



Campaign Evaluation Report

Affordable Family Resort

Agency XYZ/Campaign ABC

United States
May 2021

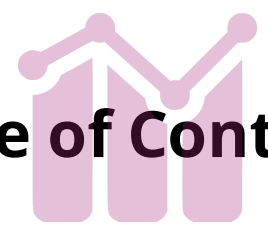


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Campaign Details



Start

2021-04-07



Extraction Date

2021-05-10



Impressions

130,087



Clicks

366

CAMPAIGN NAME: Affordable Travel

CAMPAIGN ID: 12345

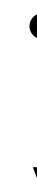
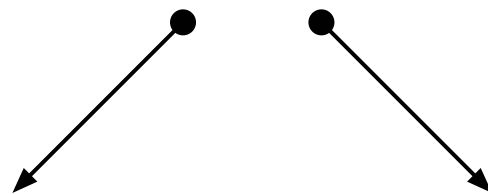
ORGANIZATION: Agency XYZ

The Campaign Evaluation Report provides invaluable insight into actual user profiles, showing who was exposed to your campaign, validating your message was delivered to the correct audience.

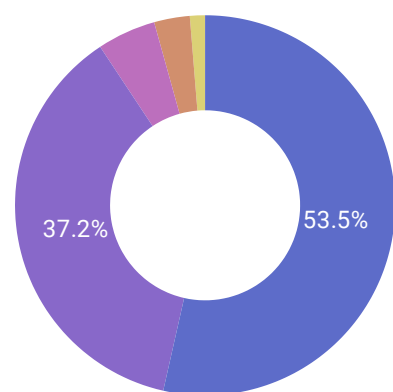
How to use the report

Distribution of impressions and clicks are presented for each household characteristic.

See your results based on the population baseline.
How successful was the campaign in reaching the target.



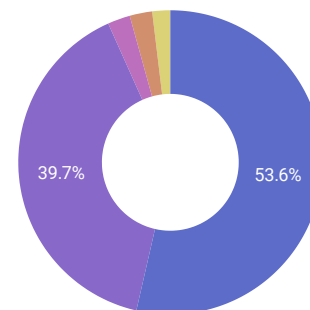
IMPRESSIONS



Lifecycle

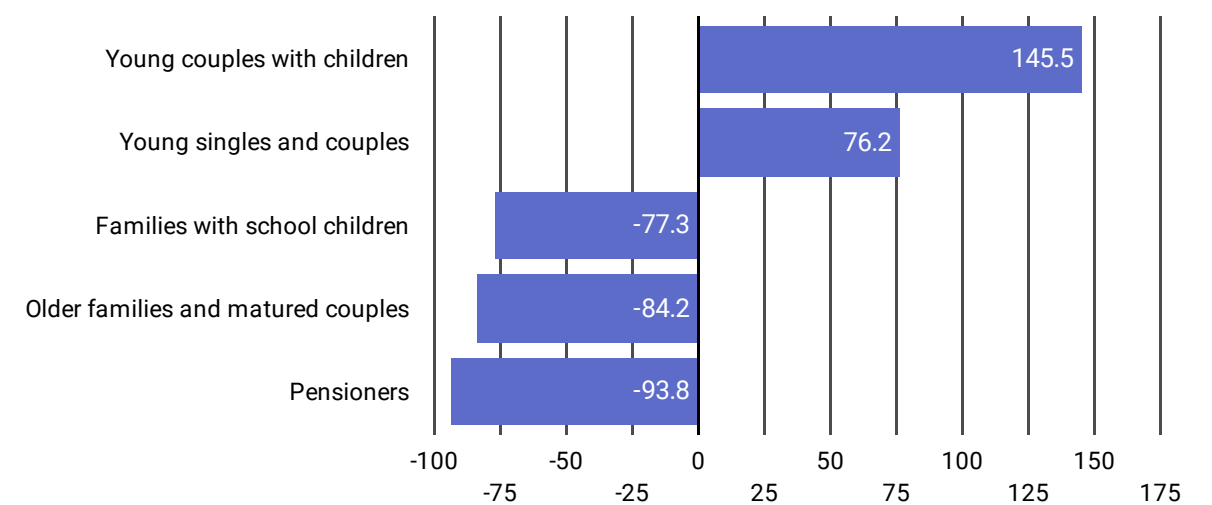
- Young couples with children
- Young singles and couples
- Families with school children
- Older families and matured couples
- Pensioners

