MEDIA PERFORMANCE

APRILE - DICEMBRE

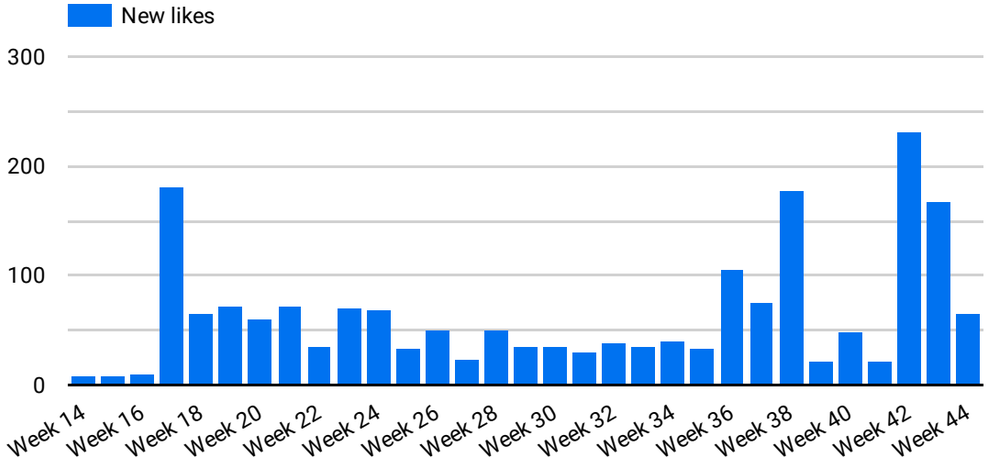


FACEBOOK/INSTAGRAM CAMPAIGN OVERVIEW

1 Apr 2020 - 31 Dec 2020

Totale speso	Totale Impression	Totale Utenti raggiunti	Totale Interazioni
38,811 €	38,064,285	7,714,794	9,977,638

Totale Fan	Nuovi fan
30,303	2,496

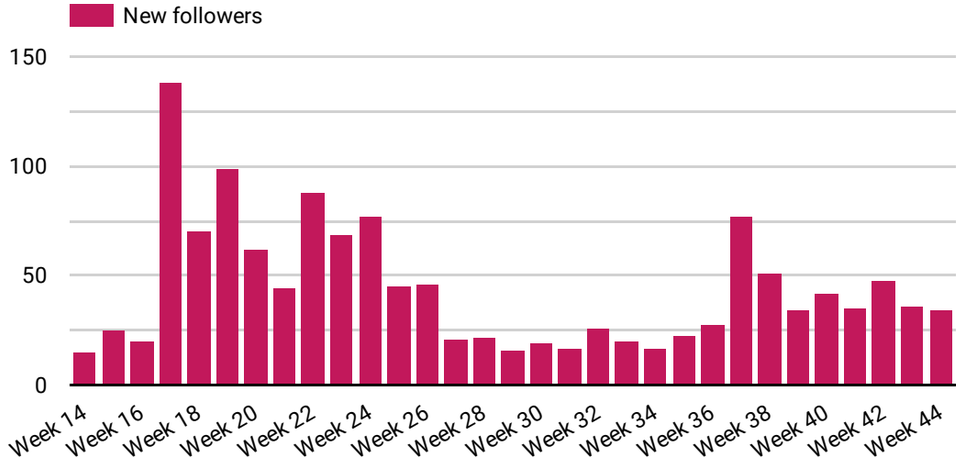


Importo speso	Impression
29,333 €	25,725,550

Mi piace	Commenti	Condivisioni
119,251	3,296	8,064

Visualizzazioni video 3"	Clic al link
6,932,970	11,155

Totale Follower	Nuovi follower
3,360	1,630



Importo speso	Impression
9,478 €	12,338,735

Mi piace	Commenti	Condivisioni
65,377	443	1,437

Visualizzazioni video 3"	Clic al link
2,746,173	2

FACEBOOK/INSTAGRAM CAMPAIGN OVERVIEW

1 Apr 2020 - 31 Dec 2020

PED ALESSANDRO BORGHESE



Importo speso	Numero di campagne fatte	Impressions	Utenti sottoposti alle campagne
24,100.00 €	32	25,893,995	6,521,838

Mi Piace ai post	Commenti ai post	Condivisioni ai post	Visualizzazioni del video
93,252	2,171	4,303	6,774,789

PED STANDARD



Importo speso	Numero di campagne fatte	Impressions	Utenti sottoposti alle campagne
14,710.80 €	45	12,170,290	3,356,150

Mi Piace ai post	Commenti ai post	Condivisioni ai post	Visualizzazioni del video
91,376	1,568	5,198	2,904,354

FACEBOOK/INSTAGRAM POST PERFORMANCE

1 Apr 2020 - 31 Dec 2020

Data	Image	Nome Campagna	Publisher platform	Importo speso	Impressions	Mi piace	Commenti	Condivisioni	Visualizzazioni del video 3"
23 Apr 2020		VID - Teaser Borghese - 23/04/2020	facebook	400 €	748,667	2,338	191	85	216,502
23 Apr 2020		VID - Teaser Borghese - 23/04/2020	instagram	400 €	649,567	2,991	45	206	167,692
27 Apr 2020		VID - Spot Borghese - 27/04/2020	instagram	2,300 €	3,919,469	10,803	182	822	920,345
27 Apr 2020		VID - Spot Borghese - 27/04/2020	facebook	2,300 €	2,997,025	2,216	175	147	948,331
27 Apr 2020		ENG - Spot Borghese - 27/04/2020	facebook	200 €	317,421	177	8	11	115,507
27 Apr 2020		ENG - Spot Borghese - 27/04/2020	instagram	200 €	452,120	1,449	11	79	111,693
6 May 2020		ENG - Post anticipazione pillole Borghese - 06/05/2020	facebook	250 €	213,662	9,616	352	192	null
6 May 2020		ENG - Post anticipazione pillole Borghese - 06/05/2020	instagram	250 €	157,861	11,647	31	12	null
13 May 2020		ENG - Post anticipazione pillole Borghese - 13/05/2020	facebook	150 €	101,939	4,603	124	97	null
13 May 2020		ENG - Post anticipazione pillole Borghese - 13/05/2020	instagram	150 €	90,728	6,445	22	3	null

FACEBOOK/INSTAGRAM POST PERFORMANCE

1 Apr 2020 - 31 Dec 2020

Data	Image	Nome Campagna	Publisher platform	Importo speso	Impressions	Mi piace	Commenti	Condivisioni	Visualizzazioni del video 3"
15 May 2020		ENG - Post territorio - 15/05/20	instagram	149.99 €	31,466	3,730	2	2	null
15 May 2020		ENG - Post territorio - 15/05/20	facebook	150 €	88,198	3,833	34	82	null
19 May 2020		ENG - Post anticipazione pillole Borghese - 19/05/2020	facebook	100 €	76,423	4,725	131	97	null
19 May 2020		ENG - Post anticipazione pillole Borghese - 19/05/2020	instagram	100 €	64,903	6,090	22	2	null
22 May 2020		ENG - Post cocktail - 22/05/20	instagram	150 €	27,973	3,686	8	5	null
22 May 2020		ENG - Post cocktail - 22/05/20	facebook	150 €	124,158	2,843	49	404	null
22 May 2020		ENG - Post anticipazione pillole Borghese - 19/05/2020 - pagato da Hub	instagram	50 €	28,253	1,925	9	1	null
22 May 2020		ENG - Post anticipazione pillole Borghese - 19/05/2020 - pagato da Hub	facebook	50 €	36,106	1,352	30	28	null
26 May 2020		TRAFFICO - Pplink fb Borghese KitchenSound	facebook	200 €	97,167	1,020	55	40	null
27 May 2020		VIEWS - Video agronomo - 27/05	facebook	200 €	202,518	288	9	60	76,017

