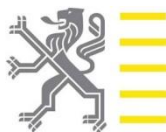




Vlaams Parlement – Ombudsdienst Nov-Dec 2013 – REPORTING

Vlaamse overheid



Advertiser: Vlaams Parlement
Campaign: Ombudsdienst
Proposal / Objective: Traffic
Start date: 6/11/2013
End date: 01/12/2013

Activation: results

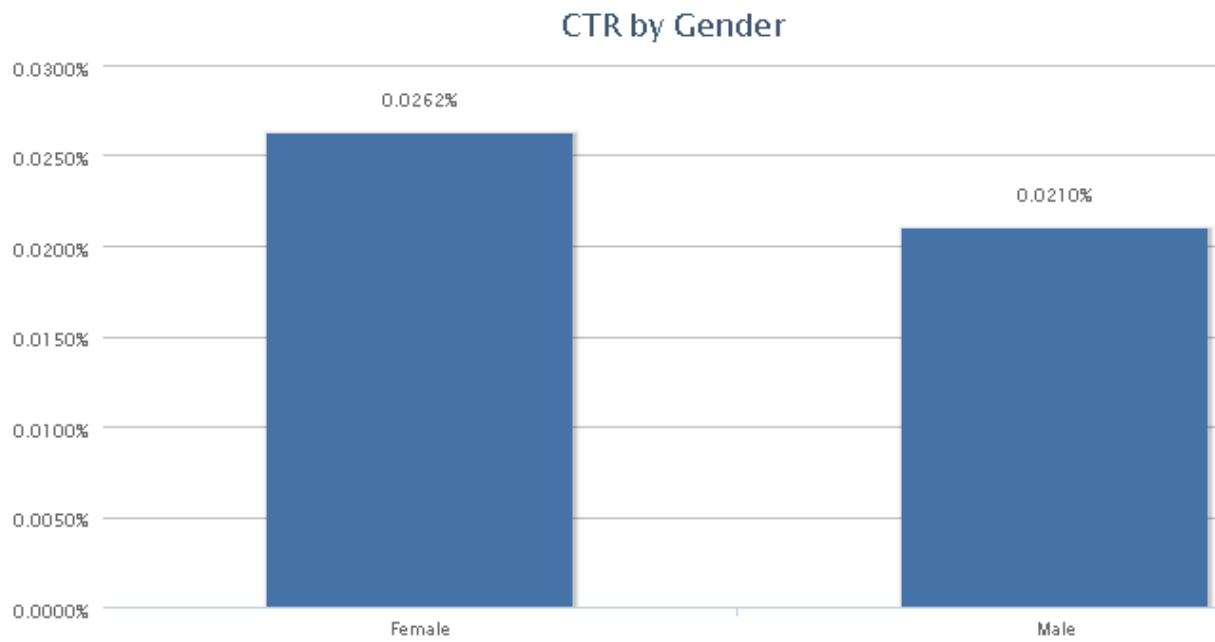
Split / day

Date	Impressions	Clicks	CTR	CPC	Spent
06/11/2013	1 870 081	399	0.021%	€0.35	€ 141.09
07/11/2013	5 916 724	1 410	0.024%	€0.34	€ 473.27
08/11/2013	4 940 712	1 244	0.025%	€0.38	€ 476.92
09/11/2013	5 347 381	1 370	0.026%	€0.35	€ 476.18
10/11/2013	5 983 633	1 570	0.026%	€0.30	€ 476.31
11/11/2013	6 845 240	1 726	0.025%	€0.28	€ 475.34
12/11/2013	6 324 050	1 488	0.024%	€0.32	€ 477.38
13/11/2013	6 095 266	1 438	0.024%	€0.33	€ 476.34
14/11/2013	5 792 756	1 302	0.022%	€0.37	€ 475.92
15/11/2013	5 478 203	1 276	0.023%	€0.37	€ 475.93
16/11/2013	4 851 605	1 208	0.025%	€0.40	€ 478.99
17/11/2013	5 082 515	1 310	0.026%	€0.36	€ 475.06
18/11/2013	4 932 555	1 166	0.024%	€0.41	€ 474.54
19/11/2013	5 165 573	1 231	0.024%	€0.39	€ 474.36
20/11/2013	5 927 477	1 240	0.021%	€0.38	€ 474.46
21/11/2013	2 971 936	743	0.025%	€0.42	€ 315.32
22/11/2013	4 360 212	1 108	0.025%	€0.44	€ 489.72
23/11/2013	5 384 825	1 191	0.022%	€0.41	€ 493.12
24/11/2013	5 296 515	1 359	0.026%	€0.36	€ 489.29
25/11/2013	5 552 372	1 318	0.024%	€0.37	€ 488.22
26/11/2013	5 289 536	1 272	0.024%	€0.38	€ 489.36
27/11/2013	5 115 848	1 229	0.024%	€0.40	€ 488.38
28/11/2013	4 893 357	1 125	0.023%	€0.43	€ 489.23
29/11/2013	2 485 554	617	0.025%	€0.45	€ 274.79
30/11/2013	5 005 317	1 086	0.022%	€0.44	€ 476.24
01/12/2013	8 315 934	1 907	0.023%	€0.37	€ 704.24
	135 225 177	32 333	0.024%	€0.37	€12 000.00

We generated **32 333 clicks** which is more than planned (26 087 estimated) with an average Cost per Click of 0.37€ (0.46€ estimated). We have an average CTR of 0.024% which is a little bit lower than our benchmark of 0.026%.

