

PinPoint Reach Delivered:

- **200,998 Impressions**
- **537 “Clicks”** from people requesting more info (sent to **PIEOLOGY** website)
- **.27% CTR**
- **377 In-Store Visits** from handsets exposed to the ad (tracked by PPR)



Brand/Campaign	Pieology
Advertiser	
Contact	Cory Cuddeback
Start Date	9/17/16
End Date	10/14/16
Report Date	10/17/16

Ad Impressions	Clicks	CTR	Store Visits	Walk To Rate
200,998	537	0.27%	377	0.19%





Date range: July 26, 2016 to October 23, 2016
Created on: October 24, 2016

LBA - Campaigns



Campaign	Impressions	Clicks	CTR
Pieology GO SC (09_17_16-10_14_16 South Carolina) (24212)	200,998	537	0.27%

LBA - Ads

Campaign	Ad	Banner Height	Banner Width	Impressions	Clicks	CTR
Pieology GO SC (09_17_16-10_14_16 South Carolina) (24212)	Pieology_Charleston_Animated_Ad_300x250.gif - IOS (164920)	250	300	24,955	43	0.17%
Pieology GO SC (09_17_16-10_14_16 South Carolina) (24212)	Pieology_Charleston_Animated_Ad_300x250.gif Android (165441)	250	300	19,859	45	0.23%
Pieology GO SC (09_17_16-10_14_16 South Carolina) (24212)	Pieology_Charleston_Animated_Ad_320x50.gif (164923)	50	320	52,187	144	0.28%
Pieology GO SC (09_17_16-10_14_16 South Carolina) (24212)	Pieology_Charleston_Animated_Ad_320x50.gif Android (165443)	50	320	86,228	239	0.28%
Pieology GO SC (09_17_16-10_14_16 South Carolina) (24212)	Pieology_Charleston_Animated_Ad_728x90.gif (164922)	90	728	11,891	38	0.33%
Pieology GO SC (09_17_16-10_14_16 South Carolina) (24212)	Pieology_Charleston_Animated_Ad_728x90.gif Android (165442)	90	728	6,080	28	0.46%

LBA - Daily Breakdown

Campaign	Day	Impressions	Clicks	CTR
Pieology GO SC (09_17_16-10_14_16 South Carolina) (24212)	Friday	25,641	80	0.31%
Pieology GO SC (09_17_16-10_14_16 South Carolina) (24212)	Monday	26,905	68	0.25%
Pieology GO SC (09_17_16-10_14_16 South Carolina) (24212)	Saturday	28,831	91	0.32%
Pieology GO SC (09_17_16-10_14_16 South Carolina) (24212)	Sunday	31,849	84	0.26%
Pieology GO SC (09_17_16-10_14_16 South Carolina) (24212)	Thursday	31,114	89	0.29%
Pieology GO SC (09_17_16-10_14_16 South Carolina) (24212)	Tuesday	28,026	62	0.22%
Pieology GO SC (09_17_16-10_14_16 South Carolina) (24212)	Wednesday	28,632	65	0.23%

LBA - Gender & Ages

Campaign	Age	Gender	Impressions	Clicks	CTR
Pieology GO SC (09_17_16-10_14_16 South Carolina) (24212)	?	?	139,751	381	0.28%
Pieology GO SC (09_17_16-10_14_16 South Carolina) (24212)	10-18	?	270	0	0.00%
Pieology GO SC (09_17_16-10_14_16 South Carolina) (24212)	18-25	?	81	0	0.00%
Pieology GO SC (09_17_16-10_14_16 South Carolina) (24212)	25-35	?	4	0	0.00%
Pieology GO SC (09_17_16-10_14_16 South Carolina) (24212)	35-45	?	0	0	0%
Pieology GO SC (09_17_16-10_14_16 South Carolina) (24212)	45-55	?	8	0	0.00%
Pieology GO SC (09_17_16-10_14_16 South Carolina) (24212)	55-65	?	0	0	0%
Pieology GO SC (09_17_16-10_14_16 South Carolina) (24212)	?	f	500	1	0.20%
Pieology GO SC (09_17_16-10_14_16 South Carolina) (24212)	10-18	f	277	1	0.36%
Pieology GO SC (09_17_16-10_14_16 South Carolina) (24212)	18-25	f	210	2	0.95%
Pieology GO SC (09_17_16-10_14_16 South Carolina) (24212)	25-35	f	84	0	0.00%
Pieology GO SC (09_17_16-10_14_16 South Carolina) (24212)	35-45	f	329	0	0.00%
Pieology GO SC (09_17_16-10_14_16 South Carolina) (24212)	45-55	f	54	0	0.00%
Pieology GO SC (09_17_16-10_14_16 South Carolina) (24212)	55-65	f	65	0	0.00%
Pieology GO SC (09_17_16-10_14_16 South Carolina) (24212)	>65	f	80	0	0.00%
Pieology GO SC (09_17_16-10_14_16 South Carolina) (24212)	?	m	546	0	0.00%
Pieology GO SC (09_17_16-10_14_16 South Carolina) (24212)	10-18	m	350	0	0.00%
Pieology GO SC (09_17_16-10_14_16 South Carolina) (24212)	18-25	m	1,019	3	0.29%
Pieology GO SC (09_17_16-10_14_16 South Carolina) (24212)	25-35	m	915	2	0.63%
Pieology GO SC (09_17_16-10_14_16 South Carolina) (24212)	35-45	m	119	0	0.00%
Pieology GO SC (09_17_16-10_14_16 South Carolina) (24212)	45-55	m	74	0	0.00%
Pieology GO SC (09_17_16-10_14_16 South Carolina) (24212)	55-65	m	133	0	0.00%
Pieology GO SC (09_17_16-10_14_16 South Carolina) (24212)	>65	m	252	1	0.40%
Pieology GO SC (09_17_16-10_14_16 South Carolina) (24212)	>65	?	1	0	0.00%



Ads were served to devices within a 3-mile radius of:

Pieology Pizzeria
7800 Rivers Avenue
N. Charleston, SC 29406



300 x 250 Web/Mobile Ad



320 x 50 Mobile Ad



728 x 90 Web Ad