

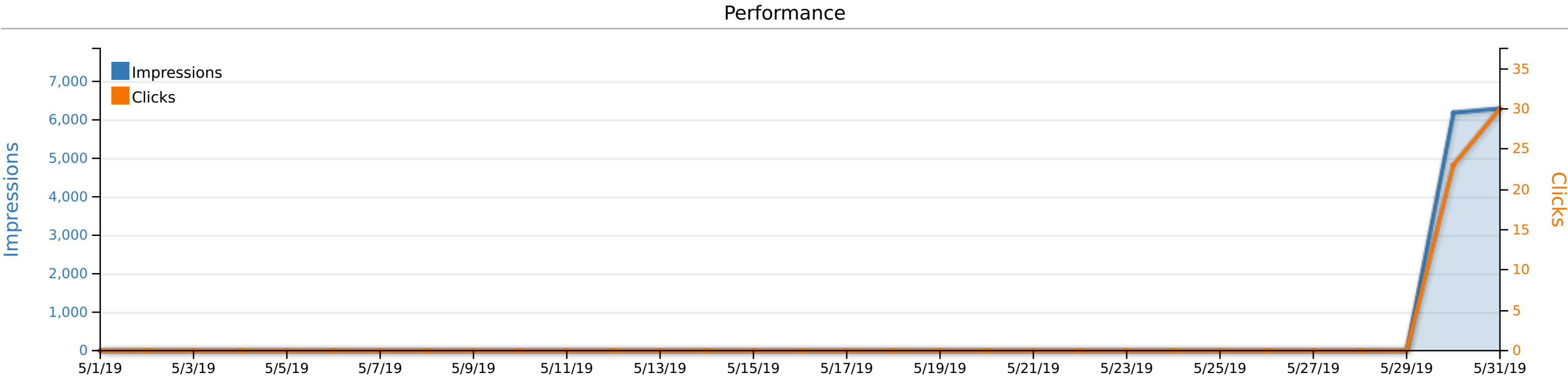
Ad Groups

Display

Name	Ordered Impressions	Delivered Impressions	Clicks	CTR	eCTR
Display - BHV/DEMO/SITE RETARGETING	0	5,637	26	0.46%	
Display - CONTENT	0	6,853	27	0.39%	