CLICKS



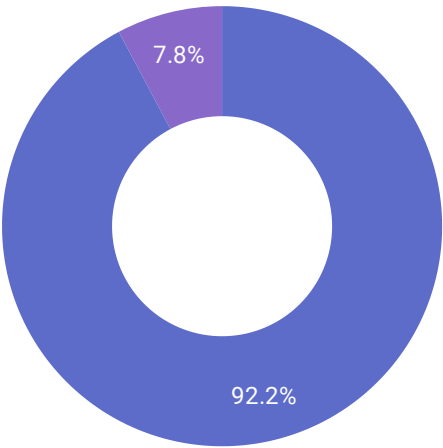
IMPRESSIONS vs POPULATION

Baseline 0 = Average Internet Population





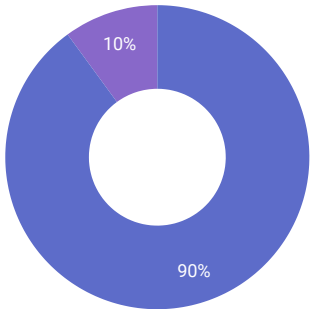
IMPRESSIONS



Home Type

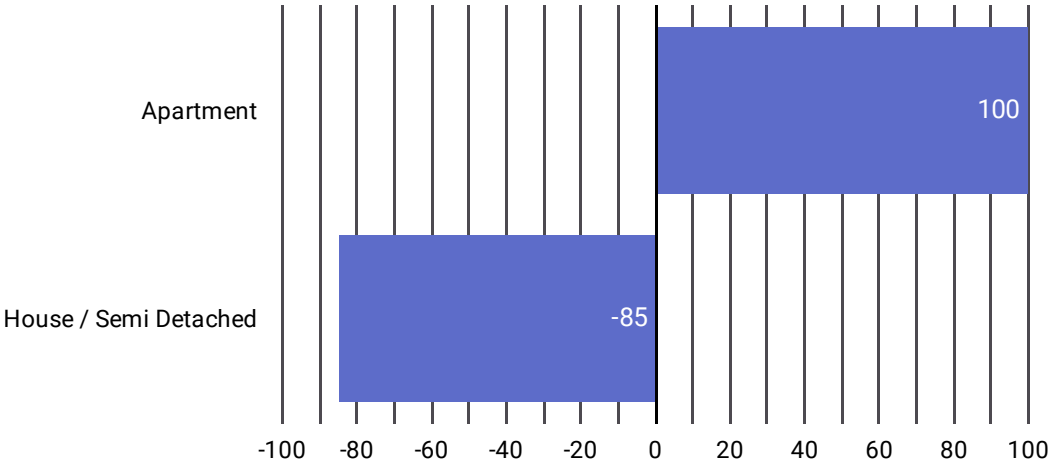
- Apartment
- House / Semi Detached

CLICKS



IMPRESSIONS vs POPULATION

Baseline 0 = Average Internet Population



Audience %	Apartment	House / Semi Detached	Grand total
Impressions	92	8	100
Clicks	90	10	100
Average Internet Population	46	54	100

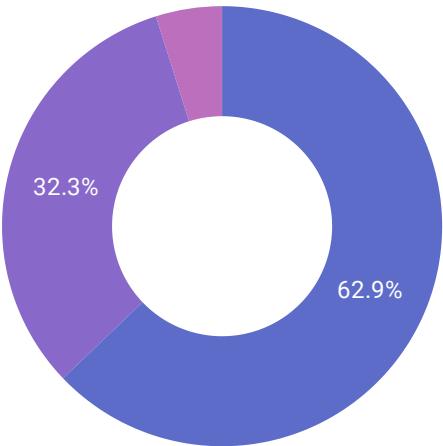


Savings



Digiseg

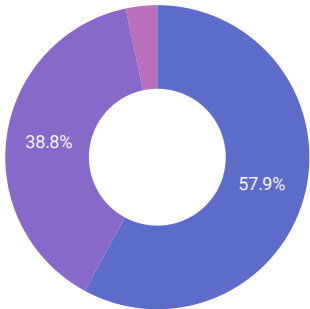
IMPRESSIONS



Savings

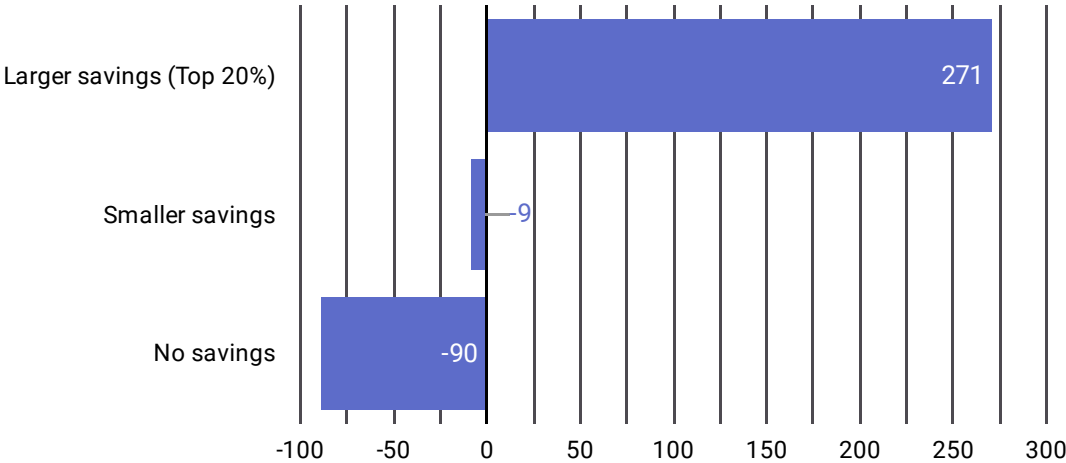
- Larger savings (Top 20%)
- Smaller savings
- No savings

