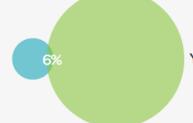


# Pre Campagna

## ► Audience Overlap



Prénatal



YamamaY

McDonald's

17%

BURGER KING

## Active Unique Users



Sovrapposizione dell'audience su abbigliamento e Fast Food



## Audience Profile

PROFESSIONALS

AFFLUENTS

STUDENTS

TRAVELLERS



## Interest

FAST FOOD

COFFEE &amp; DRINKS

ENTERTAINMENT

CASUAL DINING

1.3x

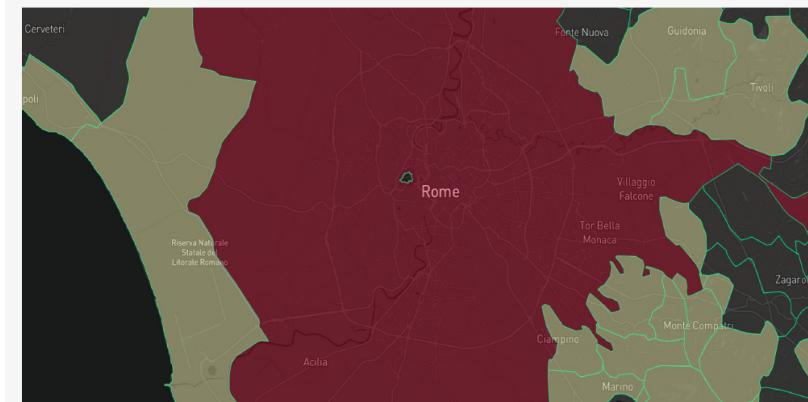
1.1x

x

x

Utenti unici registrati negli ultimi 30 giorni

## ► Home Location



Profilo del target e interessi

Mappa termica provenienza

# Post Campagna

## Line Item Performance

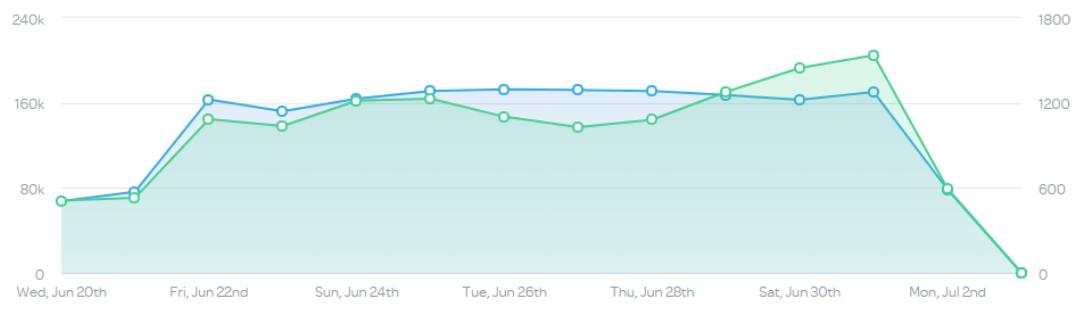
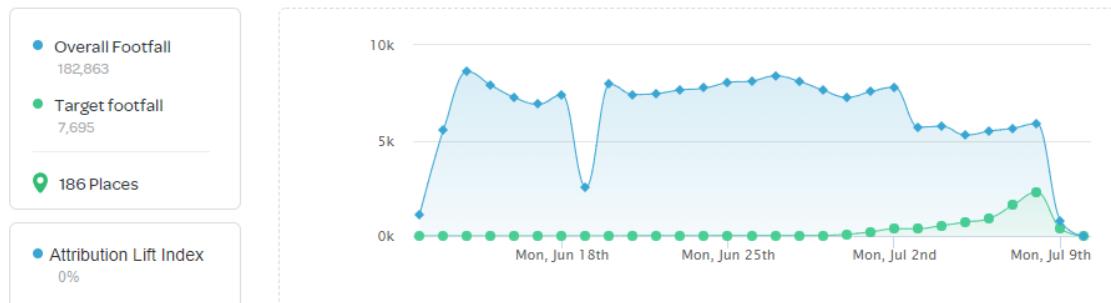


Grafico andamento delivery ( imps, click )

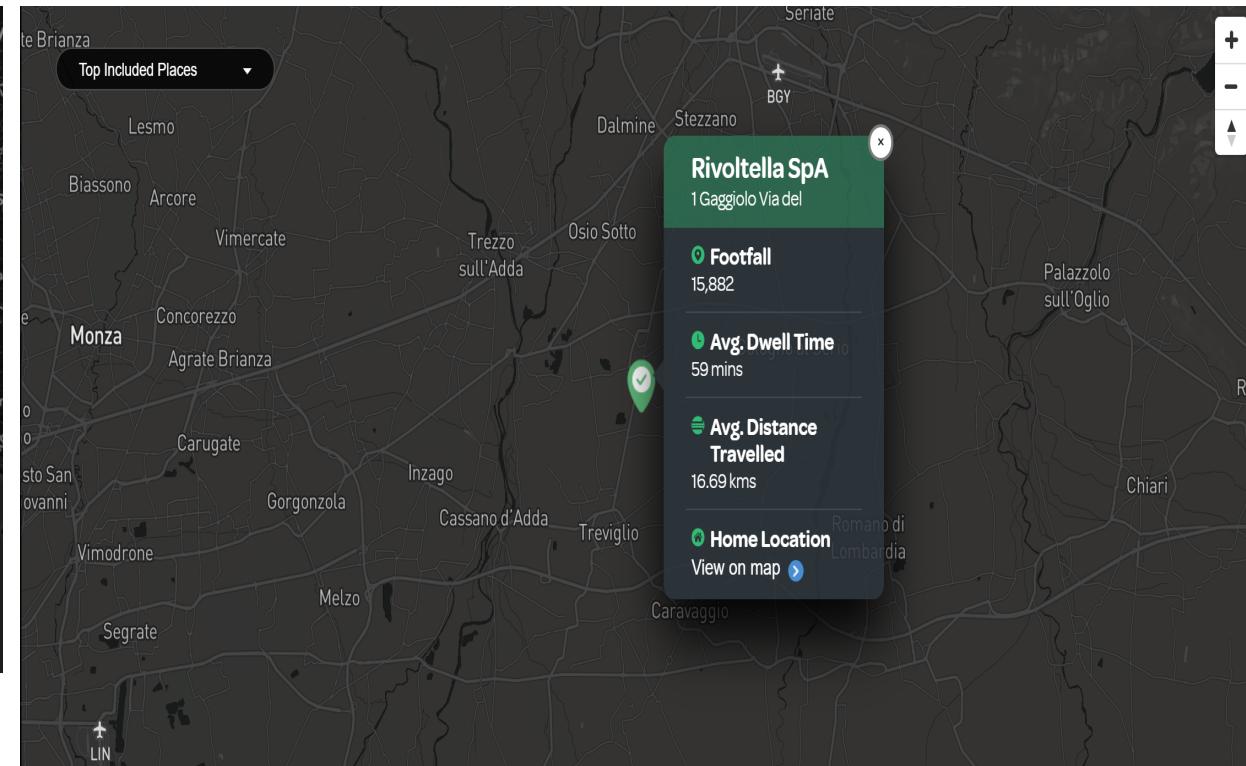
## Attribution



Analisi Footfall generico vs Footfall generato dalla nostra campagna mobile



# Post Campagna



Carichiamo tutti i punti vendita del cliente e monitoriamo le performance per ogni singola concessionaria auto.