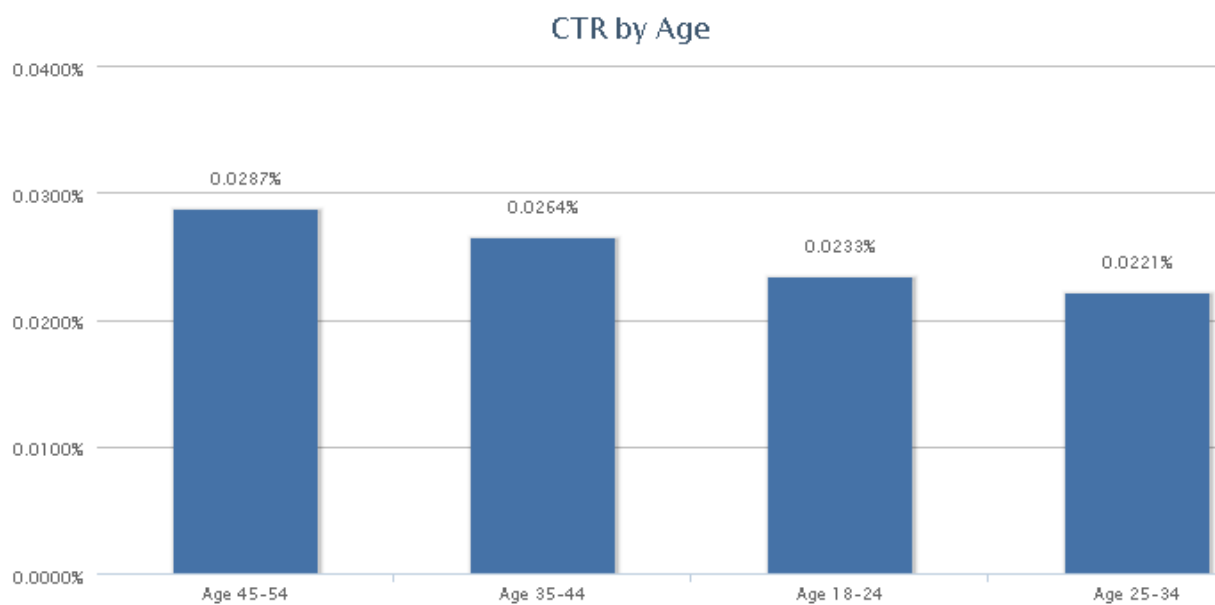


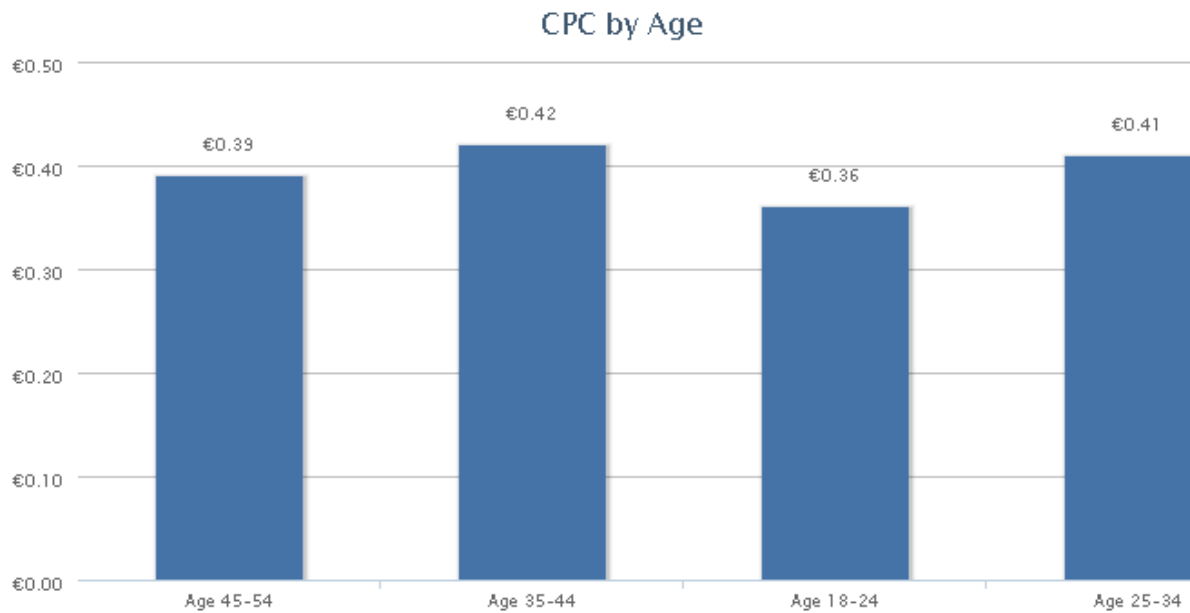
Performances / Gender



Best performance on the female segment shown by a higher CTR (0.026% vs 0.021% for the male segment).

Performance/Age





As you can see, we had better results on the older segment with a better impact shown by a higher **CTR (0.0287% vs 0.0233%** for the younger one). Consequently, we have a quite good CPC on this segment (0.39€ vs 0.42€ on the 35-44 segment and 0.41€ on the 25-34 segment).