

viamedia

2024 Online Report





Ad Units

Display:

This is an ad unit that displays banner ads across internet sites. They are mainly static ads that can appear on any device (mobile, desktop, tablet). The ad can be clicked and sent to a specific landing page.

Pre-roll:

This is an unit that displays video shorts across internet sites. They are typically found in articles where a video is present. They can be watched before, during, or after any video content the viewer is expecting to watch. The ad is non-skippable which is often why they are shorter in nature. The ad can be clicked and sent to a specific landing page.



Key Metric Terms

Impressions:

This represents the number of times the ad is served or shown.

Clicks:

The number of times the ad is clicked on. The campaign is optimized to deliver impressions for click purposes – expecting to drive the viewer to the website for more information. This is also shown as a **Click Through Rate (CTR)** which is a percentage of clicks to the number of impressions.

Conversion:

There are different measures for a conversion:

- Post click conversion – the ad recipient clicked on the ad and took a specific action (form fill, clicking on a specific tab like Find A Meeting, etc.) on the webpage.
- Post view conversion – the ad recipient never clicked on the ad but visited the website organically (typed the URL or completed a search) where they took a specific action (form fill, clicking on a specific tab like Find A Meeting, etc.). The website has tracking information that compares IP addresses.

Media Views:

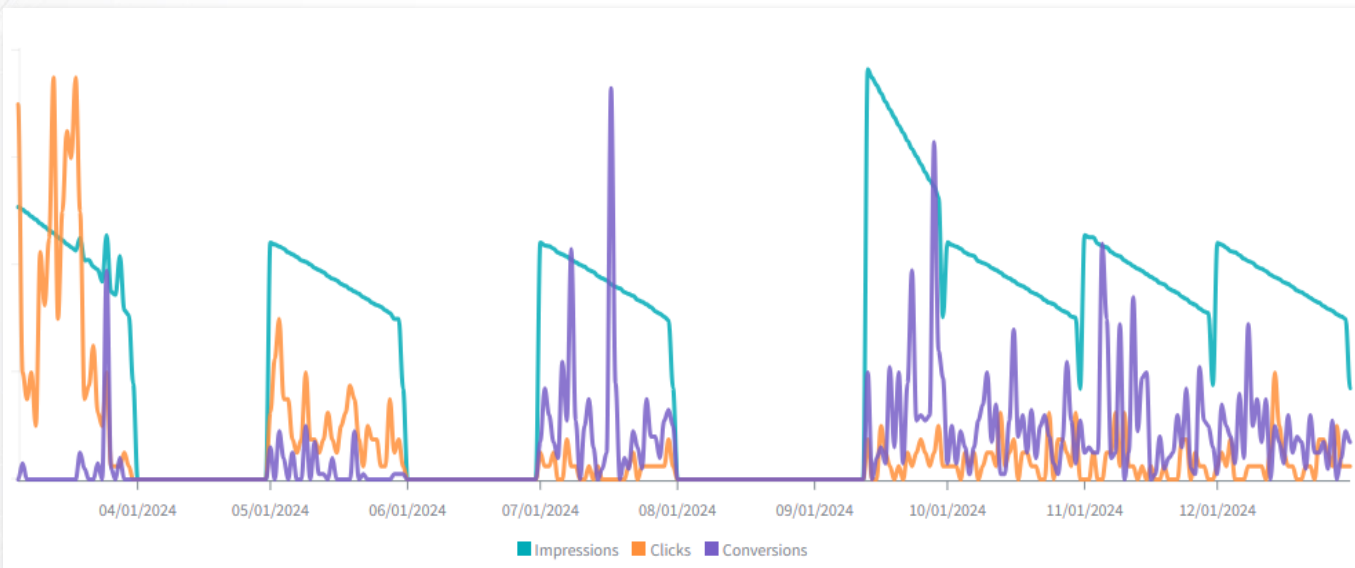
This represents the amount of time the video was viewed. A full view is 100%, additional measures are in quarter time (25%, 50%, or 75%). This works with the **Video Completion Rate (VCR)** which is the same measure in a percentage.