FACEBOOK/INSTAGRAM POST PERFORMANCE

1 Apr 2020 - 31 Dec 2020

Data	Image	Nome Campagna	Publisher platform	Importo speso	Impressions	Mi piace	Commenti	Condivisioni	Visualizzazioni del video 3"
27 May 2020		VIEWS - Video agronomo - 27/05	instagram	200 €	220,519	599	12	65	61,700
1 Jun 2020		ENG - Post lancio kitchen sound rural glam - 01/06/2020	facebook	300 €	219,663	10,056	209	199	null
4 Jun 2020		VIEWS - Pillola teaser Borghese - 04/06	facebook	350 €	334,131	614	27	57	121,751
4 Jun 2020		VIEWS - Pillola teaser Borghese - 04/06	instagram	350 €	568,497	1,256	30	72	136,668
6 Jun 2020		VIEWS - Video recap ABKS Rural Glam 1 week	facebook	250 €	317,712	272	7	27	89,973
8 Jun 2020		VIEWS - Video agronomo - 08/06	instagram	200 €	222,039	431	7	25	84,359
8 Jun 2020		VIEWS - Video agronomo - 08/06	facebook	200 €	327,253	560	17	126	112,292
10 Jun 2020		VIEWS - Pillola 1 Borghese - 10/06	facebook	350 €	267,346	260	14	27	113,108
10 Jun 2020		VIEWS - Pillola 1 Borghese - 10/06	instagram	350 €	540,115	529	2	10	151,591
16 Jun 2020		VIEWS - Video recap ABKS Rural Glam 2 week	facebook	250 €	288,153	435	18	46	75,492

FACEBOOK/INSTAGRAM POST PERFORMANCE

1 Apr 2020 - 31 Dec 2020

Data	Image	Nome Campagna	Publisher platform	Importo speso	Impressions	Mi piace	Commenti	Condivisioni	Visualizzazioni del video 3"
18 Jun 2020		VIEWS - Pillola 2 Borghese - 18/06	facebook	350 €	244,615	172	6	15	87,007
18 Jun 2020		VIEWS - Pillola 2 Borghese - 18/06	instagram	350 €	552,068	443	6	17	122,414
21 Jun 2020		ENG - Post cocktail - 21/06/20	instagram	250 €	41,186	5,409	5	4	null
21 Jun 2020		ENG - Post cocktail - 21/06/20	facebook	250 €	74,446	2,796	29	150	null
23 Jun 2020		VIEWS - Pillola 3 Borghese - 23/06	facebook	350 €	244,336	225	15	15	78,032
23 Jun 2020		VIEWS - Pillola 3 Borghese - 23/06	instagram	350 €	409,658	413	11	10	93,247
26 Jun 2020		VIEWS - Video agronomo - 26/06	facebook	250 €	202,691	248	7	48	57,357
26 Jun 2020		VIEWS - Video agronomo - 26/06	instagram	250 €	302,590	228	6	13	80,647
1 Jul 2020		VIEWS - Pillola 4 Borghese - 1/07	instagram	350 €	539,518	297	6	12	111,164
1 Jul 2020		VIEWS - Pillola 4 Borghese - 1/07	facebook	350 €	301,316	156	4	16	98,467

FACEBOOK/INSTAGRAM POST PERFORMANCE

1 Apr 2020 - 31 Dec 2020

Data	Image	Nome Campagna	Publisher platform	Importo speso	Impressions	Mi piace	Commenti	Condivisioni	Visualizzazioni del video 3"
2 Jul 2020		VIEWS - Video Guido Bezzo - 02/07	facebook	150 €	162,312	173	3	32	38,310
7 Jul 2020		VIEWS - Pillola 5 Borghese - 07/07	instagram	275 €	453,252	323	4	24	106,415
7 Jul 2020		VIEWS - Pillola 5 Borghese - 07/07	facebook	275 €	220,528	133	5	17	73,991
10 Jul 2020		VIEWS - Video Daniele Eberle - 10/07	facebook	150 €	225,316	365	14	56	64,206
10 Jul 2020		ENG - Pillola 5 Borghese - 07/07	facebook	75 €	83,140	105	3	3	24,600
10 Jul 2020		ENG - Pillola 5 Borghese - 07/07	instagram	75 €	132,531	85	null	2	29,257
14 Jul 2020		VIEWS - Pillola 6 Borghese - 14/07	instagram	200 €	299,037	216	2	5	71,492
14 Jul 2020		VIEWS - Pillola 6 Borghese - 14/07	facebook	500 €	376,069	301	10	44	109,498
16 Jul 2020		VIEWS - Video Daniele Eberle - 16/07	facebook	150 €	132,052	172	3	22	56,349
21 Jul 2020		VIEWS - Pillola 7 Borghese - 21/07	facebook	500 €	435,005	264	18	30	112,623

FACEBOOK/INSTAGRAM POST PERFORMANCE

1 Apr 2020 - 31 Dec 2020

Data	Image	Nome Campagna	Publisher platform	Importo speso	Impressions	Mi piace	Commenti	Condivisioni	Visualizzazioni del video 3"
21 Jul 2020		VIEWS - Pillola 7 Borghese - 21/07	instagram	200 €	294,979	235	2	9	73,316
23 Jul 2020		ENG - Post comuni - 23/07/20	facebook	100 €	57,167	731	12	80	null
23 Jul 2020		ENG - Post comuni - 23/07/20	instagram	100 €	14,359	1,562	null	null	null
28 Jul 2020		VIEWS - Pillola 8 Borghese - 28/07	instagram	200 €	362,713	272	4	6	85,434
28 Jul 2020		VIEWS - Pillola 8 Borghese - 28/07	facebook	500 €	689,528	660	60	63	165,001
30 Jul 2020		VIEWS - Video Guido Bezzo 2 - 30/07	facebook	150 €	158,071	143	4	24	37,197
3 Aug 2020		ENG - Post comuni - Santo Stefano Belbo 03/08/20	facebook	100 €	131,678	2,499	46	191	null
4 Aug 2020		VIEWS - Pillola 9 Borghese - 04/08	facebook	500 €	637,489	437	30	59	155,246
4 Aug 2020		VIEWS - Pillola 9 Borghese - 04/08	instagram	200 €	335,490	320	7	6	83,547
10 Aug 2020		ENG - Post comuni - Canelli 10/08/20	facebook	100 €	73,149	3,420	41	236	null

FACEBOOK/INSTAGRAM POST PERFORMANCE

1 Apr 2020 - 31 Dec 2020

Data	Image	Nome Campagna	Publisher platform	Importo speso	Impressions	Mi piace	Commenti	Condivisioni	Visualizzazioni del video 3"
13 Aug 2020		VIEWS - Video Daniele Eberle - 13/8	facebook	150 €	255,450	365	9	49	78,782
17 Aug 2020		ENG - Post comuni - Strevi 17/08/20	facebook	100 €	83,369	4,112	35	141	null
24 Aug 2020		ENG - Post comuni - Cossano Belbo 24/08/20	facebook	100 €	110,768	2,199	24	132	null
3 Sept 2020		VIEWS - Video Vendemmia Daniele Eberle - 03/09/2020	facebook	300 €	463,446	1,375	43	144	178,448
8 Sept 2020		ENG - Post cocktail - 08/09/20	facebook	150 €	76,730	1,606	37	142	null
8 Sept 2020		ENG - Post cocktail - 08/09/20	instagram	150 €	46,835	3,560	5	3	null
14 Sept 2020		ENG - Post Borghese sorprese in arrivo - 14/09/2020	facebook	500 €	489,626	1,209	48	26	null
14 Sept 2020		ENG - Post comuni - Mango 14/09/20	facebook	100 €	91,319	1,144	19	86	null
14 Sept 2020		ENG - Post comuni - Ricaldone 14/09/20	facebook	100 €	95,707	2,317	49	191	null
14 Sept 2020		ENG - Famiglie produttori - 14/09/20	facebook	34.92 €	31,809	299	6	4	null