TTD - Display

Performance

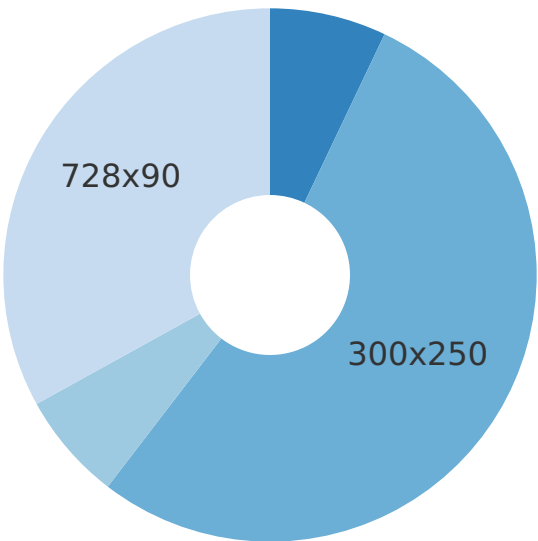


Total Impressions
12,490

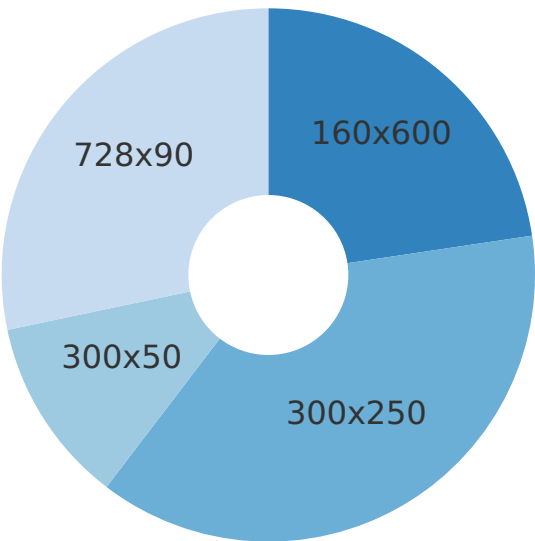
Total Clicks
53

Overall CTR
0.42%

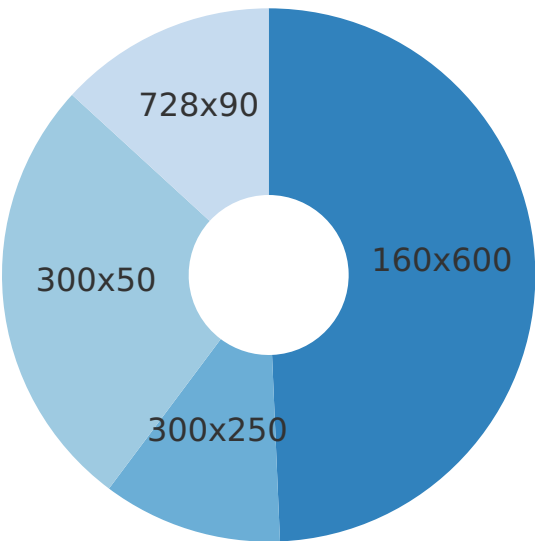
Impressions by Format



Clicks by Format



CTR by Format

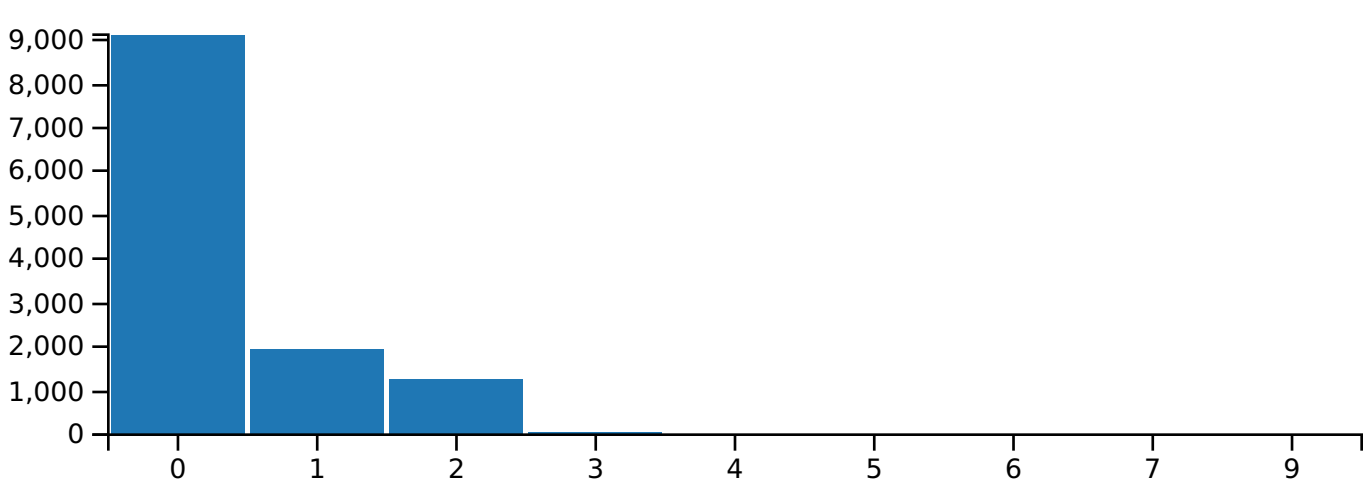


PC/PI by Format

