

Case Studies

Tourism

Campaign – Madeira

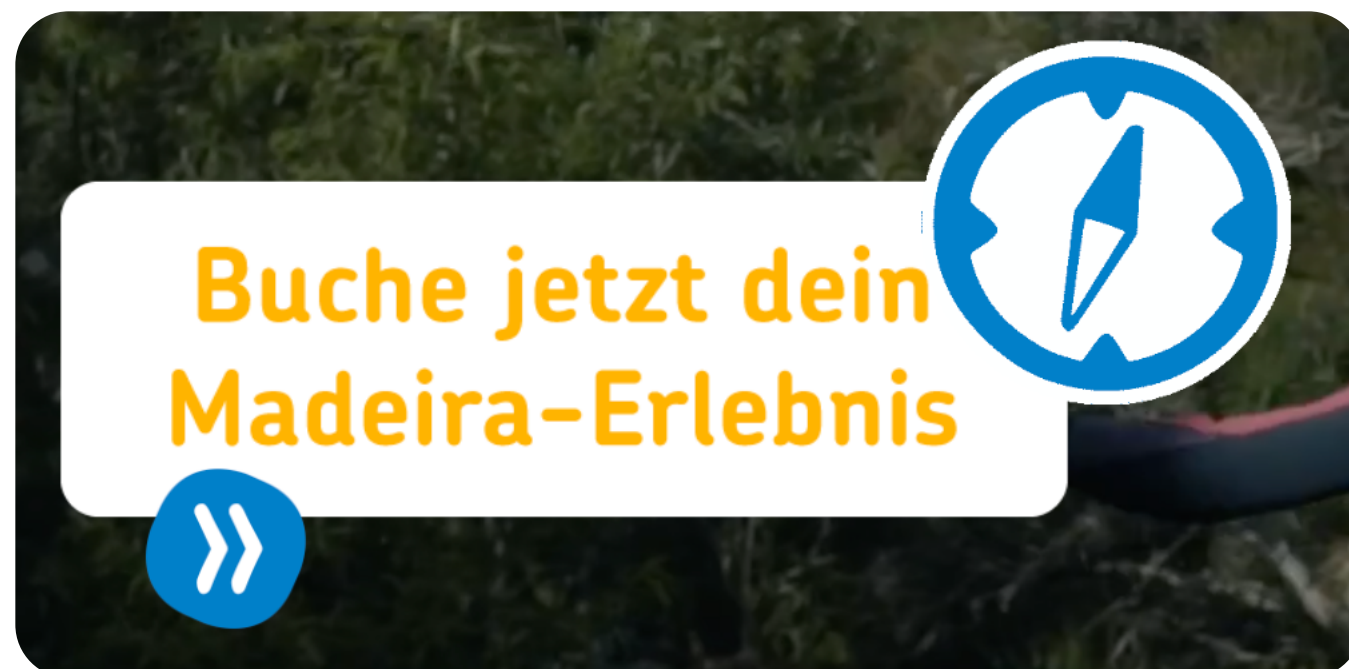
CTR **without** interactive overlays: 0.22%

300,778
Impressions

2,847
Overlay Interactions

0.95%
Click Through Rate (CTR)

Special Features: Animated Gifs as Overlays



Watch the Video-Ad Here

Campaign – Paloma

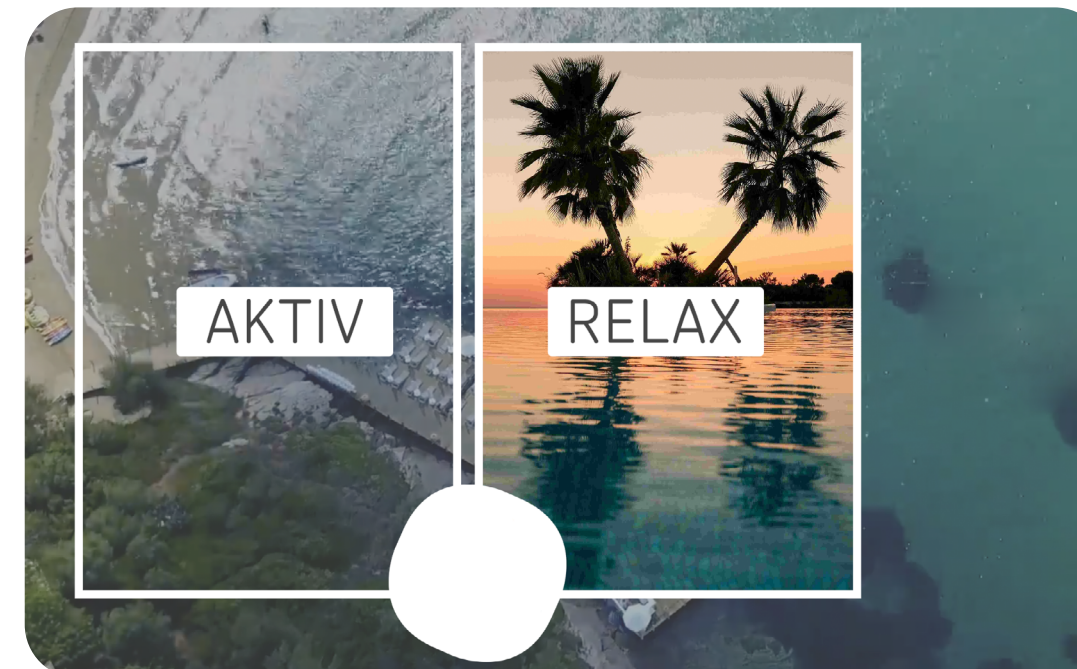
CTR **without** interactive overlays: 0.41%

304,509
Impressions

4,496
Overlay Interactions

1.5%
Click Through Rate (CTR)

Special Features: Pick and Choose as Overlay



Campaign – Gran Canary

CTR **without** interactive overlays: 0.35%

126,853
Impressions

1,854
Overlay Interactions

1.5%
Click Through Rate (CTR)

Special Features: Interactive Logo in the Corner



Campaign – Egypt

CTR **without** interactive overlays: 0.39%

300,831
Impressions

6,198
Overlay Interactions

2.1%
Click Through Rate (CTR)

Special Features: Link to Social Media



Watch the Video-Ad Here

Report

Live Report

Last update 13:51

1.928 Impressions Today	13.726 Lifetime Impressions	46 Overlay Interactions Today	284 Lifetime Overlay Interactions
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Overlay interactions (lifetime)

Table refreshing daily – last update 2022-11-22

NAME	CLICKS VAST	CLICKS URL	TARGET
Website Button	28	1	
Book holiday button end	0	0	
Tickets end	0	0	
Tickets mid	2	0	
Book holiday button	4	0	
Tickets beginning	2	3	
Ticket area end	24	1	
Book holiday Area	16	0	
Ticket area beginning	152	5	

Vast Events (lifetime)

Table refreshing daily – last update 2022-11-22

EVENT	TRIGGERED
Impression	11798
Pause	511
Resume	374
Mute	7
Unmute	8
Skip	0
FirstQuartile	6735
Midpoint	6255
ThirdQuartile	4307
Complete	1799