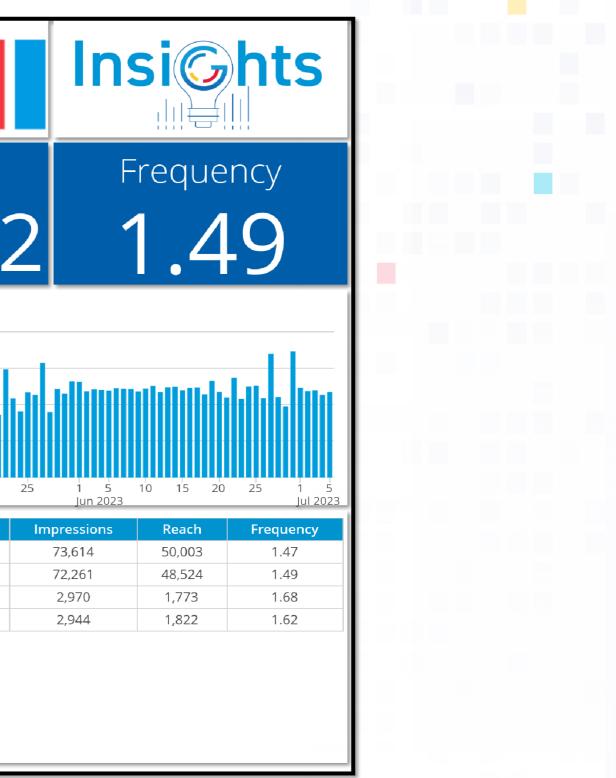
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Advertiser	Impressions	Reach
Greater Richland Tourism +0 v	151,789	
Quick Date SelectorDays Weeks Months YearsTodayYesterdayLast 7 daysLast 30 daysLast 60 daysLast 90 days	2K 1.5K 1K 500 0 5 10 15 20 25 1 5 10 15 10 15 20 25 1 5 10 15 10 15 10 15 10 15 10 15 10 10 10 10 10 10 10 10 10 10	Impressions by Date
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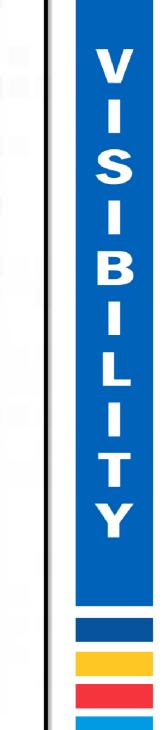


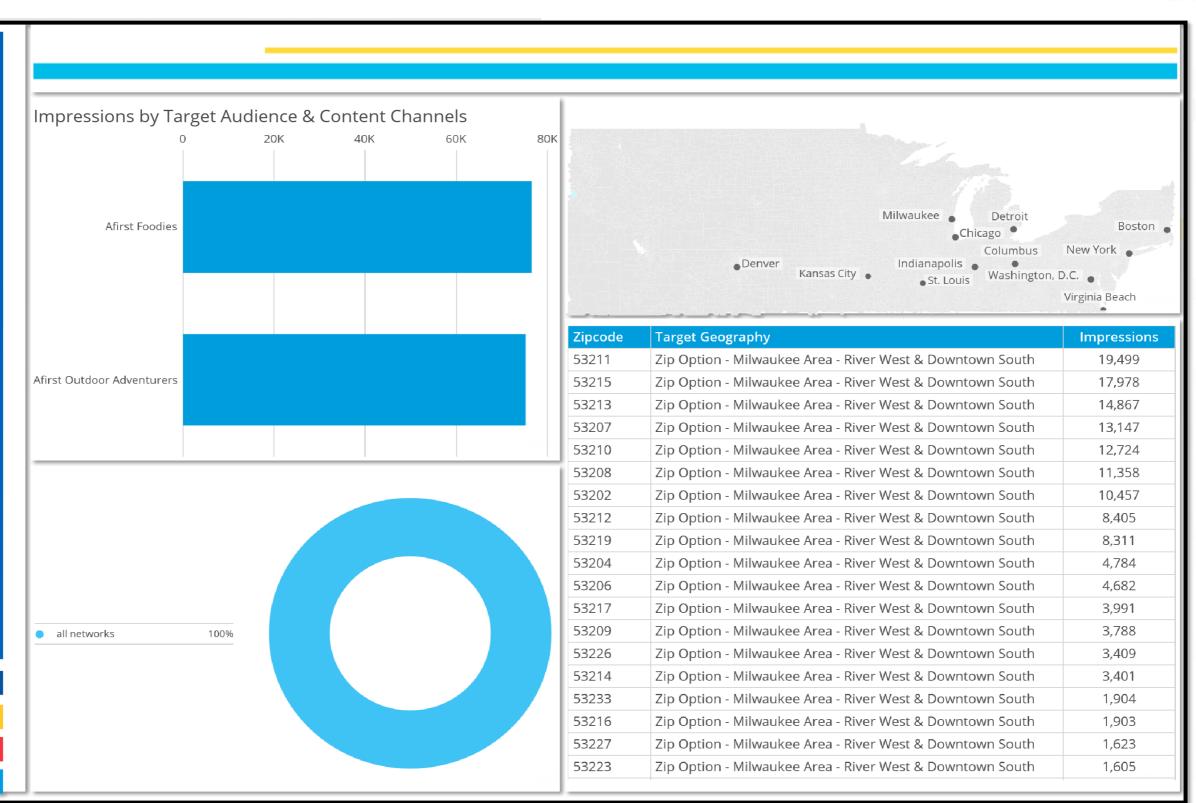
When an impression is shown, your ad is *VISIBLE* to your target audience who are watching long-form episodic content.