PERFORMANCE RECAP

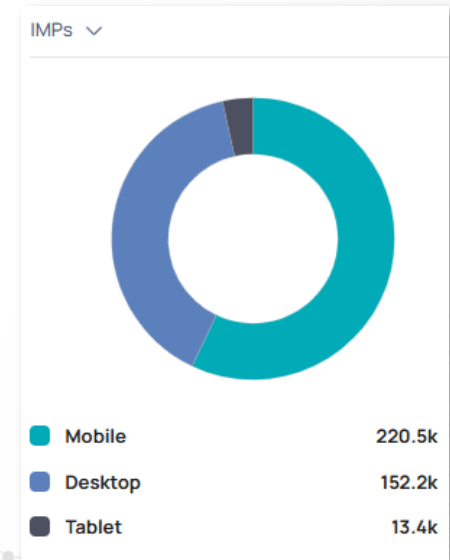


Ad Unit	Start Date	End Date	Audience	Impressions	Clicks	CTR %
Display	3/5/24	12/31/24	Adults 18+; Persons searching for recovery, rehab, alcoholic, alcoholism, AA meeting	323,028	478	0.15%
Pre-roll	3/5/24	12/31/24		73,510	141	0.19%
				396,538	619	0.16%

DELIVERY BY DAY



DEVICES



Ad Unit	Start Date	End Date	Audience	Impressions	Clicks	Conversions	CTR %	Industry Benchmark
Display	3/5/24	12/31/24	Adults 18+; Persons searching for recovery, rehab, alcoholic, alcoholism, AA meeting	323,028	478	1,330	0.15%	0.14%

TOP DOMAINS

Site	Impressions
wfmz.com	28,577
Crypto Sense	10,853
yahoo.com	9,303
weather.com	7,655
huffpost.com	7,032
outlook.live.com	6,928
kohls.com	6,581
truepeoplesearch.com	6,376
buzzfeed.com	4,982
Solitaire	4,009

If you want to stop drinking, we can help.

AALV.org



24 hour Hotline:
610-882-0558

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AALV.org

24 hour Hotline:
610-882-0558

24 Hour Local
A.A. Hotline 610-882-0558

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24 hour A.A. Hotline
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PERFORMANCE BY CREATIVE

Creative	Impressions	Clicks	CTR %	Conversions
aalv-320x50.jpg	150,491	203	0.13%	573
aalv-300x250.jpg	106,739	139	0.13%	475
aalv-728x90.jpg	35,913	15	0.04%	164
aalv-160x600.jpg	14,547	14	0.10%	52
aalv-300x600.jpg	11,838	11	0.09%	37
aalv-320x480.jpg	3,500	96	2.74%	29
	323,028	478	0.15%	1,330

PRE-ROLL DELIVERY ANALYSIS



Ad Unit	Impressions	Clicks	CTR	Conversions	VCR %	Industry Benchmark
Pre-Roll	73,510	141	0.19%	284	86.85%	76.00%

Creative	Impressions	Conversions	VCR %
AALV_15secReadyToStop24H.mp4	73,510	284	86.85%

TOP DOMAINS

Site	Impressions
dailymotion.com	5,087
Find Differences Journey Games	3,258
thesaurus.com	3,063
hometalk.com	2,607
Gusher - Screen Broadcaster	2,169
drivepedia.com	2,159
bridesblush.com	1,686
Spider Solitaire: Card Game	1,499
thegamer.com	1,480
yahoo.com	1,053



TOP GEOS



Zip Code	Impressions
18102	28,409
18104	27,440
18103	26,257
18042	23,095
18017	20,452
18015	18,045
18045	15,413
18018	15,263
18014	14,376
18052	12,869
18049	11,935
18062	10,554
18020	10,089
18064	8,610
18109	8,432
18080	8,206
18013	7,928
18067	7,869
18040	7,070
18106	5,854
18101	5,257
18036	4,872
18034	4,700
18078	4,602
18055	4,161
18031	3,883
18069	3,033
18032	2,820
18051	2,736
18072	2,715