CLICKS



IMPRESSIONS vs POPULATION

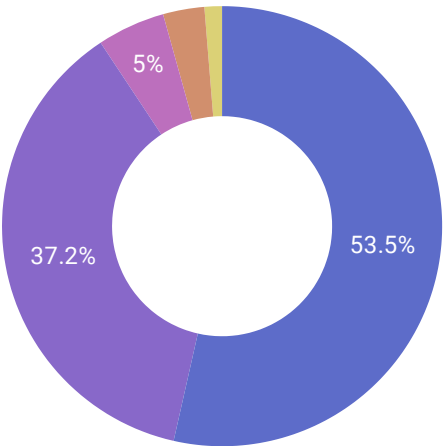
Baseline 0 = Average Internet Population



Audience %	Larger savings (Top 20%)		Smaller savings		No savings	Grand total
Impressions	63		32		5	100
Clicks	58		39		3	100
Average Internet Population	17		35		48	100



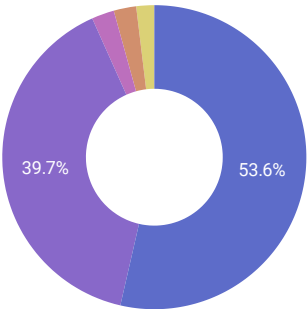
IMPRESSIONS



Lifecycle

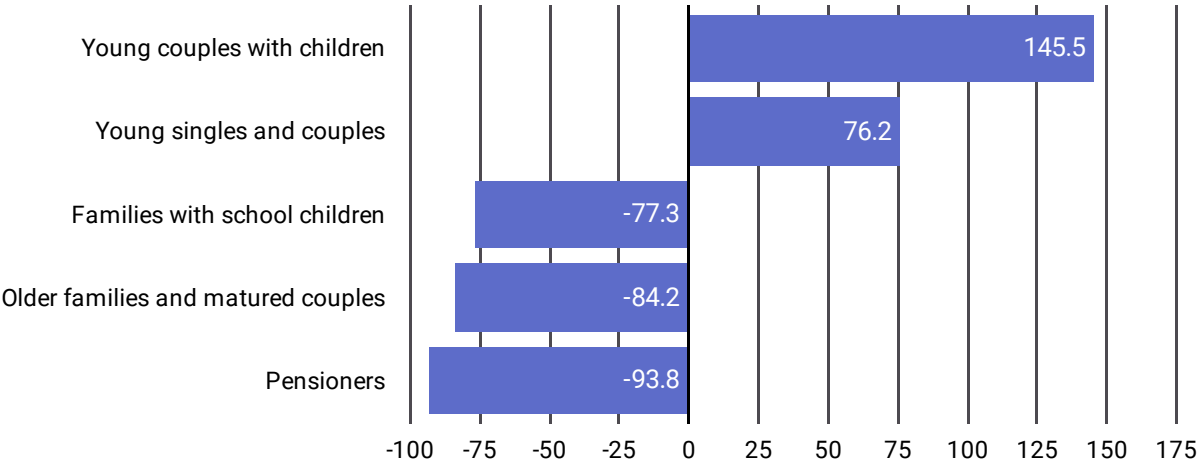
- Young couples with children
- Young singles and couples
- Families with school children
- Older families and matured couples
- Pensioners

CLICKS



IMPRESSIONS vs POPULATION

Baseline 0 = Average Internet Population



Audience %	Young couples with children	Young singles and couples	Families with school children	Older families and matured coupl...	Pensioners	Grand total
Impressions	54	37	5	3	1	100
Clicks	54	40	2	2	2	100
Average Internet Population	22	21	22	19	16	100

