

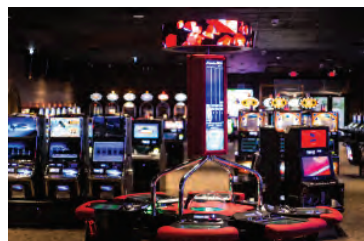
## PinPoint Reach Delivered:

- 89,926 Impressions
- 305 “Clicks” from people requesting more info (sent to Klondike website)
- .34% CTR
- 99 In-Store Visits from handsets exposed to the ads (tracked by PPR)



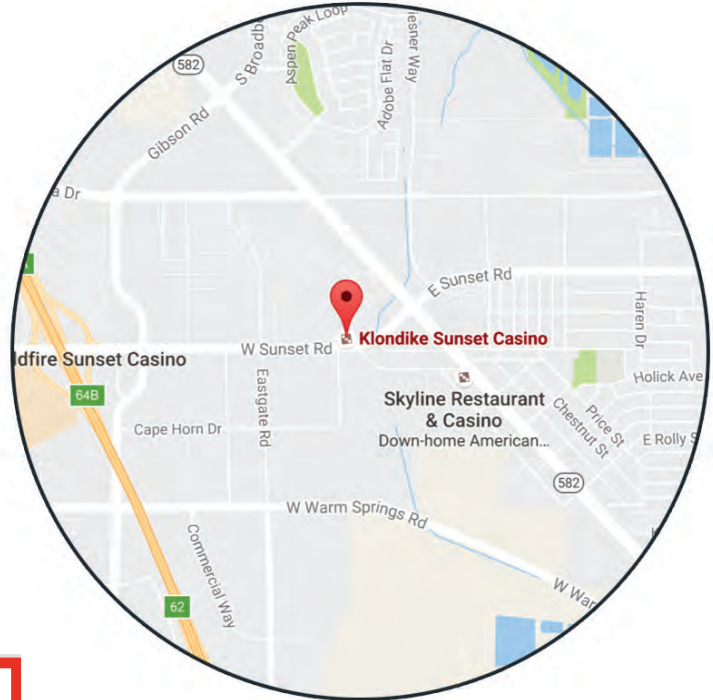
Brand/Campaign	NV Gaming
Advertiser	
Contact	Cory Cuddeback
Start Date	9/7/16
End Date	10/9/16
Report Date	10/7/16

Ad Impressions	Tracked Ad Impressions	Clicks	CTR	Store Visits	Walk-To-Rate	Walk In Rate / by Click
84,462	43184	289	0.34%	99	0.49	0.17%



Ads were served over a 30-day period to devices within a 3-mile radius of:

Klondike Sunset Casino  
444 W. Sunset Road  
Henderson, NV 89011



300 x 250 Web/Mobile Ad



320 x 50 Mobile Ad



728 x 90 Web Ad