

Smart Antenna

Campaign Data Summary



MEDIA CORP

Campaign Data Summary

Jan31/15 - Apr6/15

National Mobile

Mid USA

Total Active Smart Antennas: **180**

Advertising Days Reported: **460**

10493193	Total Mobile Audience
22811	(Average Per Day)
5717825	Number of Bluetooth discoveries
4775368	Number of Wi-Fi connections
2677246	Impressions: (# of BT Opt-In prompts + Wi-Fi mobile page views)
26%	Impressions (total out of discoveries & connections)
\$0.155	Cost per Impression
879358	Offer Response Impressions: (BT Opt-In prompt responses + Wi-Fi mobile page views)
560963	Click Through Count: (BT Acceptances + Wi-Fi mobile page views)

BT Transaction Summary

BT Dwell Time & Phone Count

BT Ad Performance Comp

Wi-Fi Dwell Time & Phone Count

Wi-Fi Events Report

AD Performance (Measured results)

TOP 7 Campaign Offers	Potential Revenue	Coupons Accepted	
Breakfast Buffet	\$1,016	127	
Brisk	\$404	202	
7" Pizza	\$7,938	882	
Gas Discount	\$1,977,550	39551	
Chicken Snack	\$8,034	1339	
Little Debbie bars	\$11,296	11296	
Potato wedges	\$994	142	
Gen Info (no offer)	\$0	346	
Total Revenue Value	\$2,007,232	53885	Coupons
Cost (based on \$5 per day)	\$414,000	for 460	Days

Comments:

Note: This report includes WiFi coupon stats for the full period.

Ads in Current Campaign

National Mobile Network

COUPON

10¢

OFF PER GALLON

SHOW THIS COUPON TO THE ATTENDANT INSIDE
RECEIVE 10¢ OFF THIS FILL-UP



THIS COUPON IS GOOD FOR ONE FILL-UP

COUPON

This offer is being made by National Oil & Gas, Inc. and its participating dealers only. Not offered by Sunoco.

Sat. & Sun.

Breakfast Buffet

\$7.99



Includes coffee
7am to 1pm

Brisk 2 for \$2

Lipton BRISK 1-Liter



Show this coupon to the attendant to receive this offer.



2 SUNBELT GRANOLA BARS ONLY \$1.00!

Show this coupon to the attendant to receive this offer.



Powered By: 

Graphic Media, Inc. Member: Distributor for the Americas

Viking Express Coupon
Must show cashier To Redeem




\$100 OFF
1. Large Gourmet Pizza!



PLU-50
Limit 1 per Visit
Expires 4-30-2014

COUPON

Coming Soon!
Watch Your Bluetooth To Pair With Money Saving Coupons. Click and SAVE!



COUPON