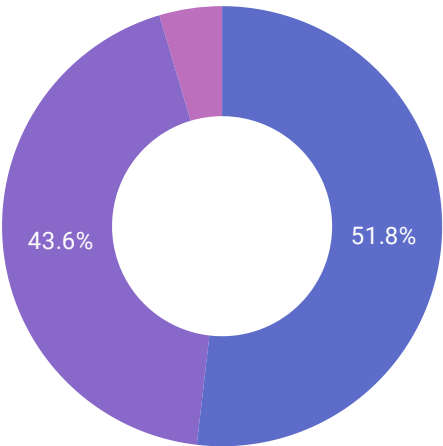


Cars in Household



Digiseg

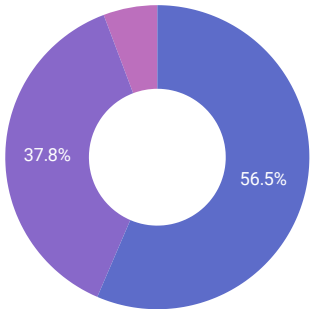
IMPRESSIONS



Cars in Household

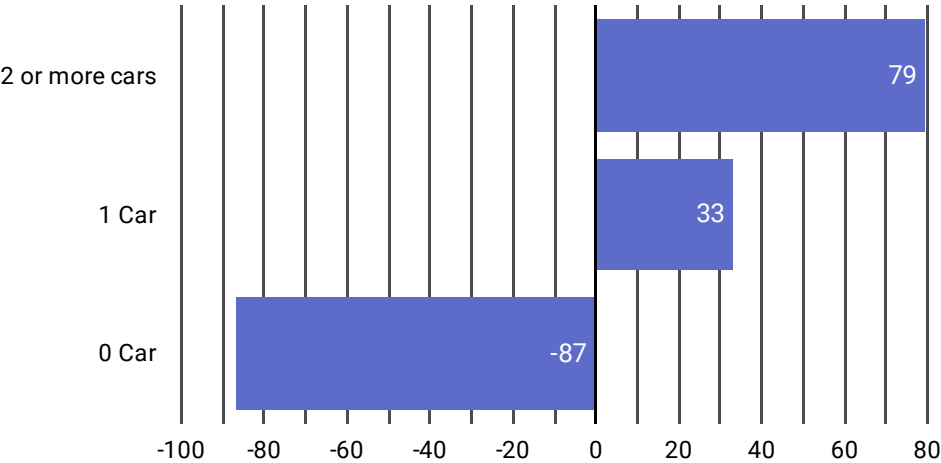
- 2 or more cars
- 1 Car
- 0 Car

CLICKS



IMPRESSIONS vs POPULATION

Baseline 0 = Average Internet Population



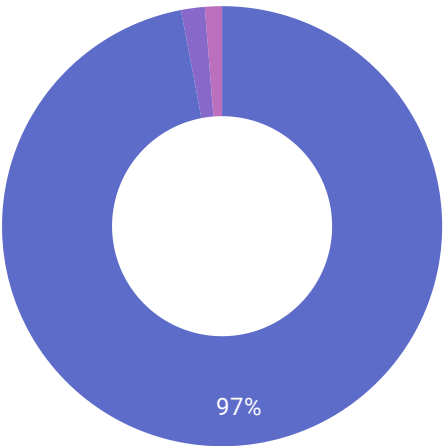
Audience %	2 or more cars		1 Car	0 Car	Grand total
Impressions	52		44	5	100
Clicks	56		38	6	100
Average Internet Population	29		33	38	100



Children in the Household



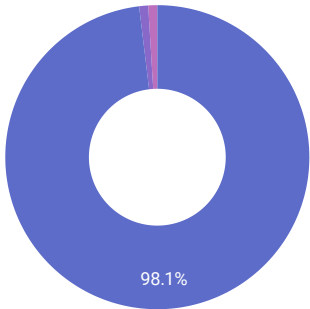
IMPRESSIONS



Children in the Household

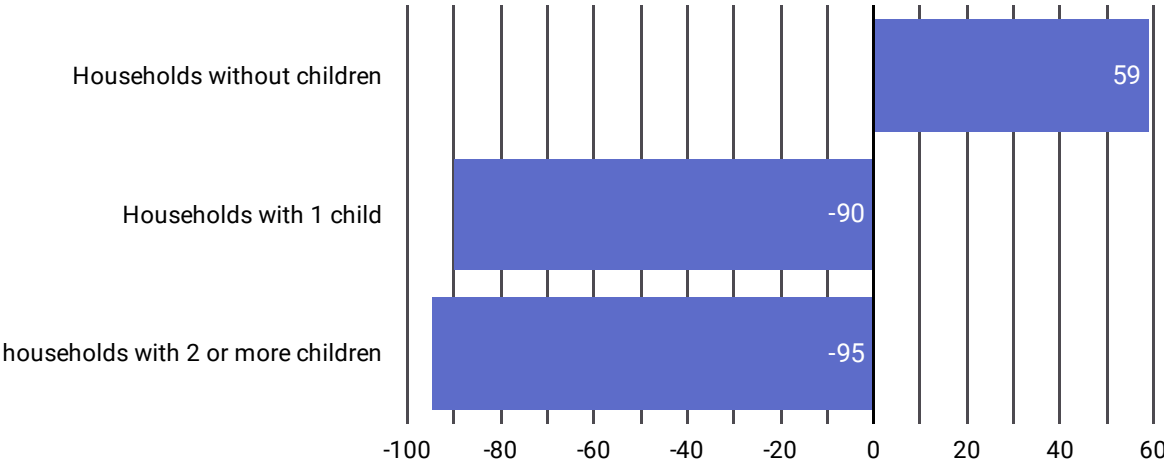
- Households without children
- Households with 1 child
- households with 2 or more children

CLICKS



IMPRESSIONS vs POPULATION

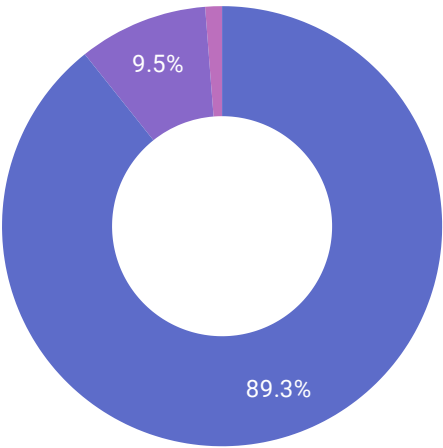
Baseline 0 = Average Internet Population



Audience %	Households without children	Households with 1 child	households with 2 or more children	Grand total
Impressions	97	2	1	100
Clicks	98	1	1	100
Average Internet Population	61	20	19	100