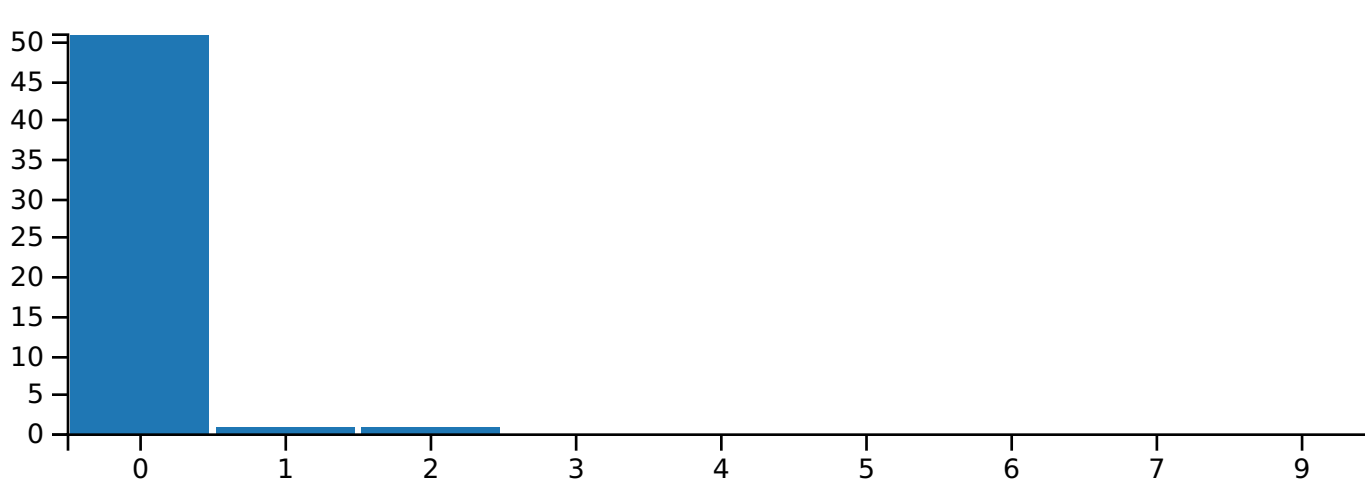
PC/PI 1	2	100% PC	0% PI
PC/PI 2	0	0% PC	0% PI
PC/PI 3	0	0% PC	0% PI
PC/PI 4	0	0% PC	0% PI
PC/PI 5	0	0% PC	0% PI
PC/PI 6	0	0% PC	0% PI

	Ad Format	Impressions	Clicks	CTR
	300x250	6,662	20	0.30%
	728x90	4,126	15	0.36%
	160x600	883	12	1.36%
	300x50	819	6	0.73%
Totals	N/A	12490	53	0.42%

