



POST-CLICK INTELLIGENCE REPORT: Q3 2018

Here's the latest post-click insights to help improve your ratings



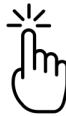
We've got scale:
Marketers ran a lot of ads

TOTAL IMPRESSIONS
1B+

TOTAL CONSUMERS
1-CLICK ROUTED
1.2M

1-CLICK ROUTED TO
PREFERRED DESTINATION
91.6%

DESTINATIONS
DELIVERED
70+



Activating your ads matters:
Actionable CTAs like "DVR"
deliver results

AVERAGE CTR
2X higher than
non-VuPulse ads



TOP CONVERTING TACTIC
Programmatic Display:
97% 1-Click Routed

TOTAL DIGITAL TACTICS
20+



The who and where:
Viewers have clear habits

MILLENNIALS
35% of total
audience

GENDER
 **64%**  **36%**

MOBILE-FIRST
 **91%**

WHERE & WHEN
3 out of **4** **43%** click
engage at home between
5pm-11pm