FACEBOOK/INSTAGRAM POST PERFORMANCE

1 Apr 2020 - 31 Dec 2020

Data	Image	Nome Campagna	Publisher platform	Importo speso	Impressions	Mi piace	Commenti	Condivisioni	Visualizzazioni del video 3"
16 Sept 2020		VIEWS - Video dalla vendemmia alla cantina - 16/09/2020	facebook	300 €	332,383	630	15	85	114,255
17 Sept 2020		ENG - Post comuni - Calosso 17/09/20	facebook	100 €	99,312	2,858	34	168	null
28 Sept 2020		ENG - Post comuni - Alice Bel Colle 28/09/20	facebook	100 €	81,579	2,694	43	183	null
1 Oct 2020		ENG - Post MWW 01/10/20	facebook	100 €	43,169	595	11	67	null
5 Oct 2020		ENG - Post comuni - Castiglione Tinella 05/10/20	facebook	18.73 €	17,190	727	8	43	null
12 Oct 2020		ENG - Post Borghese lancio ABKS - 12/10/2020	facebook	500 €	171,128	5,878	106	92	null
15 Oct 2020		VIEWS - Pillola 1 Borghese - 15/10	instagram	180 €	243,790	234	1	11	58,842
15 Oct 2020		VIEWS - Pillola 1 Borghese - 15/10	facebook	520 €	466,979	1,772	39	481	122,382
22 Oct 2020		VIEWS - Pillola 2 Borghese - 22/10	facebook	700 €	562,527	1,157	23	230	175,881
24 Oct 2020		VIEWS - 2020/10 - Video recap ABKS Rural Glam 1 week	facebook	50 €	41,570	126	9	11	20,423

FACEBOOK/INSTAGRAM POST PERFORMANCE

1 Apr 2020 - 31 Dec 2020

Data	Image	Nome Campagna	Publisher platform	Importo speso	Impressions	Mi piace	Commenti	Condivisioni	Visualizzazioni del video 3"
24 Oct 2020		VIEWS - 2020/10 - Video recap ABKS Rural Glam 1 week	facebook	50 €	40,876	69	6	5	19,200
24 Oct 2020		VIEWS - 2020/10 - Video recap ABKS Rural Glam 1 week	facebook	50 €	35,099	67	2	10	13,259
24 Oct 2020		VIEWS - 2020/10 - Video recap ABKS Rural Glam 1 week	facebook	50 €	59,203	139	11	12	25,934
24 Oct 2020		VIEWS - 2020/10 - Video recap ABKS Rural Glam 1 week	facebook	107.16 €	52,670	53	1	8	19,883
24 Oct 2020		VIEWS - 2020/10 - Video recap ABKS Rural Glam 1 week	facebook	50 €	56,833	207	5	20	23,864
29 Oct 2020		VIEWS - Pillola 3 Borghese - 29/10	facebook	700 €	617,381	701	15	91	135,476
30 Oct 2020		ENG - Post comuni - Cassine 30/10/20	facebook	100 €	75,069	1,361	39	87	null
2 Nov 2020		VIEWS - Video spumantizzazione - 02/11	facebook	150 €	147,678	389	8	64	55,402
9 Nov 2020		VIEWS - Pillola 4 Borghese - 09/11	facebook	700 €	637,260	640	26	95	169,076
11 Nov 2020		ENG - Post comuni - Alba 11/11/20	facebook	100 €	81,995	1,239	21	72	null

FACEBOOK/INSTAGRAM POST PERFORMANCE

1 Apr 2020 - 31 Dec 2020

Data	Image	Nome Campagna	Publisher platform	Importo speso	Impressions	Mi piace	Commenti	Condivisioni	Visualizzazioni del video 3"
12 Nov 2020		VIEWS - 2020/11 - Video recap ABKS Rural Glam 2 week	facebook	50 €	43,169	32	3	5	17,486
12 Nov 2020		VIEWS - 2020/11 - Video recap ABKS Rural Glam 2 week	facebook	50 €	46,171	114	15	4	20,500
12 Nov 2020		VIEWS - Pillola 5 Borghese - 12/11	facebook	1,000 €	932,434	837	13	109	375,909
12 Nov 2020		VIEWS - 2020/11 - Video recap ABKS Rural Glam 2 week	facebook	50 €	48,954	74	1	9	19,588
12 Nov 2020		VIEWS - 2020/11 - Video recap ABKS Rural Glam 2 week	facebook	50 €	42,327	73	9	8	19,550
12 Nov 2020		VIEWS - 2020/11 - Video recap ABKS Rural Glam 2 week	facebook	50 €	42,866	79	4	9	20,096
16 Nov 2020		VIEWS - Spot Autunno - 13/11	facebook	4,001.82 €	3,060,734	2,218	52	232	875,019
16 Nov 2020		VIEWS - Spot Autunno - 13/11	instagram	1,498.18 €	1,337,219	199	1	11	196,350
20 Nov 2020		VIEWS - Pillola 6 Borghese - 20/11	facebook	1,000 €	607,073	1,270	29	352	209,088
25 Nov 2020		ENG - Post bagna cauda day - 25/11/20	facebook	50 €	23,306	137	3	11	null

FACEBOOK/INSTAGRAM POST PERFORMANCE

1 Apr 2020 - 31 Dec 2020

Data	Image	Nome Campagna	Publisher platform	Importo speso	Impressions	Mi piace	Commenti	Condivisioni	Visualizzazioni del video 3"
26 Nov 2020		VIEWS - 2020/11 - Video recap ABKS Rural Glam REPEAT	facebook	100 €	60,527	61	5	3	24,958
26 Nov 2020		VIEWS - 2020/11 - Video recap ABKS Rural Glam REPEAT	facebook	100 €	95,823	136	10	15	45,493
26 Nov 2020		VIEWS - 2020/11 - Video recap ABKS Rural Glam REPEAT	facebook	100 €	98,070	56	5	1	35,137
26 Nov 2020		VIEWS - 2020/11 - Video recap ABKS Rural Glam REPEAT	facebook	100 €	82,943	166	10	11	40,668
26 Nov 2020		VIEWS - 2020/11 - Video recap ABKS Rural Glam REPEAT	facebook	100 €	71,902	118	15	20	36,364
26 Nov 2020		VIEWS - 2020/11 - Video recap ABKS Rural Glam REPEAT	facebook	100 €	83,617	176	15	27	35,225
26 Nov 2020		VIEWS - 2020/11 - Video recap ABKS Rural Glam REPEAT	facebook	100 €	76,601	150	16	14	35,130
26 Nov 2020		VIEWS - 2020/11 - Video recap ABKS Rural Glam REPEAT	facebook	100 €	77,163	224	15	35	34,246
26 Nov 2020		VIEWS - 2020/11 - Video recap ABKS Rural Glam REPEAT	facebook	100 €	72,269	69	6	8	27,206
26 Nov 2020		VIEWS - 2020/11 - Video recap ABKS Rural Glam REPEAT	facebook	100 €	95,646	118	8	6	37,989

