

Smart Antenna Campaign Data Summary



MEDIA CORP

Campaign Data Summary

Oct14/14 - Apr6/15

Papa John's Pizza

Mid USA

Total Active Smart Antennas: **7**
Advertising Days Reported: **186**

254435	Total Mobile Audience
1368	(Average Per Day)
173164	Number of Bluetooth discoveries
81271	Number of Wi-Fi connections
FALSE	Impressions: (# of BT Opt-In prompts + Wi-Fi mobile page views)
16%	Impressions total out of discoveries & connections
\$0.155	Cost per Impression
13716	Offer Response Impressions: (BT Opt-In prompt responses + Wi-Fi mobile page views)
9390	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 4 Campaign Offers	Potential Revenue	Coupons Accepted
Game Day Combo	\$61,348	2191
3 Med 3 Topping \$20	\$17,760	888
3 Topping \$9	\$15,174	1686
Lg 2 Topping \$15	\$10,695	713
0	\$0	0
0	\$0	0
0	\$0	0

Total Revenue Value **\$104,977** **5478** **Coupons**
 Cost (based on \$5 per day) **\$6,510** for **186** **Days**

Comments:

Ads in Current Campaign

Papa John's Pizza

GREAT OFFER!
**2 Large 3 Topps
Order of Wings
+2 Liter \$28**
**GAME DAY
SPECIAL!**



Offer good only at Lebanon, Elwood
Pendleton, New Castle, Frankfort
Connersville, Greenfield, IN

ISIGNG
Expires Jan. 31, 2015

**3 Medium
3 Toppings**
ONLY! \$20.



Offer good only at Lebanon, Elwood
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Connersville, Greenfield, IN

ISIGN20
Expires Jan. 31, 2015

**Large 3 Topping
for Only**
\$9



Offer good only at Lebanon, Elwood
Pendleton, New Castle, Frankfort
Connersville, Greenfield, IN

ISIGN9
Expires Jan. 31, 2015

**Large Pizza 2 Topping
+ 10" Cheese Sticks**
ONLY! \$15.



Offer good only at Lebanon, Elwood
Pendleton, New Castle, Frankfort
Connersville, Greenfield, IN

ISIGN15
Expires Jan. 31, 2015