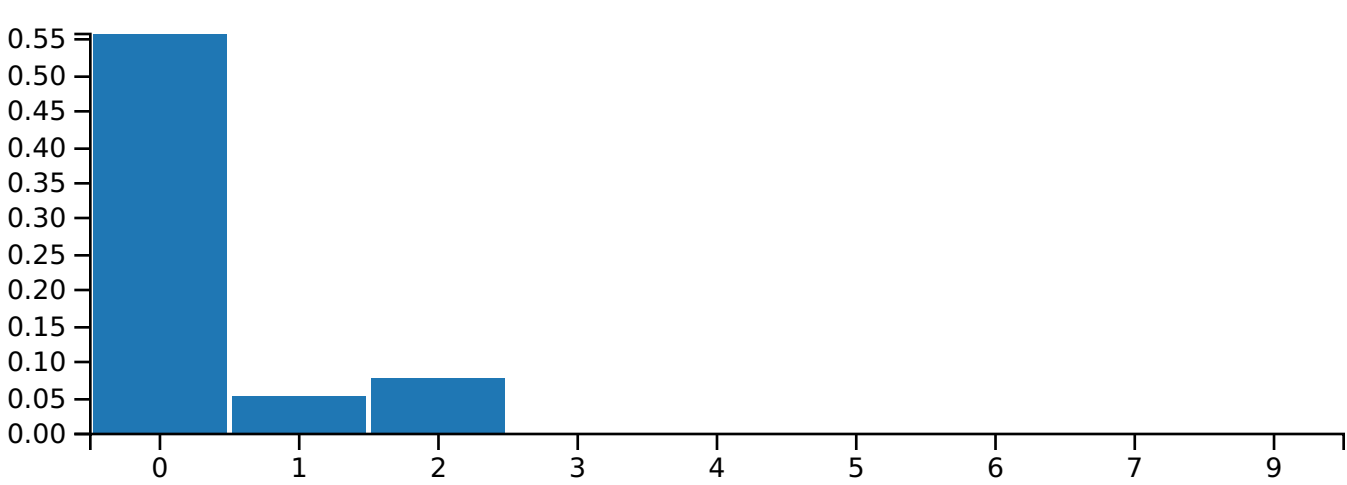
Impressions by Frequency



Clicks by Frequency



CTR by Frequency



PC/PI by Frequency

PC/PI 1	2	100% PC	0% PI
PC/PI 2	0	0% PC	0% PI
PC/PI 3	0	0% PC	0% PI
PC/PI 4	0	0% PC	0% PI
PC/PI 5	0	0% PC	0% PI
PC/PI 6	0	0% PC	0% PI

Conversions

	PC	PI	% PC	% PI	Total Conversions
PC/PI 1	2	0	100.00%	0.00%	2
PC/PI 2	0	0	0.00%	0.00%	0
PC/PI 3	0	0	0.00%	0.00%	0
PC/PI 4	0	0	0.00%	0.00%	0
PC/PI 5	0	0	0.00%	0.00%	0
PC/PI 6	0	0	0.00%	0.00%	0