FACEBOOK/INSTAGRAM POST PERFORMANCE

1 Apr 2020 - 31 Dec 2020

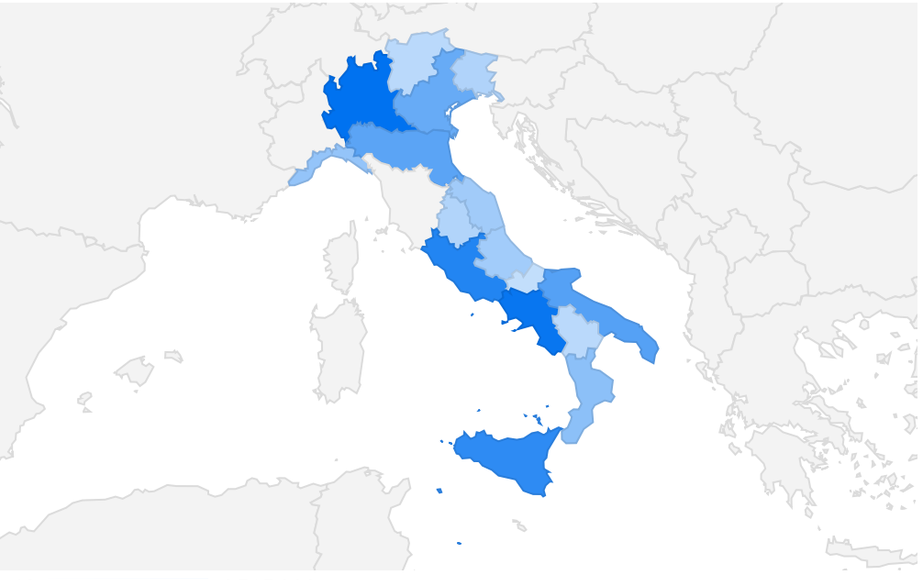
Data	Image	Nome Campagna	Publisher platform	Importo speso	Impressions	Mi piace	Commenti	Condivisioni	Visualizzazioni del video 3"
27 Nov 2020		VIEWS - Pillola 7 Borghese - 27/11	facebook	1,000 €	671,864	599	22	114	195,424
4 Dec 2020		VIEWS - Pillola 8 Borghese - 4/12	facebook	1,000 €	724,568	811	33	139	220,959
11 Dec 2020		FB - Traffico - Dicembre 2020 - pplink artisti del panettone	facebook	200 €	98,180	112	4	17	null
11 Dec 2020		VIEWS - Pillola 9 Borghese - 11/12	facebook	1,000 €	617,372	465	17	108	207,449
14 Dec 2020		ENG - Post comuni - Nizza Monferrato 14/12/20	facebook	100 €	55,430	1,988	25	133	null
15 Dec 2020		ENG - Post comuni - Trezzo Tinella 15/12/20	facebook	100 €	48,717	1,604	16	81	null
16 Dec 2020		ENG - Post comuni - Castel Boglione 16/12/20	facebook	100 €	43,440	1,366	16	67	null
17 Dec 2020		ENG - Post anniversario 17/12/20	facebook	100 €	38,550	1,155	22	64	null
21 Dec 2020		VIEWS - Pillola 10 Borghese - 21/12	facebook	1,000 €	776,425	364	10	72	220,364
22 Dec 2020		ENG - Post comuni - Neive 21/12/20	facebook	100 €	56,310	1,896	36	109	null

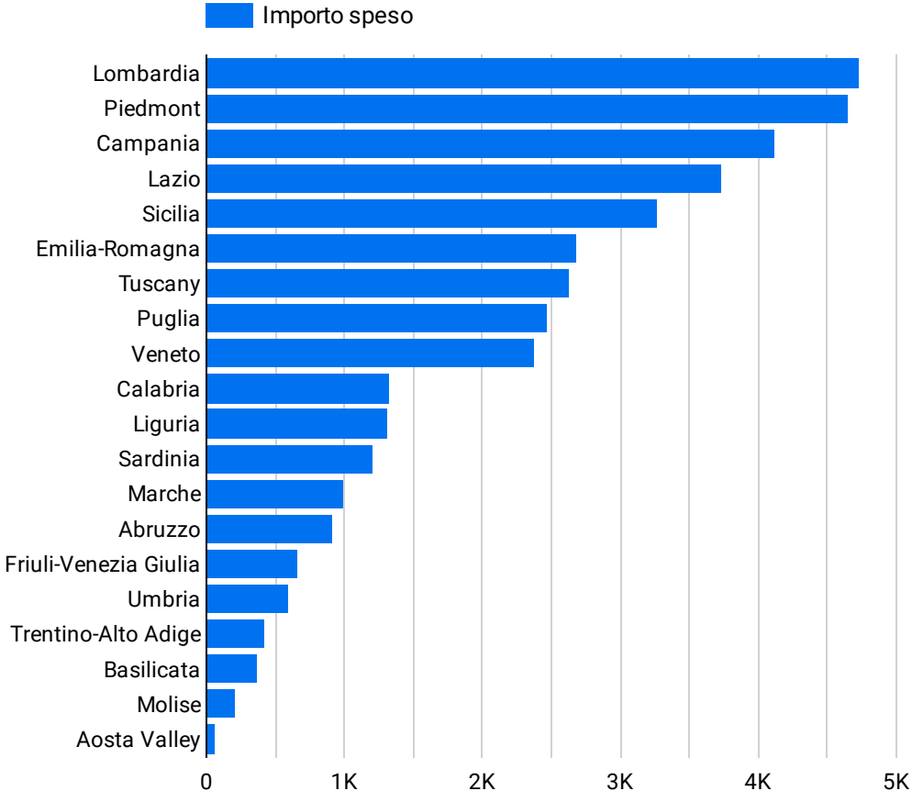
FACEBOOK/INSTAGRAM POST PERFORMANCE

1 Apr 2020 - 31 Dec 2020

Data	Image	Nome Campagna	Publisher platform	Importo speso	Impressions	Mi piace	Commenti	Condivisioni	Visualizzazioni del video 3"
24 Dec 2020		ENG - Auguri Natale - 24/12/20	facebook	250 €	74,766	2,607	69	66	null
30 Dec 2020		ENG - Auguri Capodanno - 31/12/20	facebook	250 €	230,862	3,838	205	608	null
30 Dec 2020		ENG - Borghese Kitchen Podcast - 30/12/20	facebook	200 €	102,896	2,202	135	42	null

