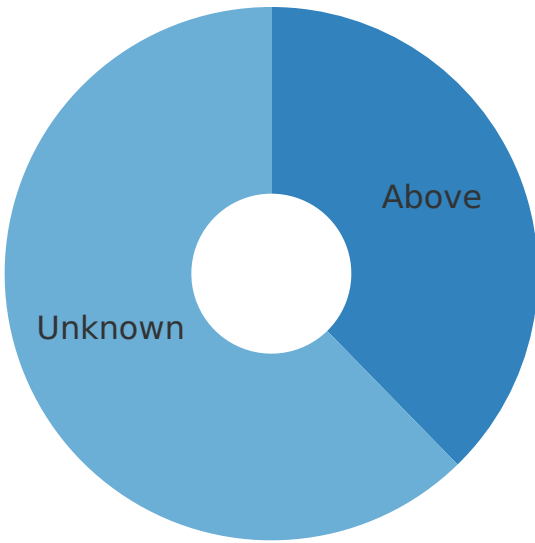
City	State	Impressions	Clicks
Houston	Texas	31123	40
Dallas	Texas	23261	26
Denver	Colorado	14081	10
Phoenix	Arizona	14061	21
Plano	Texas	5425	3
Albuquerque	New Mexico	5186	7
Fort Worth	Texas	4880	3
Katy	Texas	4808	4
Mesa	Arizona	3967	2
Spring	Texas	3809	1

Categories

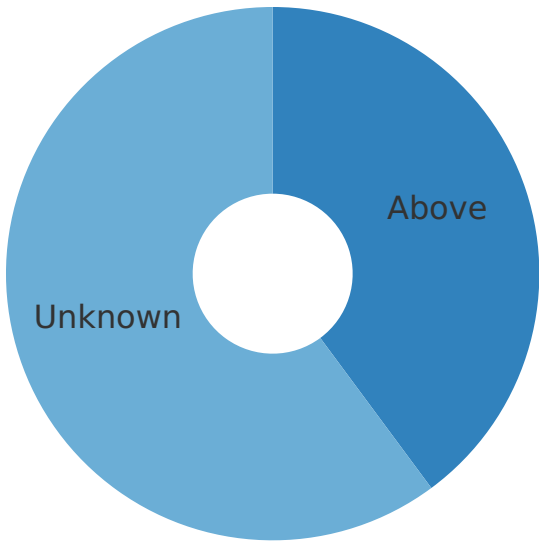
Impressions above/below fold



Clicks above/below fold



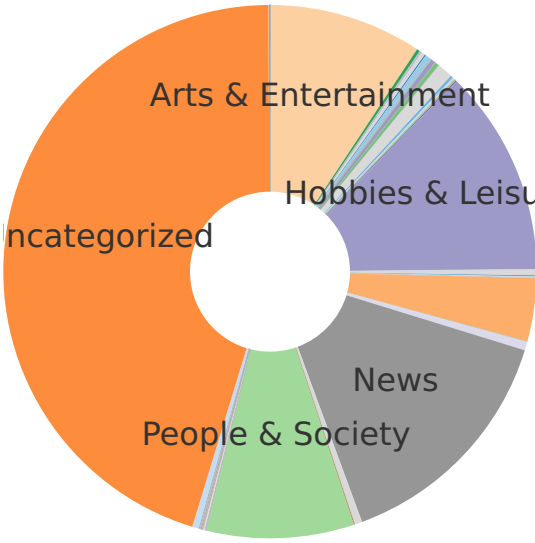
CTR above/below fold



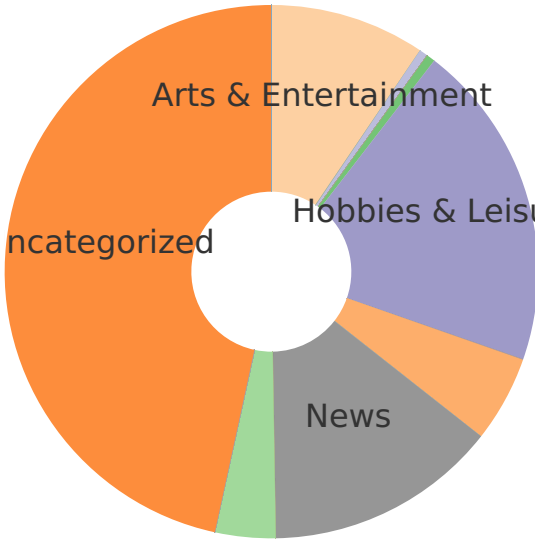
PC/PI above/below fold

VISITOR GUIDE	0	0% PC	0% PI
NATIONAL PARKS	23	87% PC	13% PI
HOME PAGE	9	0% PC	100% PI
ALL PAGES	76	63% PC	37% PI
PC/PI 5	0	0% PC	0% PI
PC/PI 6	0	0% PC	0% PI

