

**Advertiser: University of Detroit Mercy**  
**Campaign Name: University of Detroit Mercy | FY25**  
**Report Dates: 10/01/2024 - 10/31/2024**  
*Report Generated: 11/04/2024*

**Campaign Overview**

<b>Component Name</b>
<b>Streaming Select-Mobile Audio with Banner - Audio</b>
Streaming Select-Mobile Audio with Banner - Banner
<b>Streaming Select-Mobile Audio with Banner - Audio</b>
Streaming Select-Mobile Audio with Banner - Banner
<b>Streaming Select-Mobile Display with Responsive Banner - Banner</b>
<b>Sponsored Access-Mobile Video Plus - Video</b>
<b>Podcast Select - Audio</b>

Ad Comments	Start Date	End Date
08/14/2024-10/31/2024, 16-18, WAYNE, MI, OAKLAND, MI, MACOMB, MI, WASHTENAW, MI, GENESEE, MI, KENT, MI, SAGINAW, MI, LUCAS, OH - Audio	08/14/2024	10/31/2024
08/14/2024-10/31/2024, 16-18, WAYNE, MI, OAKLAND, MI, MACOMB, MI, WASHTENAW, MI, GENESEE, MI, KENT, MI, SAGINAW, MI, LUCAS, OH - Audio - Banner	08/14/2024	10/31/2024
08/14/2024-10/31/2024, 18-24, WAYNE, MI, OAKLAND, MI, MACOMB, MI, WASHTENAW, MI, GENESEE, MI, KENT, MI, SAGINAW, MI, LUCAS, OH, 1P: High School Graduate - Audio	08/14/2024	10/31/2024
08/14/2024-10/31/2024, 18-24, WAYNE, MI, OAKLAND, MI, MACOMB, MI, WASHTENAW, MI, GENESEE, MI, KENT, MI, SAGINAW, MI, LUCAS, OH, 1P: High School Graduate - Banner	08/14/2024	10/31/2024
08/14/2024-10/31/2024, 16-18, 18-24, WAYNE, MI, OAKLAND, MI, MACOMB, MI, WASHTENAW, MI, GENESEE, MI, KENT, MI, SAGINAW, MI, LUCAS, OH - Banner	08/14/2024	10/31/2024
08/14/2024-10/31/2024, 16-18, 18-24, 18-20, GRAND RAPIDS-KALMZOO-B.CRK DMA, DETROIT DMA, FLINT-SAGINAW-BAY CITY DMA - Video	08/14/2024	10/31/2024
08/14/2024-10/31/2024, 18-24, GRAND RAPIDS-KALMZOO-B.CRK DMA,		

Impression Goal	Impressions Delivered	% Impressions Delivered	Clicks	CTR
394,735	172,659	43.74%	-	-
-	24,366		740	3.04%
476,190	183,535	38.54%	-	-
-183,183,740 -				

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CTR BENCHMARK	Reach	Frequency
-	15,985	10.80
13-17 = 2.79%; 18-20 = 2.11%	8,917	2.73
-	28,558	6.43
1.75%	8,061	1.84
0.50%	11,694	11.75
-	10,032	4.66
-	127,571	2.91
<b>0.80%</b>	<b>181,182</b>	<b>5.03</b>