FACEBOOK/INSTAGRAM - DISTRIBUZIONE GEOGRAFICA



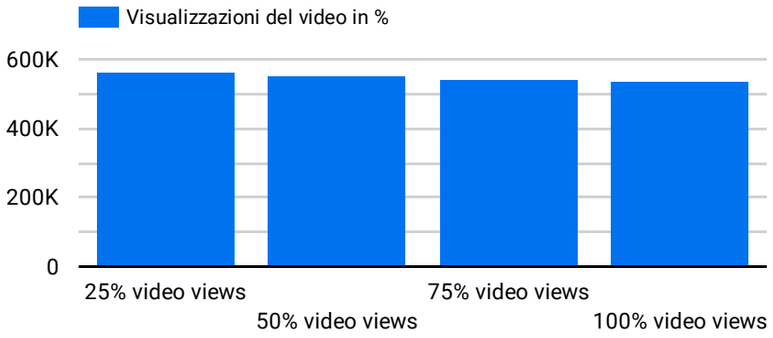


1 Apr 2020 - 31 Dec 2020

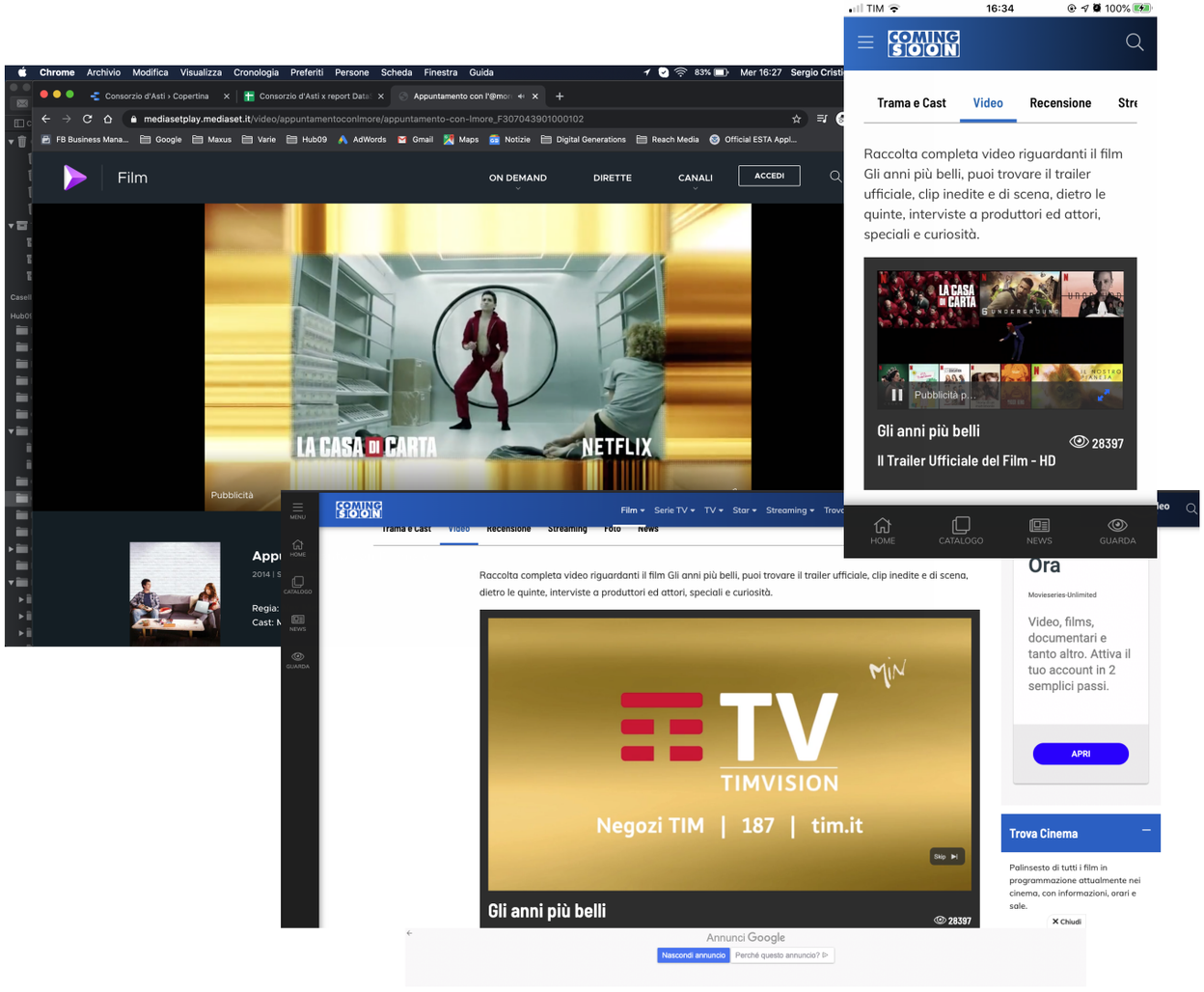
	Region	Importo speso	Impressions ▾	Visualizzazioni del video	Interazioni
1.	Lombardia	4,728.55 €	4,515,002	1,153,027	1,190,303
2.	Campania	4,119.44 €	4,347,554	1,114,799	1,139,312
3.	Piedmont	4,654.84 €	3,978,830	878,128	946,679
4.	Lazio	3,731.59 €	3,753,899	991,822	1,016,139
5.	Sicilia	3,275.95 €	3,505,637	888,965	908,890
6.	Puglia	2,473.82 €	2,630,161	658,414	674,131
7.	Tuscany	2,635.29 €	2,515,151	661,108	679,630
8.	Emilia-Romagna	2,687.87 €	2,510,806	661,696	679,991
9.	Veneto	2,384.89 €	2,245,179	597,202	612,394
10.	Calabria	1,333.04 €	1,414,857	354,502	363,169
11.	Sardinia	1,209.62 €	1,252,476	331,952	338,279
12.	Liguria	1,317.37 €	1,228,448	295,411	309,255
13.	Marche	1,002.25 €	959,177	256,390	263,035
14.	Abruzzo	913.39 €	920,211	238,732	244,700
15.	Friuli-Venezia Giulia	669.34 €	630,204	167,636	172,030
16.	Umbria	600.9 €	586,951	156,092	159,949
17.	Trentino-Alto Adige	424.52 €	401,968	103,866	106,088
18.	Basilicata	373.15 €	388,553	99,184	101,540
19.	Molise	207.38 €	216,943	54,284	55,589
20.	Aosta Valley	67.57 €	62,216	15,920	16,522

MEDIAMOND VIDEO PERFORMANCE

Importo	Start del video	Acceessi al sito	Visualizzazioni complete
10,000.00 €	590,018	26,337	536,914



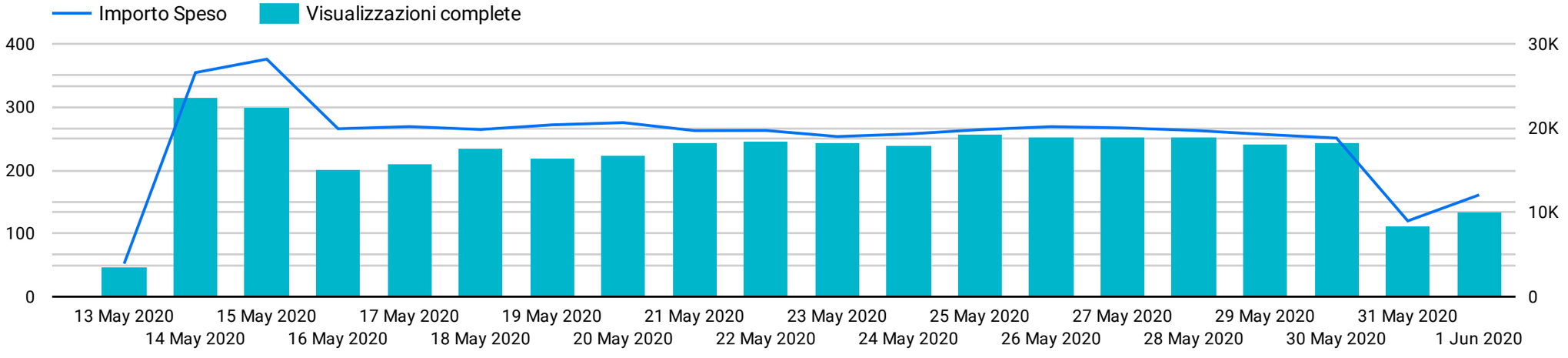
Il canale ha registrato delle performance di visualizzazione davvero fuori dal comune, con un costo a completed view di 0,02€ e un completion rate del 91%.
Quest'ultima metrica in particolare mostra una particolare affinità tra gli utilizzatori delle piattaforme video appartenenti al gruppo Mediaset e lo chef Alessandro Borghese.