Creatives

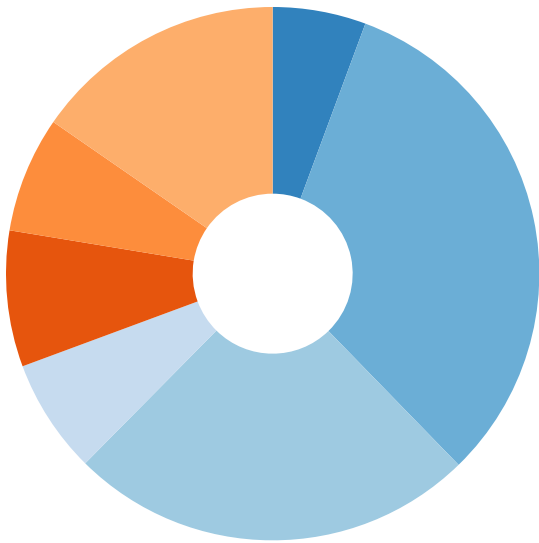
Impressions by Creative



Clicks by Creative



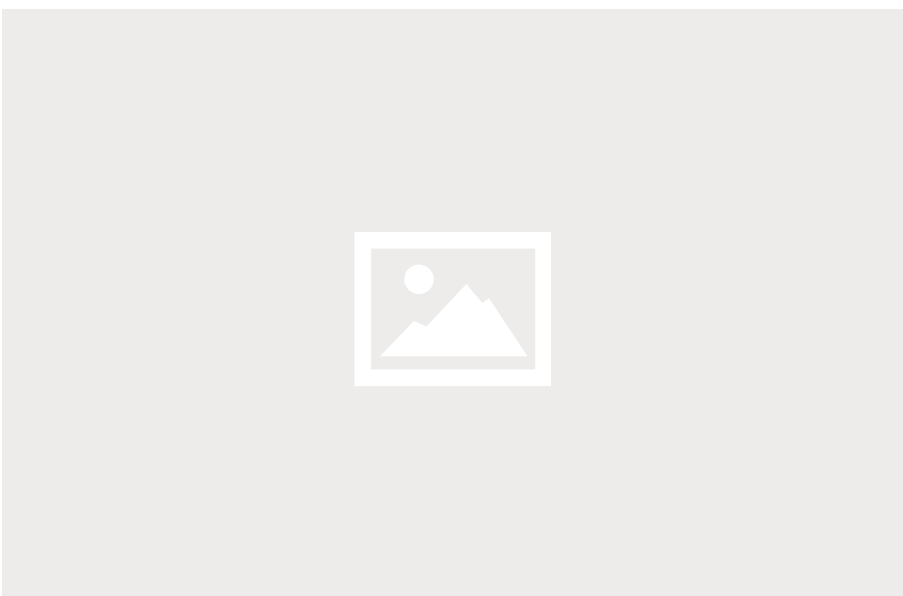
CTR by Creative



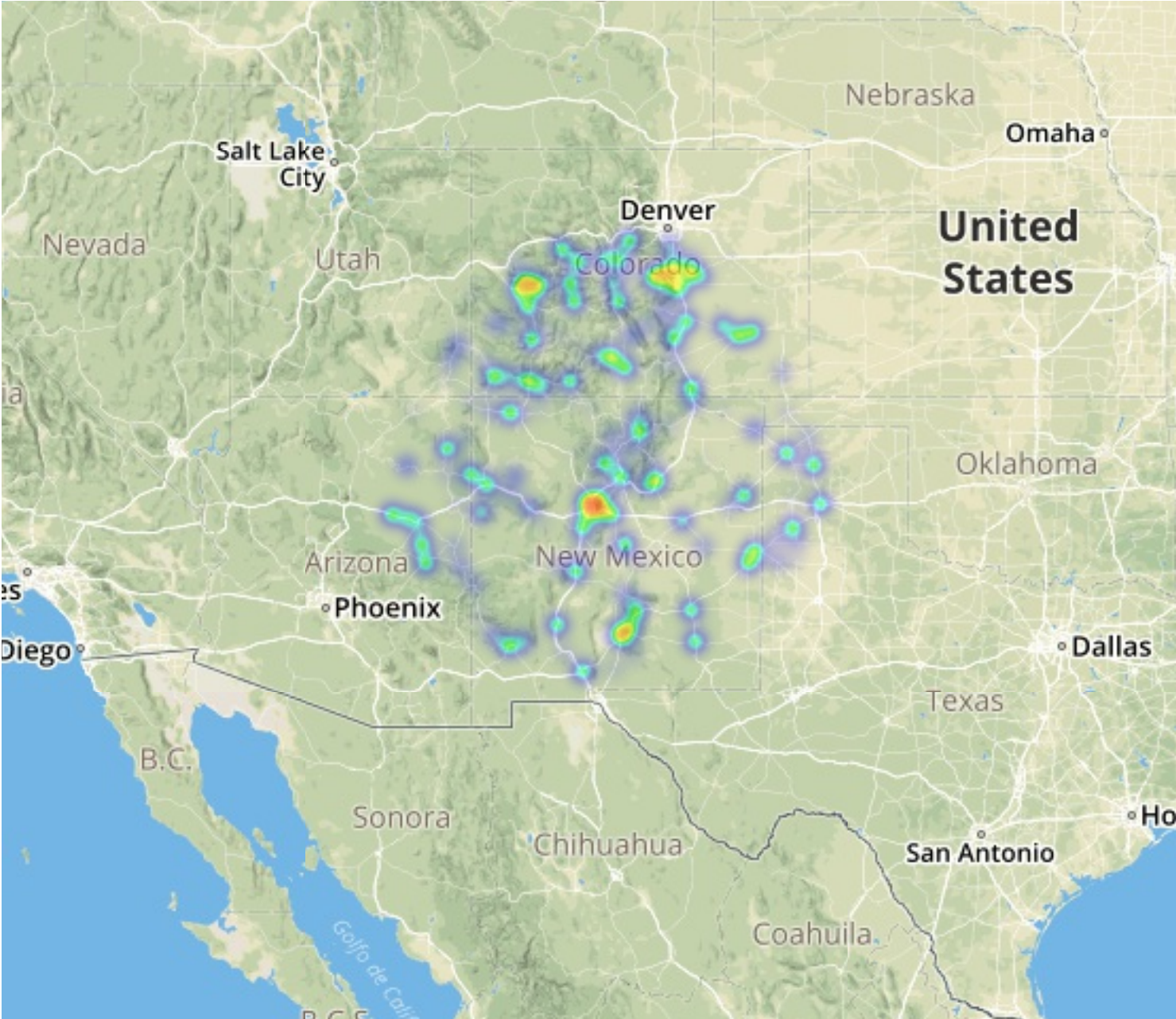
PC/PI by Creative

PC/PI 1	2	100% PC	0% PI
PC/PI 2	0	0% PC	0% PI
PC/PI 3	0	0% PC	0% PI
PC/PI 4	0	0% PC	0% PI
PC/PI 5	0	0% PC	0% PI
PC/PI 6	0	0% PC	0% PI

