



Score Pittsburgh

November 6 - 13, 2020


CAMPAIGN PERFORMANCE
321 BLINK

Campaign	Clicks	Impr.	CTR
Score-Pittsburgh-Display	240	123,446	0.19%
	240	123,446	0.19%

VIDEO CAMPAIGN PERFORMANCE
321 BLINK

Video	Views	View rate	Clicks	Impr.	CTR
SCORE1120	8,579	42.02%	10	20,415	0.05%
	8,579	42.02%	10	20,415	0.05%

AD PERFORMANCE
321 BLINK

Ad	Campaign	Clicks	Impr.	CTR
	Score-Pittsburgh-Display	240	123,446	0.19%

www.accelevents.com/e/PittsburghVirtualVolunteerFair	Score-Pittsburgh-Video	10	20,415	0.05%
		250	143,861	0.17%

AGE RANGE PERFORMANCE
321 BLINK

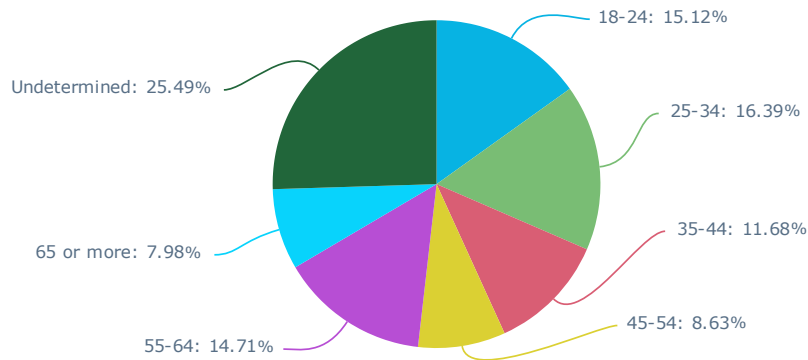
Age range	Clicks	Impr.	CTR
18-24	33	21,751	0.15%
Score-Pittsburgh-Display	33	17,418	0.19%
Score-Pittsburgh-Video	0	4,333	0%
25-34	34	23,579	0.14%
Score-Pittsburgh-Display	32	20,279	0.16%
Score-Pittsburgh-Video	2	3,300	0.06%
35-44	32	16,800	0.19%
Score-Pittsburgh-Display	31	13,966	0.22%
	250	143,861	0.17%

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Age range	Clicks	Impr.	CTR
Score-Pittsburgh-Video	1	2,834	0.04%
45-54	21	12,410	0.17%
Score-Pittsburgh-Display	20	10,442	0.19%
Score-Pittsburgh-Video	1	1,968	0.05%
55-64	31	21,168	0.15%
Score-Pittsburgh-Display	29	19,280	0.15%
Score-Pittsburgh-Video	2	1,888	0.11%
65 or more	20	11,482	0.17%
Score-Pittsburgh-Display	19	10,228	0.19%
Score-Pittsburgh-Video	1	1,254	0.08%
Undetermined	79	36,671	0.22%
Score-Pittsburgh-Display	76	31,833	0.24%
Score-Pittsburgh-Video	3	4,838	0.06%
	250	143,861	0.17%

AGE RANGE PERFORMANCE

321 BLINK



GENDER PERFORMANCE

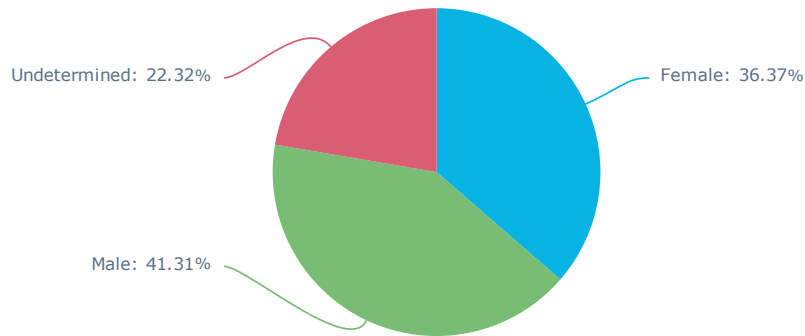
321 BLINK

Gender	Clicks	Impr.	CTR
Female	91	52,321	0.17%
Score-Pittsburgh-Display	87	45,528	0.19%
Score-Pittsburgh-Video	4	6,793	0.06%
Male	75	59,433	0.13%
Score-Pittsburgh-Display	72	49,916	0.14%
	250	143,861	0.17%