Impressions by Publisher Netwo	ork	Impressions by Daypart & Day of Week	
Network Name	Impressions	80К	
Tubi	14,256		
Syfy	10,967	60K	
Lifetime	9,278		/
Philo	7,791	40K	
Xumo	7,785		
Sundance TV	6,682	20К	
BET	4,770		
AMC	4,691	0	
TNT	4,632	Daytime 9AM-4PM Early Evening 4PM-7PM	
A&E	4,541	25К	
HGTV	4,472		
Crackle	3,692	20К	
FOX Sports	3,647		
NBA	3,643		
Paramount Network	3,634	15К —	
MTV	3,425		
MLB	2,887		
Discovery ID	2,512	10К	
TBS	2,430		
FOX News	2,325	5к —	
History Channel	2,286		
MSNBC	2,281		
		0 Monday Tuesday Wednesday Thursday	Friday



Saturday







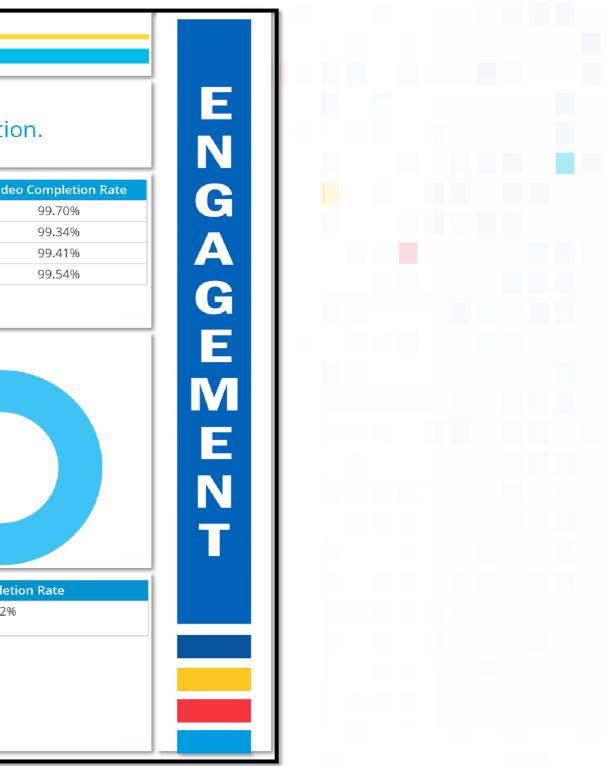
Viewers are *engaged* when they watch your commercial through to completion.