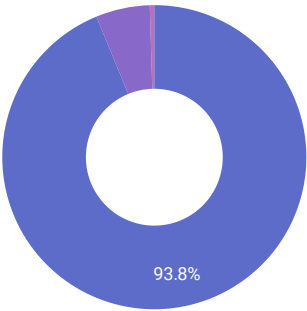
IMPRESSIONS



Education

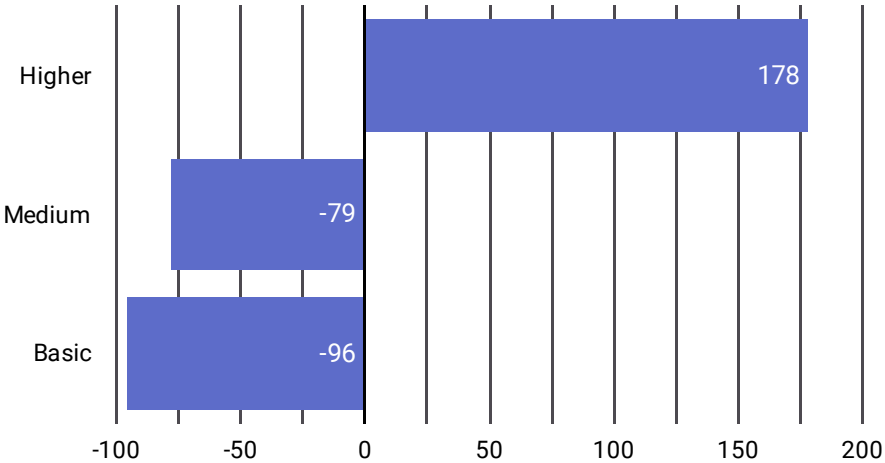
- Higher
- Medium
- Basic

CLICKS



IMPRESSIONS vs POPULATION

Baseline 0 = Average Internet Population



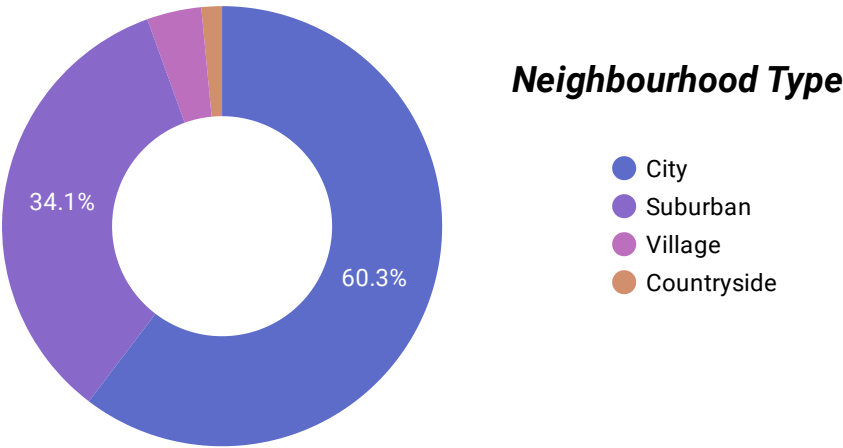
Audience %	Higher	Medium	Basic	Grand total
Impressions	89	9	1	100
Clicks	94	6	0	100
Average Internet Population	32	42	26	100