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Gender	Clicks	Impr.	CTR
Score-Pittsburgh-Video	3	9,517	0.03%
Undetermined	84	32,107	0.26%
Score-Pittsburgh-Display	81	28,002	0.29%
Score-Pittsburgh-Video	3	4,105	0.07%
	250	143,861	0.17%

GENDER PERFORMANCE 321 BLINK



PARENTAL STATUS PERFORMANCE 321 BLINK

Parental status	Clicks	Impr.	CTR
Not a parent	63	37,151	0.17%
Score-Pittsburgh-Display	61	30,288	0.2%
Score-Pittsburgh-Video	2	6,863	0.03%
Parent	56	22,053	0.25%
Score-Pittsburgh-Display	51	17,137	0.3%
Score-Pittsburgh-Video	5	4,916	0.1%
Undetermined	131	84,657	0.15%
Score-Pittsburgh-Display	128	76,021	0.17%
Score-Pittsburgh-Video	3	8,636	0.03%
	250	143,861	0.17%

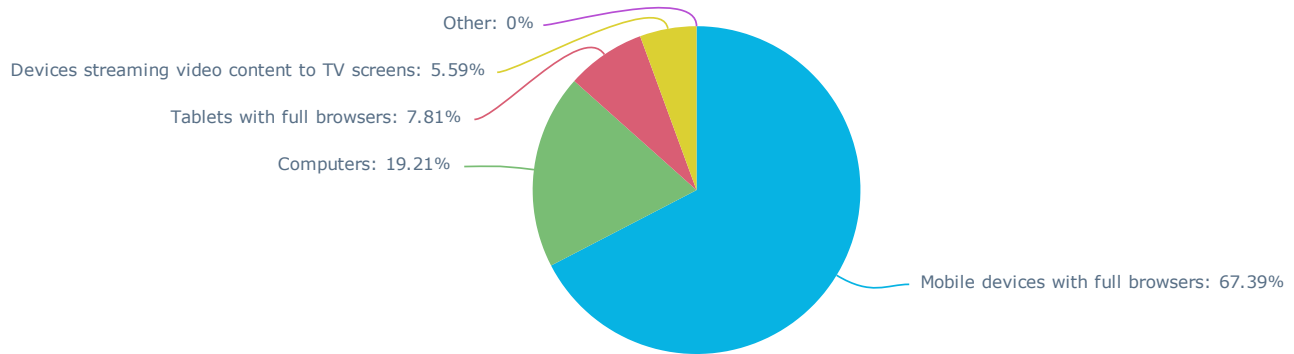
DEVICE PERFORMANCE 321 BLINK

Device	Clicks	Impr.	CTR
Mobile devices with full browsers	202	96,943	0.21%
	250	143,861	0.17%

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Device	Clicks	Impr.	CTR
Tablets with full browsers	36	11,240	0.32%
Computers	12	27,631	0.04%
Other	0	2	0%
Devices streaming video content to TV screens	0	8,045	0%
	250	143,861	0.17%

DEVICE PERFORMANCE 321 BLINK



GEOGRAPHIC PERFORMANCE 321 BLINK

Most specific location	City	Clicks	Impr.	CTR
Pittsburgh	Pittsburgh	59	25,208	0.23%
Allegheny County	Unspecified	8	3,279	0.24%
15108	Moon Township	3	2,944	0.1%
Washington	Washington	4	2,789	0.14%
Greensburg	Greensburg	2	2,745	0.07%
15317	McMurray	3	2,678	0.11%
15212	Pittsburgh	4	2,524	0.16%
Moon Township	Moon Township	4	2,447	0.16%
15217	Pittsburgh	3	2,423	0.12%