Video Completion Rate 99.52%

Campaign Name	Video
Greater Richland Tourism OTT Campaign Spring/Summer 2023 Foodies 2 of 2	
Greater Richland Tourism OTT Campaign Spring/Summer 2023 Outdoor Adventurers 1 of 2	
Greater Richland Tourism OTT Campaign Summer/Fall 2023 Outdoor Adventurers 1 of 2	
Greater Richland Tourism OTT Campaign Summer/Fall 2023 Foodies 2 of 2	

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				Connected TV 99.52%	
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		-00-You'll Find It		150,618	99.52%
	ne r Richland Tourisr	ne	ne r Richland Tourism GRTM-YFIH-0223-00-You'll Find It	ne r Richland Tourism GRTM-YFIH-0223-00-You'll Find It	50К 100К 150К 200К 6 Соппестеd TV 99.52% 99.52% Соппестеd TV 99.52% ne Impressions Impressions ar Richland Tourism GRTM-YFIH-0223-00-You'll Find It 150,618





Start Date	lytics vs GA4 being used to popu		Property Name	View/Stream Name	Source/Medium	🗸 Sessions	🔶 New Users	% Ne
		Property Type			google / organic	16,748	9,582	
2023-04-13	2023-07-05	GA4	Greater Richland Tourism	Greater Richland Tourism	(direct) / (none)	5,777	4,545	
					Various/Referral	2,862	2,085	
					bing / organic	960	554	
					facebook / paidsocial	552		
							518	
					yahoo / organic	365	242	
Sess	sions		Pageviews	New Users	duckduckgo / organic	230	150	
			-		(not set)	56	0	
27	705	E.	5,682	17,690	ecosia.org / organic	11	10	
Ζ/.	705	J.	J,00Z	17,090	milwaukeemag / advertorial	4	A	
					minwadkeenag / advertonar	4	4	
Pageviews		Avg Time on Page	he most ENGAGEMENT . Sessions by Device	E N G	Event Actions	ENT is when someone takes action engaging w	on your website. This includ with content.	es clicki
55.68		-	Sessions by Device mobile 62.21% desktop 35.21%	N G A G		engaging v	with content.	tilluti
55.68		Avg Time on Page	Sessions by Device	N G A	Event Actions 103,945	engaging w 7 19 21 23 25 27 29 1 3 5 7 9 11 13 15 17 19 21 2 May 2023 GA4 has pre-built ev	22 25 27 29 1 3 5 7 9 11 13 15 17 19 2	21 23 25 27 2
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9th Annual Haiti Benefit Auction Richland Center Wisconsin	/tourism/page/9th-annual-haiti-benefit-auction	77
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Richland Center Lions Club Car Cruze and Burgers Richland Center Wisconsin	/tourism/page/richland-center-lions-club-car-cruze-and-burgers	18