Creative	Name	Impressions	Clicks	CTR
	Display- 300x250 2019 SF.30may.jpg	3,341	9	0.27%
	Display-300x250 2019 SF Save the Date.30may.jpg	3,321	11	0.33%
	Display-728x90 2019 SF.30may.jpg	2,090	7	0.33%
	Display-728x90 2019 SF Save the Date.30may.jpg	2,036	8	0.39%

		Science Fest 300x50.30may.jpg	819	6	0.73%
		Display-160x600 2019 SF Save the Date .30may.jpg	458	7	1.53%
		Display-160x600 2019 SF .30may.jpg	425	5	1.18%
Totals	N/A	N/A	12490	53	0.42%

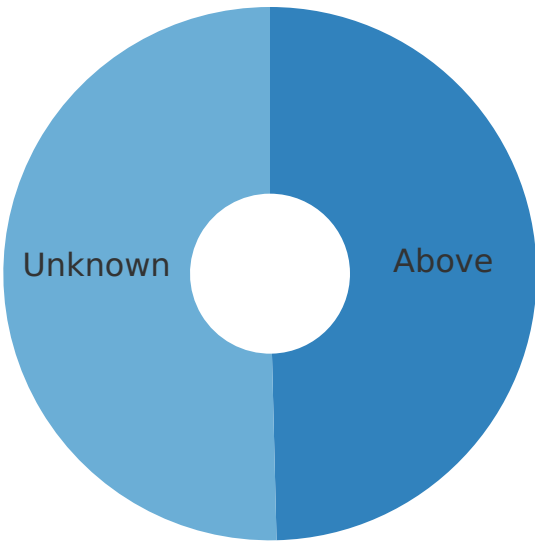
Geography



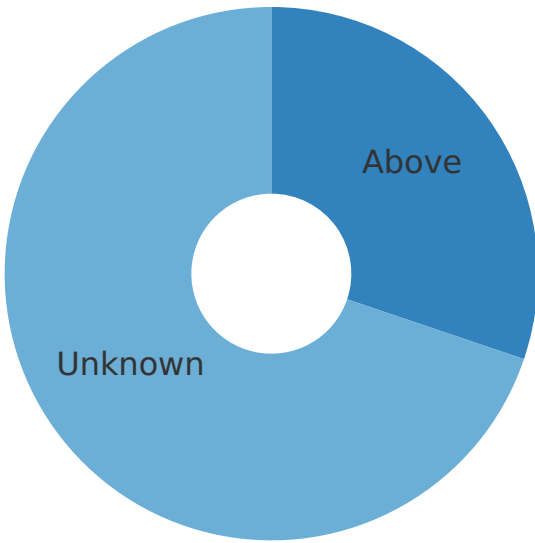
City	State	Impressions	Clicks
Albuquerque	New Mexico	3537	16
Colorado Springs	Colorado	2646	4
Santa Fe	New Mexico	528	2
Las Cruces	New Mexico	434	2
Rio Rancho	New Mexico	427	2
Pueblo	Colorado	369	2
Durango	Colorado	198	0
Farmington	New Mexico	194	0
Montrose	Colorado	193	0
Alamogordo	New Mexico	178	1