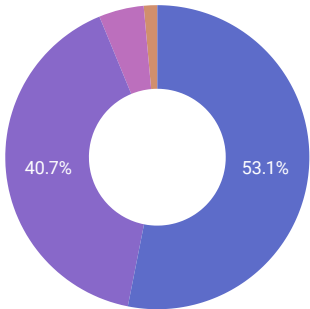
Neighbourhood Type



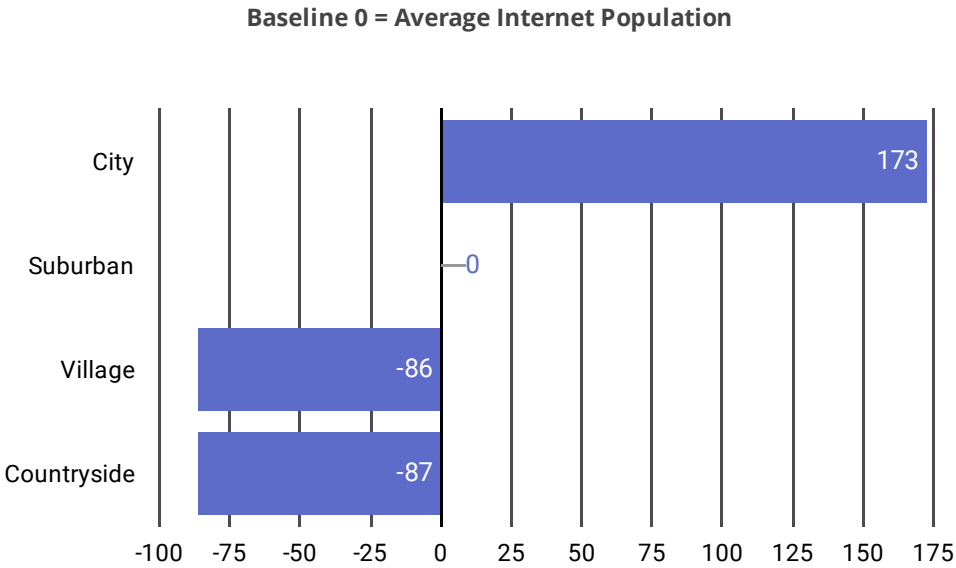
IMPRESSIONS



CLICKS



IMPRESSIONS vs POPULATION



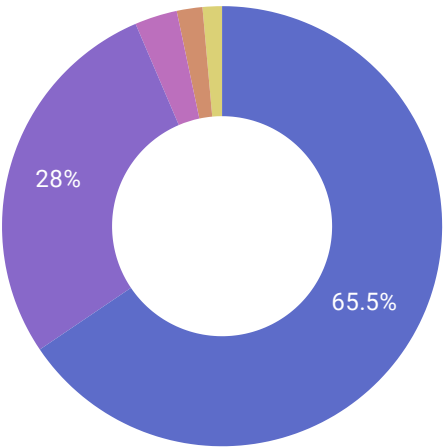
Audience %	City	Suburban	Village	Countryside	Grand total
Impressions	60	34	4	2	100
Clicks	53	41	5	1	100
Average Internet Population	22	34	29	15	100



Household Income



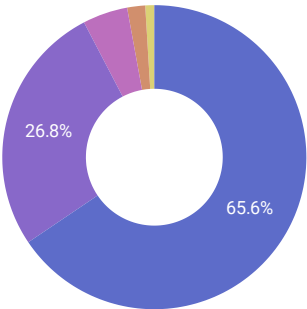
IMPRESSIONS



HOUSEHOLD INCOME

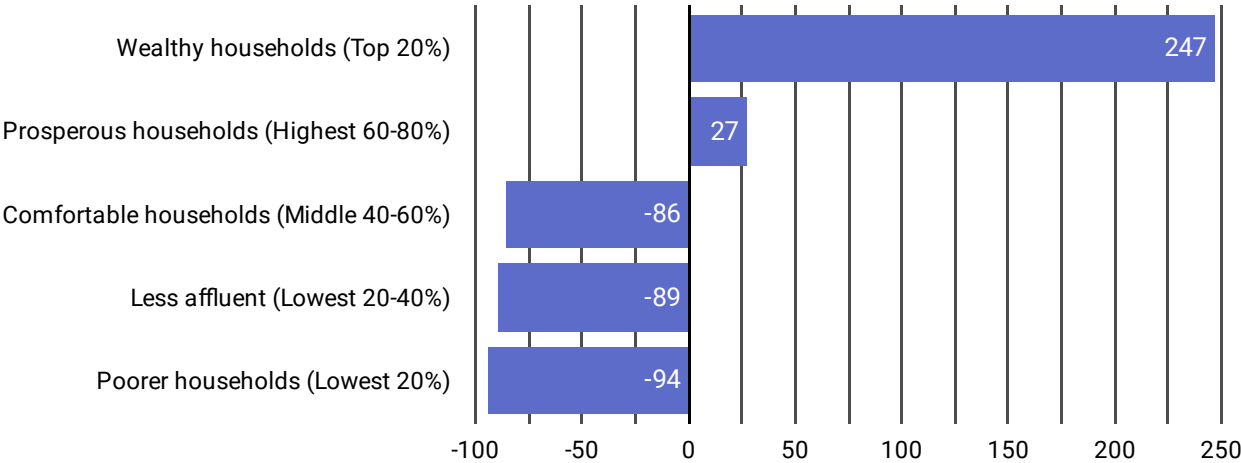
- Wealthy households (Top 20%)
- Prosperous households (Highest 60-80%)
- Comfortable households (Middle 40-60%)
- Less affluent (Lowest 20-40%)
- Poorer households (Lowest 20%)

CLICKS



IMPRESSIONS vs POPULATION

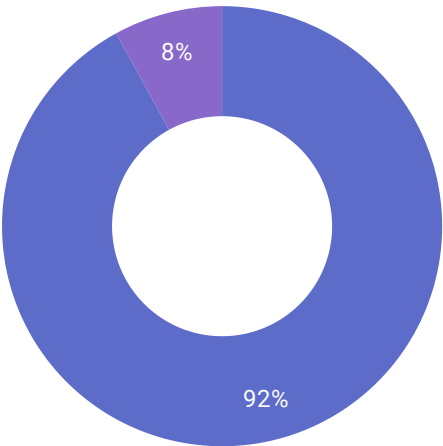
Baseline 0 = Average Internet Population



Audience %	Wealthy households (Top 20%)	Prosperous households (Highest ...	Comfortable households (Middle ...	Less affluent (Lowest 20-40%)	Poorer households (Lowest 20%)	Grand total
Impressions	66	28	3	2	1	100
Clicks	66	27	5	2	1	100
Average Internet Population	19	22	22	19	17	100



