

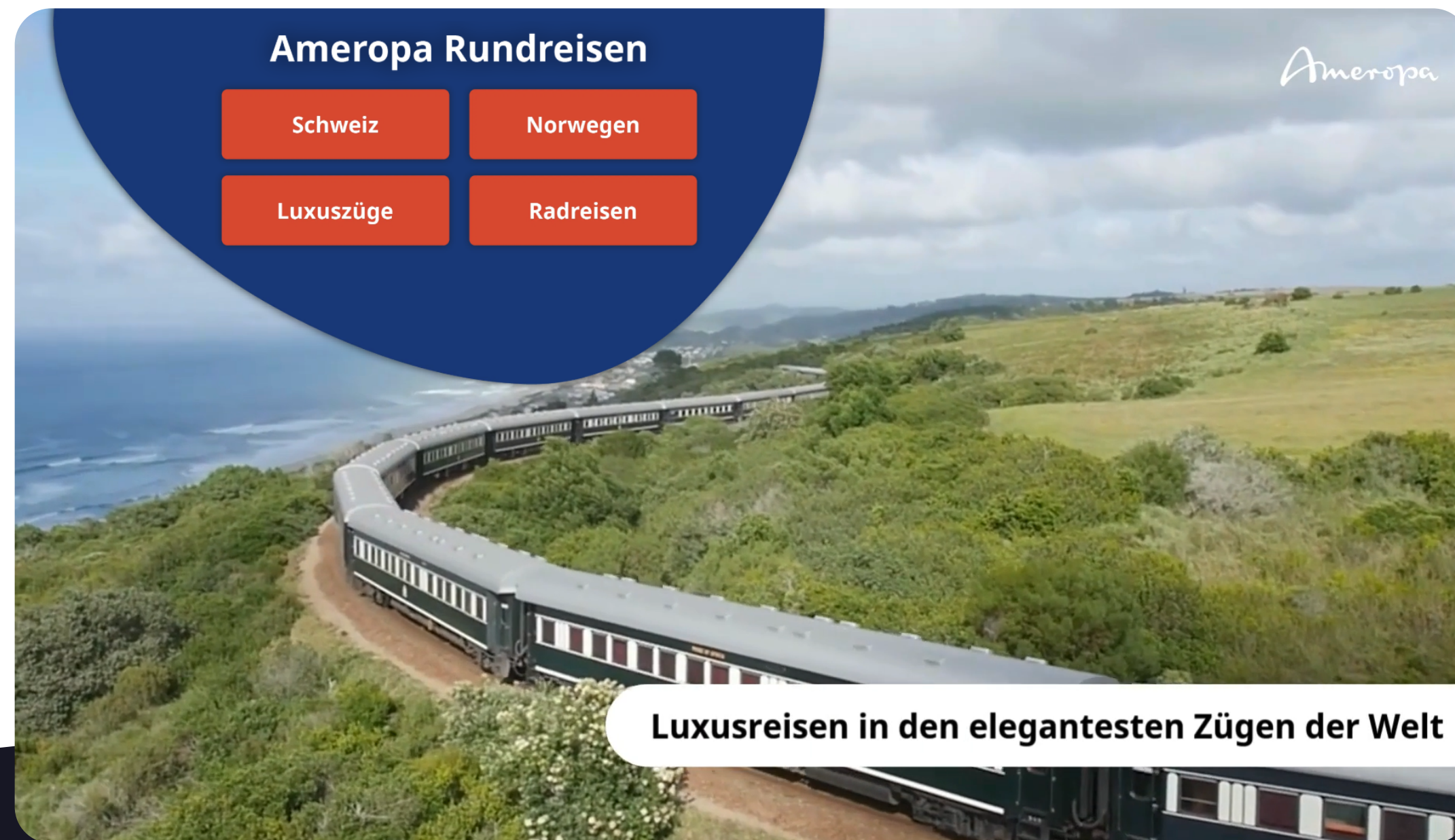
Campaign Results

Ameropa Reisen

III Media Match Maker

Campaign Details

Campaign Bahnerlebnisreisen Dez 2024
Duration 27.12.2024 - 07.02.2025
Impressions 600,000



[Watch Ad Here](#)

600,328

Impressions

14,135

Clicks

2.4%

Click Through Rate (CTR)

47%

Video Completion Rate (VCR)

38%

Engagement Rate (ER)

67%

Viewability

132

Conversions

76

Assisted Conversions

Click Through Rate (CTR) - The percentage of impressions that have resulted in clicks.

Video Completion Rate (VCR) - The percentage of video impressions that have resulted in playing the full video ad.