PROGRAMMATIC VIDEO PERFORMANCE - SPOT TV ESTATE

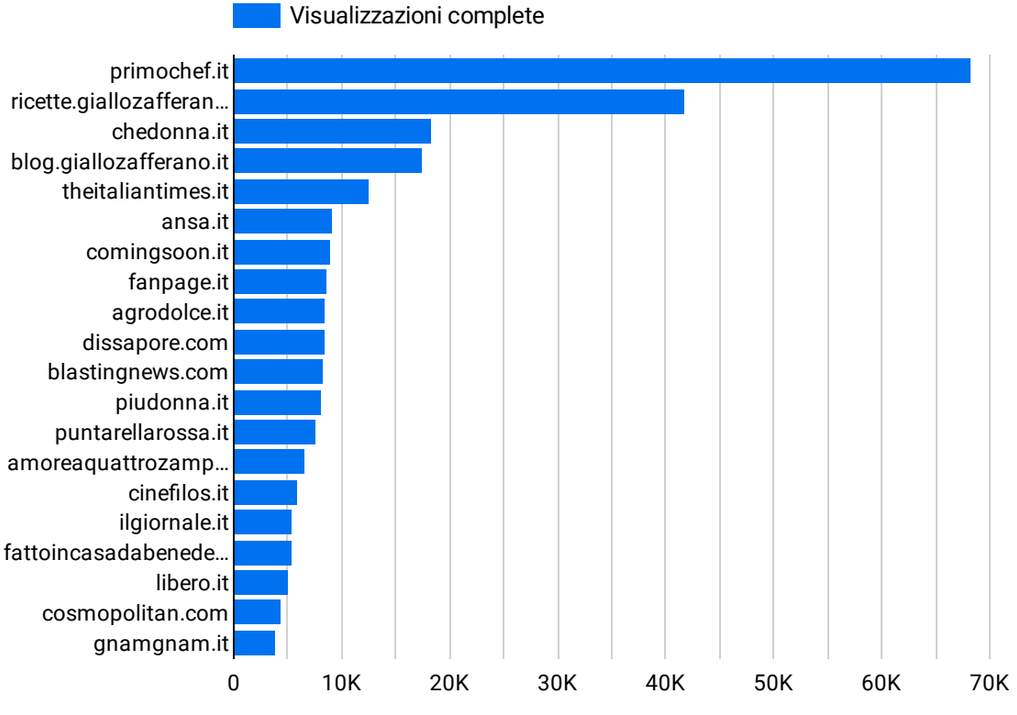
1 May 2020 - 1 Jun 2020

Importo Speso	Start del video	Accessi al sito	Visualizzazioni complete
5,011.09 €	467,790	3,069	334,815



	Sito internet di erogazione	Visualizzazioni complete
1.	primochef.it	68,271
2.	ricette.giallozafferano.it	41,732
3.	chedonna.it	18,411
4.	blog.giallozafferano.it	17,523
5.	theitaliantimes.it	12,564
6.	ansa.it	9,176
7.	comingsoon.it	8,975
8.	fanpage.it	8,615
9.	agrodolce.it	8,532
10.	dissapore.com	8,476
11.	blastingnews.com	8,369
12.	piudonna.it	8,228
13.	puntarellarossa.it	7,611

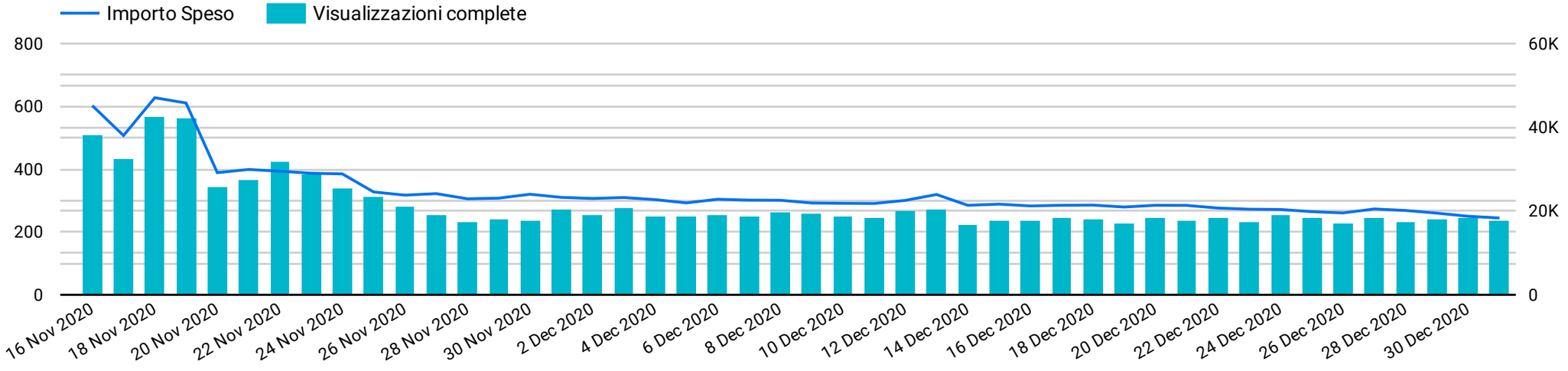
1 - 21 / 21



PROGRAMMATIC VIDEO PERFORMANCE - SPOT TV AUTUNNO

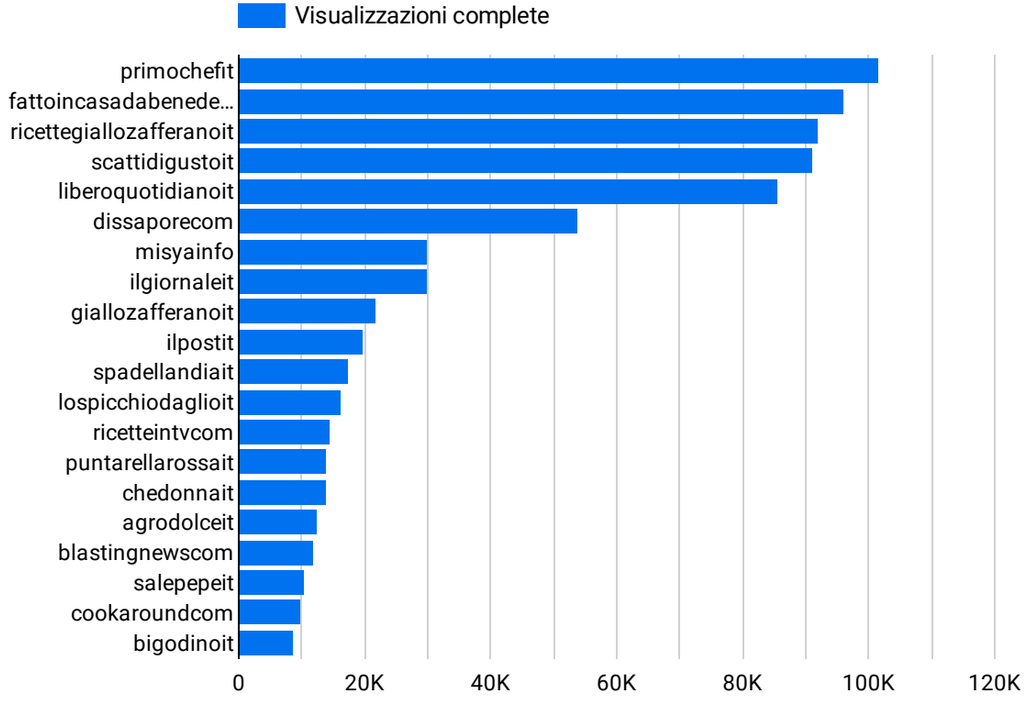
1 Nov 2020 - 31 Dec 2020

Importo speso	Start del video	Accessi al sito	Visualizzazioni complete
15,017.18 €	1,384,070	10,522	987,490



	Sito internet di erogazione	Visualizzazioni complete
1.	primochefit	101,741
2.	fattoincasadabenedettait	96,016
3.	ricettegiallozafferanoit	92,153
4.	scattidigustoit	91,097
5.	liberoquotidianoit	85,653
6.	dissaporecom	54,000
7.	misyainfo	30,136
8.	ilgiornaleit	29,861
9.	giallozafferanoit	21,715
10.	ilpostit	19,942
11.	spadellandiait	17,542
12.	lospicchiodaglioit	16,312
13.	ricetteintvcom	14,510