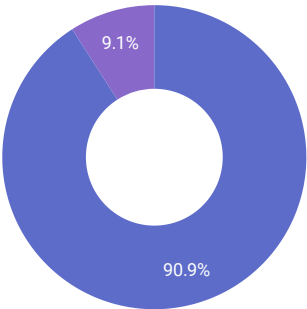
IMPRESSIONS



Home Ownership

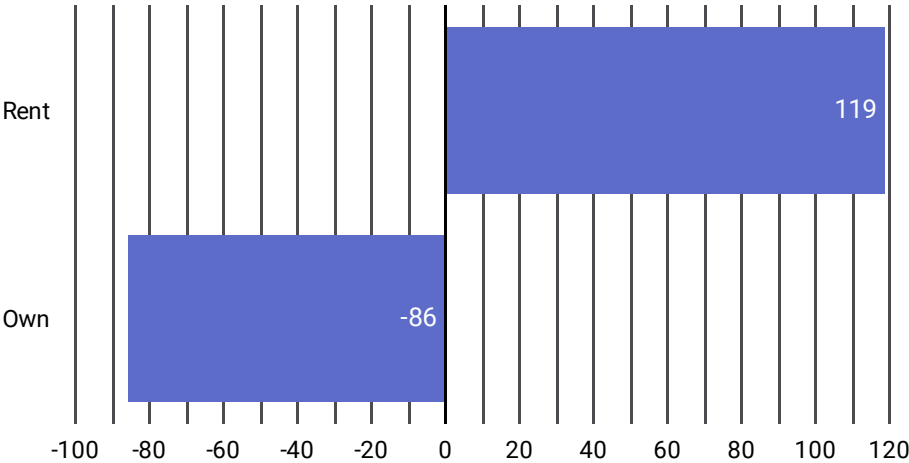
- Rent
- Own

CLICKS



IMPRESSIONS vs POPULATION

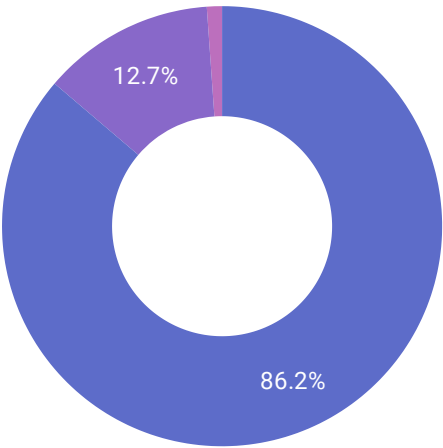
Baseline 0 = Average Internet Population



Audience %	Rent	Own	Grand total
Impressions	92	8	100
Clicks	91	9	100
Average Internet Population	42	58	100



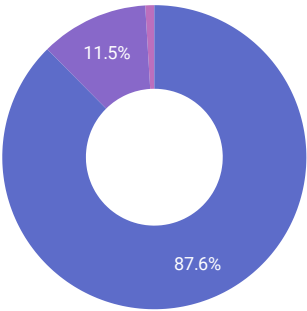
IMPRESSIONS



Building Age

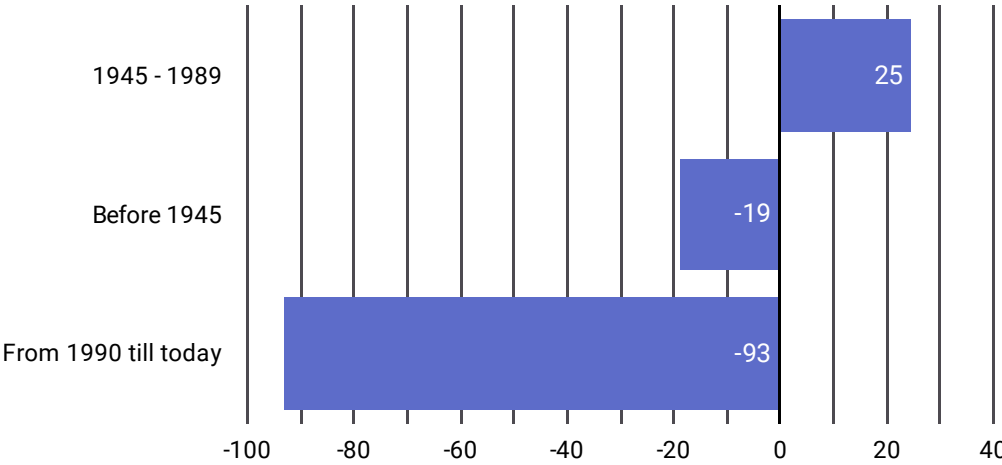
- 1945 - 1989
- Before 1945
- From 1990 till today

CLICKS



IMPRESSIONS vs POPULATION

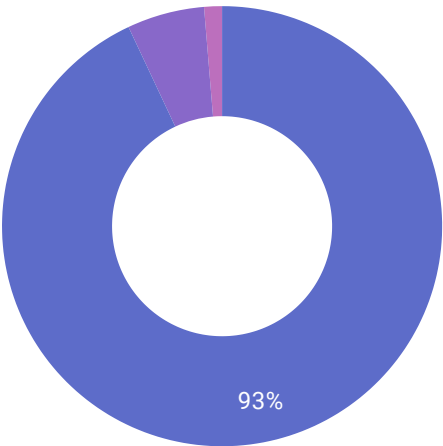
Baseline 0 = Average Internet Population



Audience %	1945 - 1989	Before 1945	From 1990 till today	Grand total
Impressions	86	13	1	100
Clicks	88	11	1	100
Average Internet Population	69	16	15	100