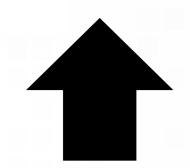
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The Viola Horse & Colt Show Richland Center Wisconsin	/tourism/page/viola-horse-colt-show	11
Central Boarding House on the Garden Stage Music Event Richland Center Wisconsin	/tourism/page/central-boarding-house-garden-stage-music-event	10
Driftless Board Games Richland Center Wisconsin	/tourism/page/driftless-board-games	10
Calendar of Events Richland Center Wisconsin	/tourism/calendar/month/2023-04	10
Tourism Commission - Canceled Richland Center Wisconsin	/bc-tourism/page/tourism-commission-canceled-0	9
Richland Center Parks and Recreation's 1st Annual Pickleball Tournament Richland Center Wisconsin	/tourism/page/richland-center-parks-and-recreations-1st-annual-pickleball-tournament	8
Wheels of Time Richland Center Wisconsin	/tourism/page/wheels-time	8
Starlite Motel Richland Center Wisconsin	/tourism/page/starlite-motel	8
Richland Center Lions Club Car Cruze and Burgers Richland Center Wisconsin	/tourism/page/richland-center-lions-club-car-cruze-and-burgers-0	8
GloryView Ridgetop Bungalow Richland Center Wisconsin	/tourism/page/gloryview-ridgetop-bungalow	7
Honker's Hotel Richland Center Wisconsin	/tourism/page/honkers-hotel	7
24th Annual Lee Lake Fisheree Richland Center Wisconsin	/tourism/page/24th-annual-lee-lake-fisheree	7
Richland Center Lions Club Car Cruze and Burgers Richland Center Wisconsin	/tourism/page/richland-center-lions-club-car-cruze-and-burgers-1	7
Driftless Area Deer Classic Richland Center Wisconsin	/tourism/page/driftless-area-deer-classic	7
Greater Richland Area Chamber of Commerce Night Market Richland Center Wisconsin	/tourism/page/greater-richland-area-chamber-commerce-night-market-0	6
We Really Do Have Big Changes Coming! Richland Center Wisconsin	/tourism/page/we-really-do-have-big-changes-coming	6
Eagle Cave and Resort Richland Center Wisconsin	/tourism/page/eagle-cave-and-resort	5
We are getting closer to summer! Richland Center Wisconsin	/tourism/page/we-are-getting-closer-summer	5
Calendar of Events Richland Center Wisconsin	/tourism/calendar/month/2023-11	4
Dayton Ridge Runners Fall Color Ride Richland Center Wisconsin	/tourism/page/dayton-ridge-runners-fall-color-ride-0	4



(this captures data since GA4 switch)

Believe in the Magic Holiday Craft Fair Richland Center Wisconsin	/tourism/page/believe-magic-holiday-craft-fair	4
Richland County Veteran's Memorial Benefit Dance Richland Center Wisconsin	/tourism/page/richland-county-veterans-memorial-benefit-dance	4
Christmas Concert for Kids from 1 to 92 Richland Center Wisconsin	/tourism/page/christmas-concert-kids-1-92	4
Dining Richland Center Wisconsin	/tourism/page/dining	3
Dober's Place Richland Center Wisconsin	/tourism/page/dobers-place	3
We weren't kidding when we said we have big news! Richland Center Wisconsin	/tourism/page/we-werent-kidding-when-we-said-we-have-big-news	3
Christy's Sunnyside Cafe Richland Center Wisconsin	/tourism/page/christys-sunnyside-cafe	3
Ridge and Valley Tours Richland Center Wisconsin	/tourism/page/ridge-and-valley-tours	2
UTV Night at the Starlite 14 Movie Theater Richland Center Wisconsin	/tourism/page/utv-night-starlite-14-movie-theater	2
It's almost Fall, y'all! Richland Center Wisconsin	/tourism/page/its-almost-fall-yall	2
Chris Kroeze Concert at the Richland Center Auditorium Richland Center Wisconsin	/tourism/page/chris-kroeze-concert-richland-center-auditorium	2
Second Annual Driftless Region's DÃ-a de los Muertos Celebration Richland Center Wisconsin	/tourism/page/second-annual-driftless-regions-d%C3%ADa-de-los-muertos-celebration	2
Wisconsin High School Rodeo Finals Richland Center Wisconsin	/tourism/page/wisconsin-high-school-rodeo-finals-1	2
Richland Center's Rotary Lights in the Park Richland Center Wisconsin	/tourism/page/richland-centers-rotary-lights-park	2
Download Your E-Guide Here! Richland Center Wisconsin	/tourism/page/download-your-e-guide-here	1
Tourism Commission - Canceled Richland Center Wisconsin	/bc-tourism/page/tourism-commission-canceled	1
Tourism Commission Richland Center Wisconsin	/bc-tourism/page/tourism-commission-0	1
Tourism TEST Meeting Richland Center Wisconsin	/bc-tourism/page/tourism-test-meeting	1
Access Denied / User log in Richland Center Wisconsin	/403.html%3Fpage=/parksrec/page/family-ice-rink&from=https://www.richlandcenterwi.gov/tourism/page/city-county-parks	1
Tourism Commission - Special Meeting Richland Center Wisconsin	/bc-tourism/page/tourism-commission-special-meeting	1
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