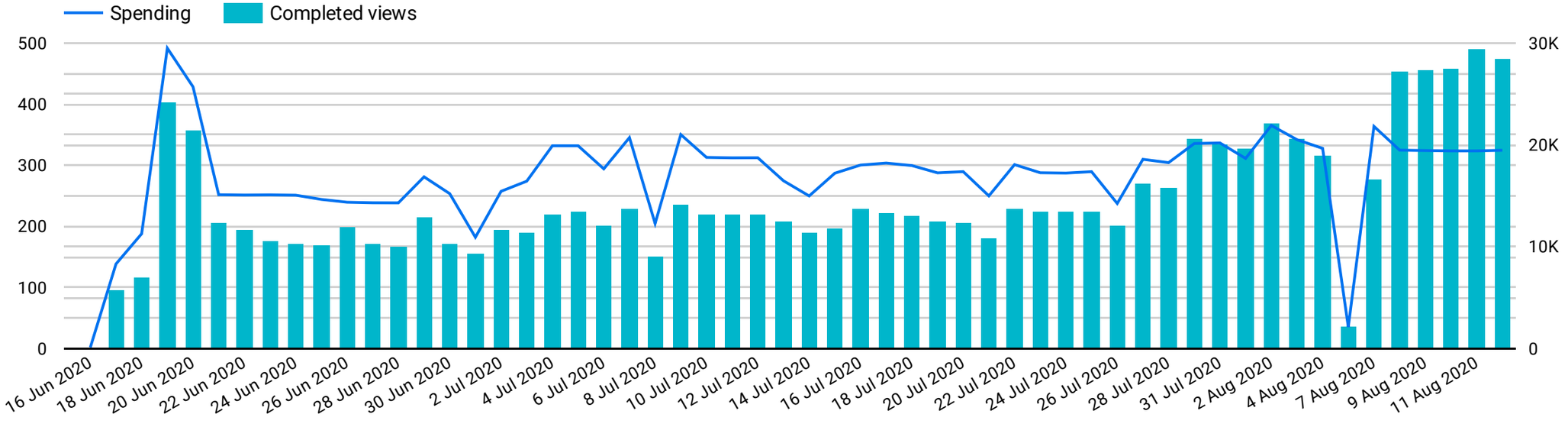
1 - 44 / 44



YT VIDEO PILLOLE ESTATE

1 Jun 2020 - 31 Aug 2021

Spending	Start del video	Visualizzazioni complete	Accessi al sito
15,848.29 €	1,325,223	808,839	3,605

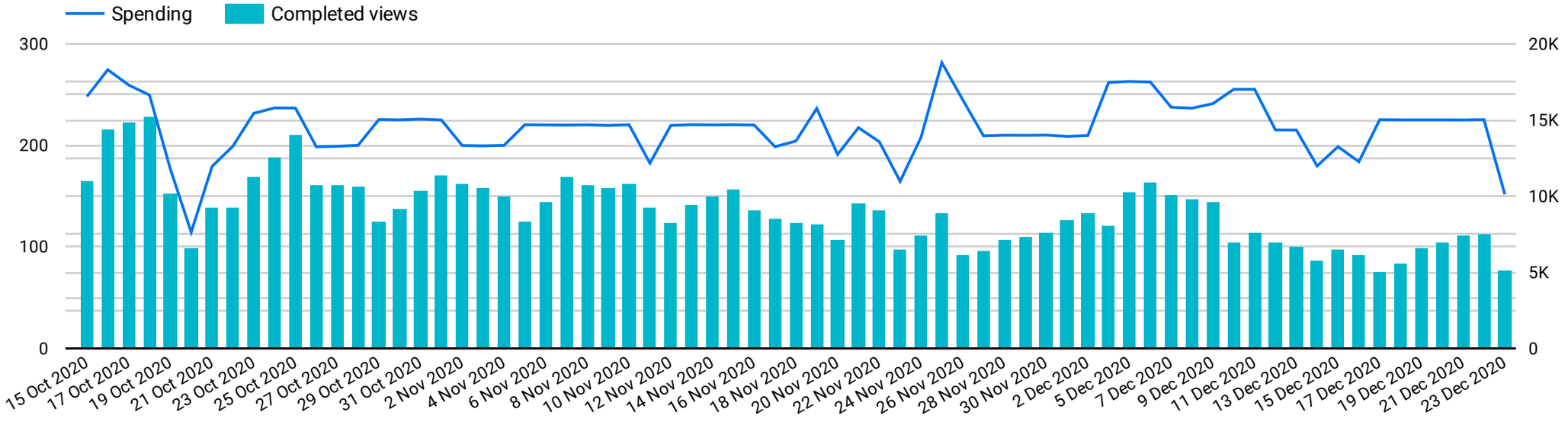


Pillola N°	Importo Speso	Impressions	Visualizzazioni complete	Clic al link
Pillola 1	1,247.79 €	97,884	58,657	244
Pillola 2	1,249.17 €	83,302	55,263	278
Pillola 3	1,250.62 €	87,092	55,563	282
Pillola 4	2,015.99 €	154,207	85,019	392
Pillola 5	2,015.82 €	155,225	87,006	427
Pillola 6	2,016.76 €	153,379	88,043	448
Pillola 8	2,017.29 €	193,418	122,100	491
Pillola 7	2,016.32 €	161,897	98,278	474
Pillola 9	2,018.53 €	238,819	158,910	569

YT VIDEO PILLOLE AUTUNNO

1 Sept 2020 - 31 Dec 2021

Spending	Start del video	Visualizzazioni complete	Accessi al sito
15,010.10 €	1,193,385	625,109	2,147

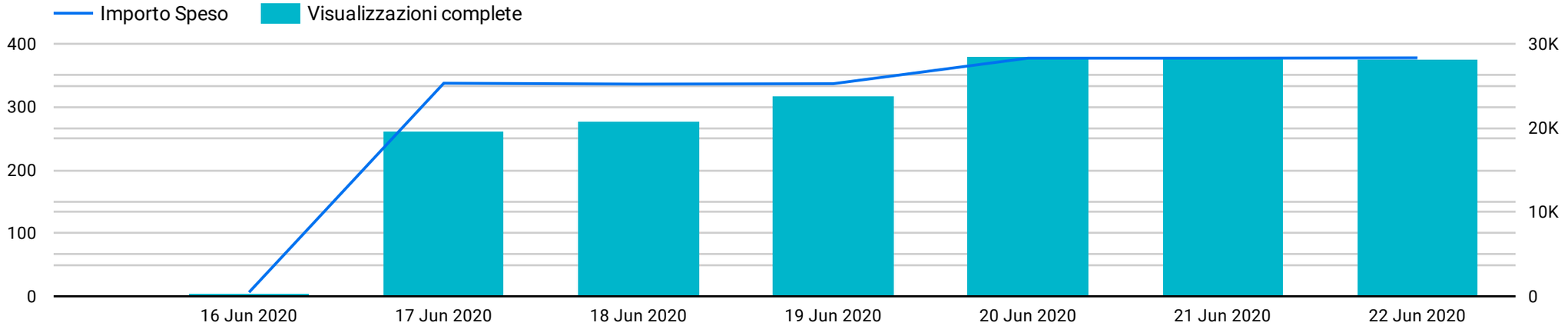


Pillola N°	Importo Speso	Impressions	Visualizzazioni complete	Clic al link
Pillola 10	1,500.49 €	120,346	81,662	204
Pillola 11	1,500.73 €	122,357	79,403	227
Pillola 12	1,499.11 €	149,821	70,752	317
Pillola 13	1,501.49 €	139,845	70,577	250
Pillola 14	1,501.92 €	141,202	63,990	237
Pillola 17	1,501.3 €	111,224	58,724	167
Pillola 15	1,500.94 €	117,175	56,853	209
Pillola 16	1,501.19 €	102,982	52,089	166
Pillola 18	1,501.66 €	91,541	46,736	190
Pillola 19	1,501.27 €	96,892	44,323	180