Categories

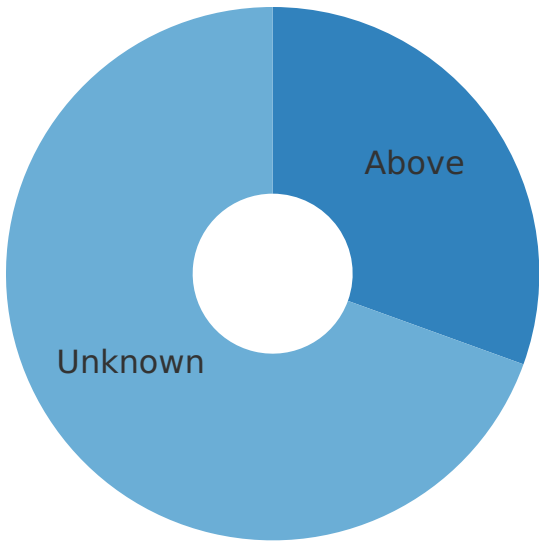
Impressions above/below fold



Clicks above/below fold



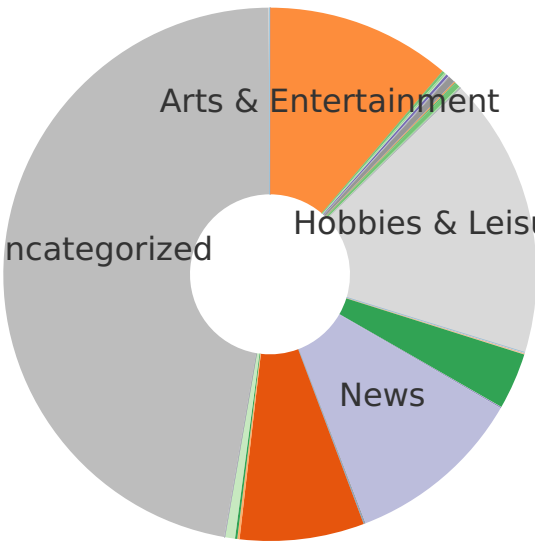
CTR above/below fold



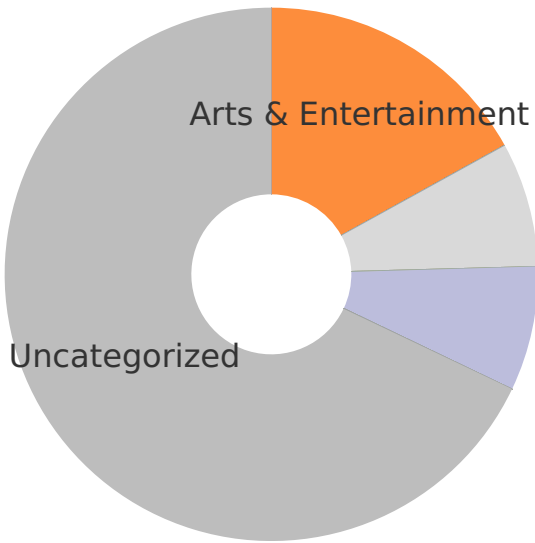
PC/PI above/below fold

PC/PI 1	2	100% PC	0% PI
PC/PI 2	0	0% PC	0% PI
PC/PI 3	0	0% PC	0% PI
PC/PI 4	0	0% PC	0% PI
PC/PI 5	0	0% PC	0% PI
PC/PI 6	0	0% PC	0% PI