Impressions by category



Clicks by category



CTR by category



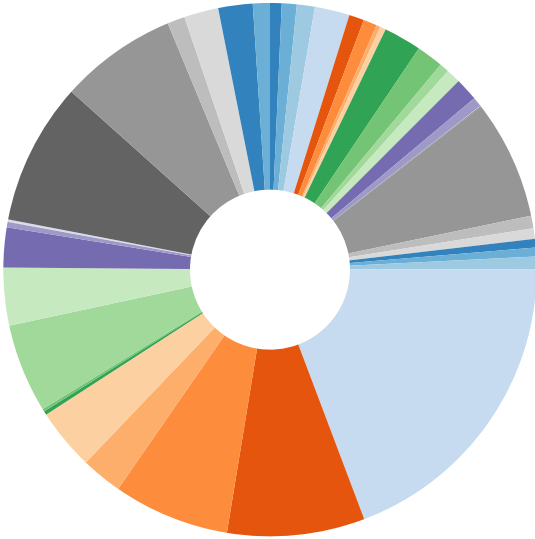
PC/PI by category

VISITOR GUIDE	0	0% PC	0% PI
NATIONAL PARKS	23	87% PC	13% PI
HOME PAGE	9	0% PC	100% PI
ALL PAGES	76	63% PC	37% PI
PC/PI 5	0	0% PC	0% PI
PC/PI 6	0	0% PC	0% PI

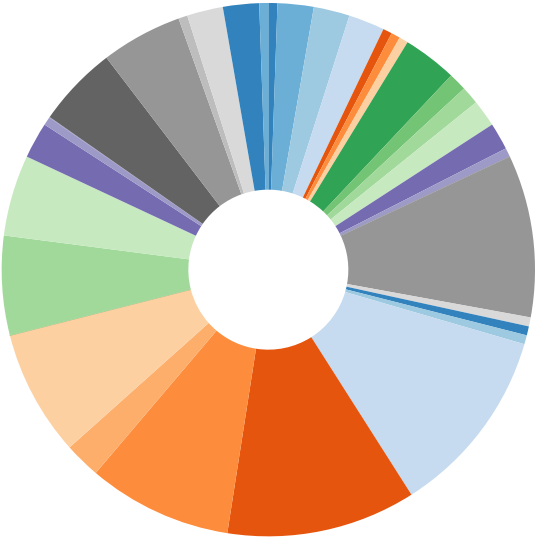
	Category	Impressions	Clicks	CTR
	Uncategorized	96,481	89	0.09%
	News	31,224	27	0.09%
	Hobbies & Leisure	26,659	38	0.14%
	Arts & Entertainment	19,832	18	0.09%
	People & Society	19,087	7	0.04%
	Local News	8,166	10	0.12%
	Family & Relationships	2,014	0	0.00%
	Music & Audio	1,040	0	0.00%
	North America	926	0	0.00%
	Travel	857	0	0.00%
Totals	N/A	213503	191	0.09%

Data Elements

Impressions by data element



Clicks by data element



CTR by data element



PC/PI by data element

VISITOR GUIDE	0	0% PC	0% PI
NATIONAL PARKS	39	97% PC	3% PI
HOME PAGE	11	0% PC	100% PI
ALL PAGES	63	78% PC	22% PI
PC/PI 5	0	0% PC	0% PI
PC/PI 6	0	0% PC	0% PI

	Name	Impressions	Clicks	CTR
	Interest > Travel	40,166	21	0.05%
	interests > education > history > affinity	17,926	9	0.05%
	Interest > Travel Enthusiasts	17,356	21	0.12%
	Interest > Arts and Sciences > History	15,034	18	0.12%
	interests > education > history > strong affinity	14,807	9	0.06%
	Interest > Travel Enthusiasts > Destinations > North America	14,703	16	0.11%
	Travel > Interest > Online Purchase	11,215	11	0.10%
	Interest > Travel and Tourism > Types > Frequent Travelers	7,749	14	0.18%
	Travel > Interest > Road Trip	7,291	9	0.12%
	Interest > Travel and Tourism > Travel Enthusiasts	5,186	4	0.08%
Totals	N/A	208287	183	0.09%