

Campaign Name: Lexus
Dates: 14 October 28 October
Language: Ar
Market: Kuwait
Reporting Period: 14 October 28 October
Time Zone: GMT

Placement	Booked	Start Date	End Date	Days Left	Impressions	Clicks	CTR	VCR	Delivery
Adtile motion Ads 1	50,000	14 October	28 October	Finished	50,124	573	1.14%	37.82%	100.25%
Adtile motion Ads 2	50,000	14 October	28 October	Finished	51,239	517	1.01%	36.09%	102.48%
Total	100,000				101,363	1,090	1.08%		

Placement	Campaign Progress	Activations	Engagement Rate	Video Starts	25%	50%	75%	100%
				Adtile motion Ads 1	100%	19,244	38.39%	550
Adtile motion Ads 2	100%	17,492	34.14%	496	284	261	240	179