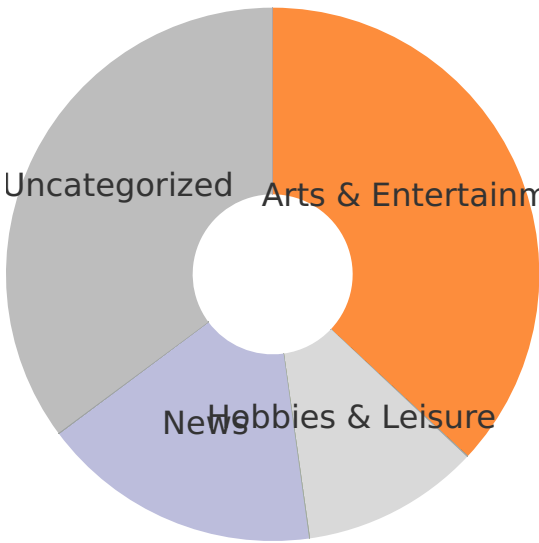
Impressions by category



Clicks by category



CTR by category



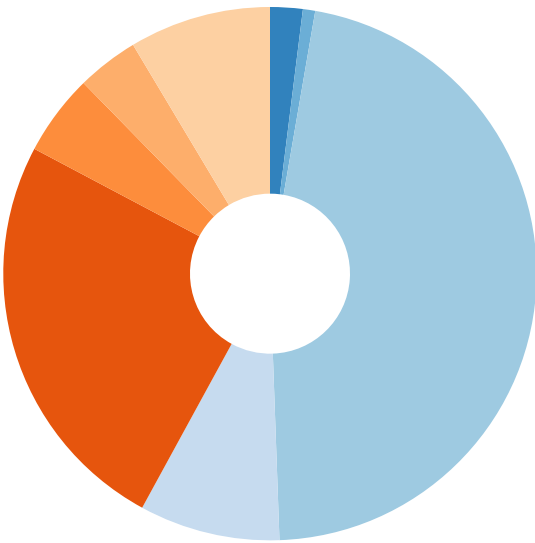
PC/PI by category

PC/PI 1	2	100% PC	0% PI
PC/PI 2	0	0% PC	0% PI
PC/PI 3	0	0% PC	0% PI
PC/PI 4	0	0% PC	0% PI
PC/PI 5	0	0% PC	0% PI
PC/PI 6	0	0% PC	0% PI

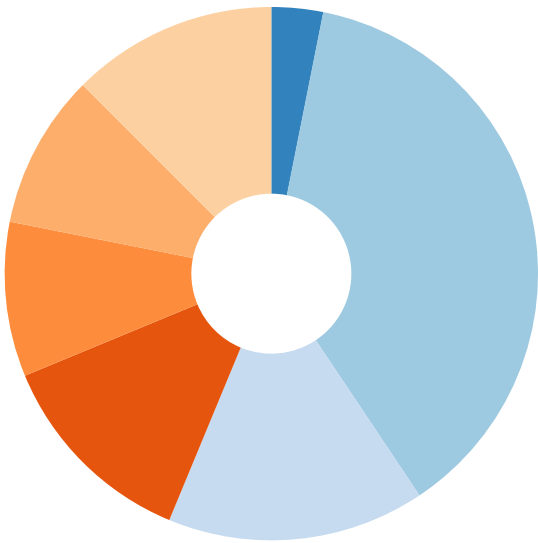
	Category	Impressions	Clicks	CTR
	Uncategorized	5,891	36	0.61%
	Hobbies & Leisure	2,127	4	0.19%
	Arts & Entertainment	1,399	9	0.64%
	News	1,351	4	0.30%
	People & Society	942	0	0.00%
	Local News	427	0	0.00%
	Science	73	0	0.00%
	Computer & Video Games	50	0	0.00%
	Fashion & Style	36	0	0.00%
	Board Games	19	0	0.00%
Totals	N/A	12490	53	0.42%

Data Elements

Impressions by data element



Clicks by data element



CTR by data element



PC/PI by data element

PC/PI 1	1	100% PC	0% PI
PC/PI 2	0	0% PC	0% PI
PC/PI 3	0	0% PC	0% PI
PC/PI 4	0	0% PC	0% PI
PC/PI 5	0	0% PC	0% PI
PC/PI 6	0	0% PC	0% PI

	Name	Impressions	Clicks	CTR
	Demographic > Employment Industry > Biotech R and D Science	3,009	12	0.40%
	Home & Family > Science & Mathematics	1,597	4	0.25%
	Interest > Science and Humanities > Physics	553	4	0.72%
	Entertainment & Lifestyle > Magazines > Genre > Science	549	5	0.91%
	Interest > Science and Humanities	317	3	0.95%
	Interest > Science and Humanities > Physical Sciences	241	3	1.24%
	Consumer > Interests > Arts & Entertainment > Reading > Science/Technology	127	1	0.79%
	Demographic > Career > Career - Science and Biotech	48	0	0.00%
Totals	N/A	6441	32	0.50%