Engagement Rate (ER) - The percentage of video impressions that have resulted in user interactions like clicks, mouse hovers, pause, etc.

Best Performing Overlays - Outstream

Rundreisen - Text & Area

93%

Hovers & Clicks

Alle Rundreisen - Button & Area

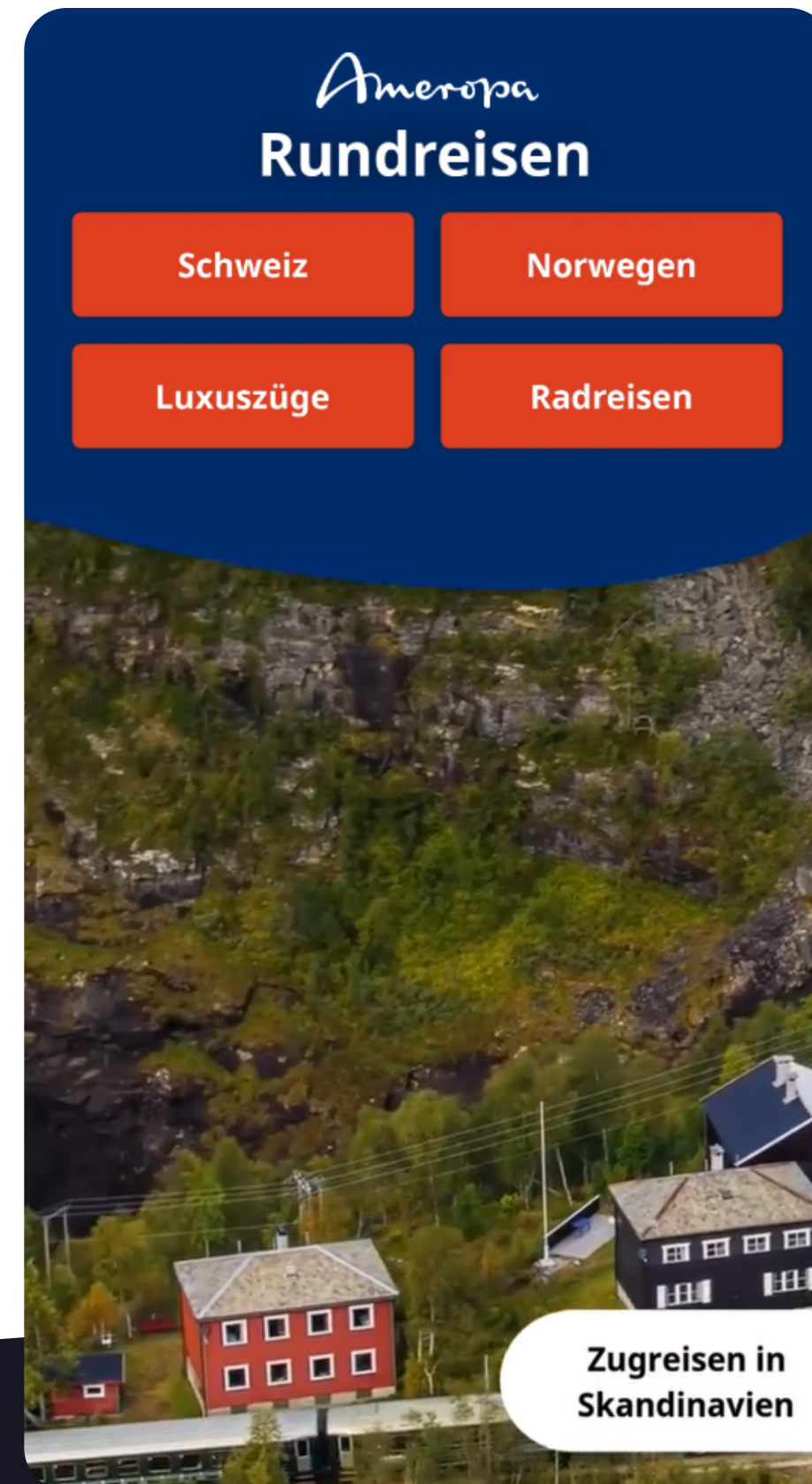
2%

Hovers & Clicks

Ameropa - Logo

3%

Hovers & Clicks



Best Performing Overlays - Instream

Rundreisen - Text & Area

86%

Hovers & Clicks

Alle Rundreisen - Button & Area

10%

Hovers & Clicks

Survey - Buttons

3%

Hovers & Clicks





Anja Berkenbaum

I would like to take this opportunity to thank you for the trust you have placed in us and for the great cooperation. I will be more than happy to answer questions about the report at any time and look forward to working on many more successful campaigns with you.



Book Meeting Here