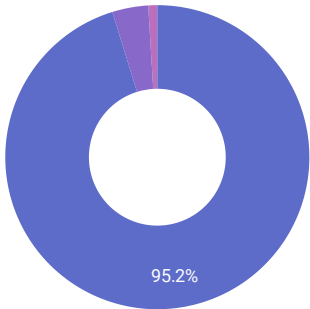
IMPRESSIONS



Living space M2

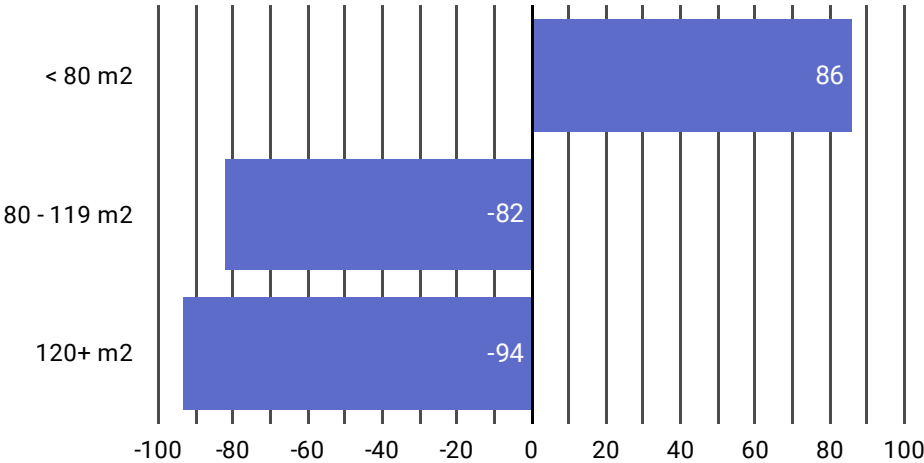
- < 80 m2
- 80 - 119 m2
- 120+ m2

CLICKS



IMPRESSIONS vs POPULATION

Baseline 0 = Average Internet Population



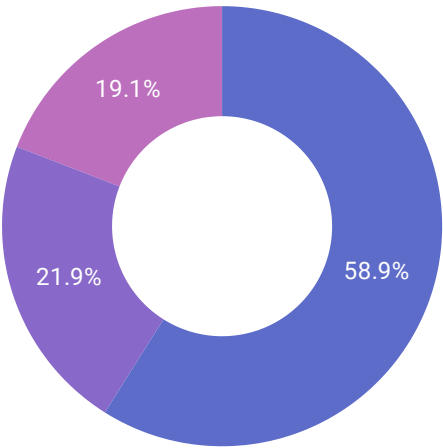
Audience %	< 80 m2	80 - 119 m2	120+ m2	Grand total
Impressions	93	6	1	100
Clicks	95	4	1	100
Average Internet Population	50	34	16	100



Tech-Level in Household



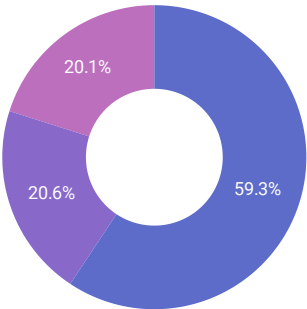
IMPRESSIONS



Tech-Level in Household

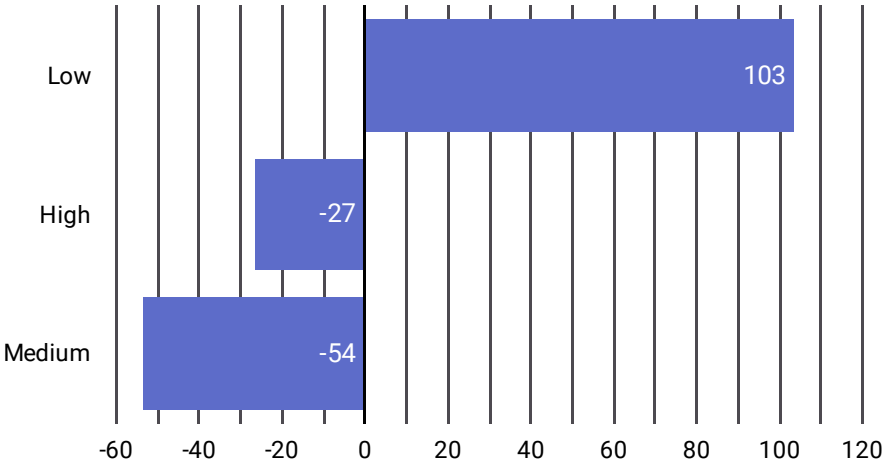
- Low
- High
- Medium

CLICKS



IMPRESSIONS vs POPULATION

Baseline 0 = Average Internet Population



Audience %	Low		Medium		High	Grand total
Impressions	59		19		22	100
Clicks	59		21		20	100
Average Internet Population	29		41		30	100

About Digiseg

Digiseg was founded in August 2015 on a unique idea: *Segment the Entire Internet*. To do that, we built an equally unique platform incorporating the Principles of Privacy-by-Design. We are and have always been Cookie- and Tracking-Free

We have segmented the Internet into 39 core audiences based on household characteristics using trusted sources like National Statistics Offices around the world. The audiences serve as a precise proxy for consumer needs and interests. They are used to evaluate campaigns and websites and can also be used to target online advertising.

Digiseg creates outstanding results for advertisers and publishers. We are one of the largest independent data providers in the world, specializing in cookie-less and tracking audiences.

No cookies ▪ No tracking ▪ All devices ▪ Real needs