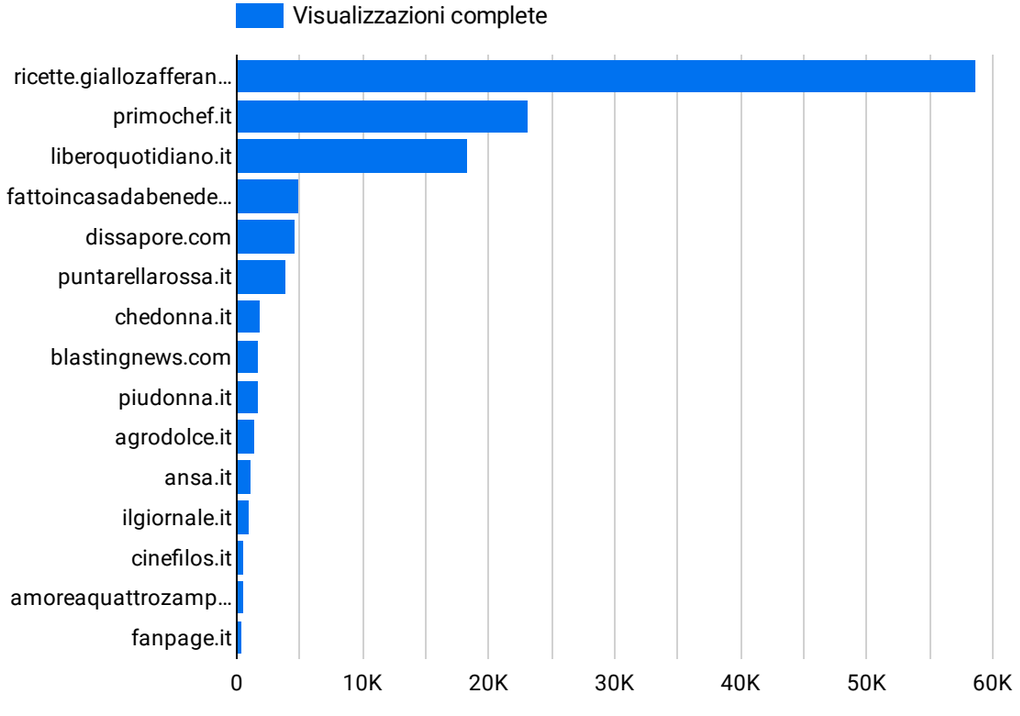
PROGRAMMATIC VIDEO KITCHEN SOUND PERFORMANCE

1 Jun 2020 - 20 Jul 2020

Spending	Impressions	Accessi al sito	Visualizzazioni complete
2,146.77 €	238,899	1,477	149,616



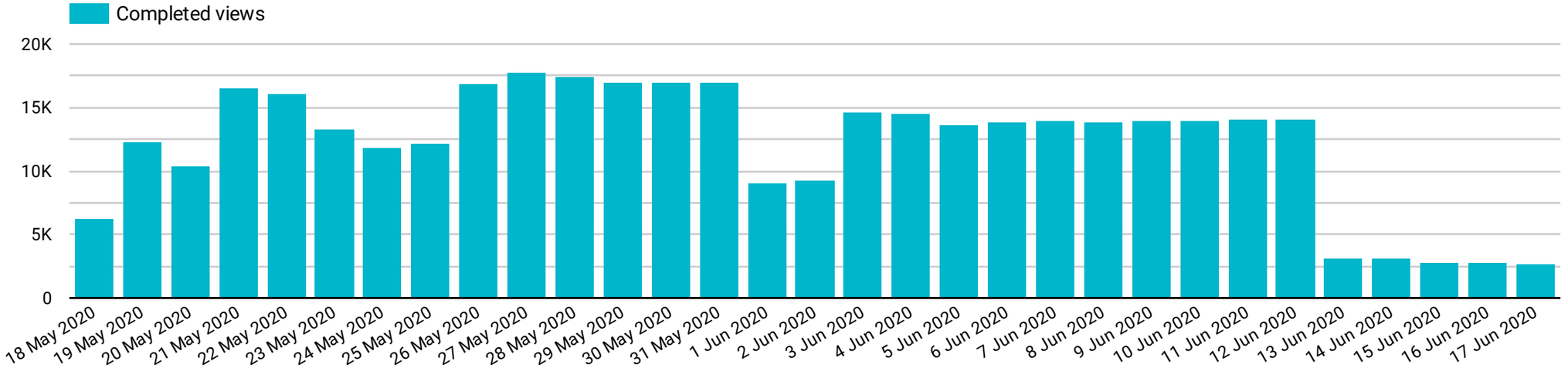
	Sito internet di erogazione	Visualizzazioni complete ▾
1.	ricette.giallozafferano.it	58,721
2.	primochef.it	23,138
3.	liberoquotidiano.it	18,357
4.	fattoincasadabenedetta.it	4,912
5.	dissapore.com	4,702
6.	puntarellarossa.it	3,982
7.	chedonna.it	1,856
8.	blastingnews.com	1,811
9.	piudonna.it	1,801
10.	agrodolce.it	1,527
11.	ansa.it	1,197
12.	ilgiornale.it	977
13.	cinefilos.it	649
14.	amoreaquattrozampe.it	564
15.	fanpage.it	440

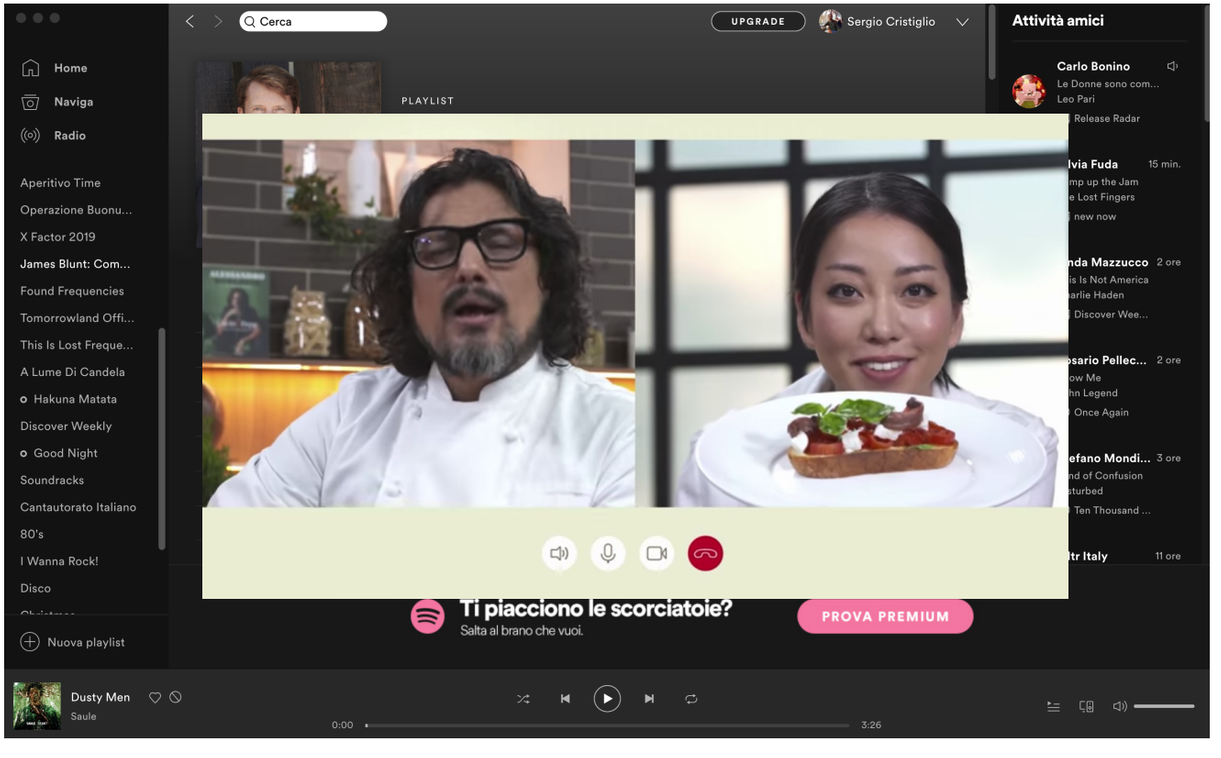


SPOTIFY

1 May 2020 - 30 Jun 2020

Spending	Start del video	Accessi al sito	Visualizzazioni complete
10,006.90 €	421,449	2,705	412,760

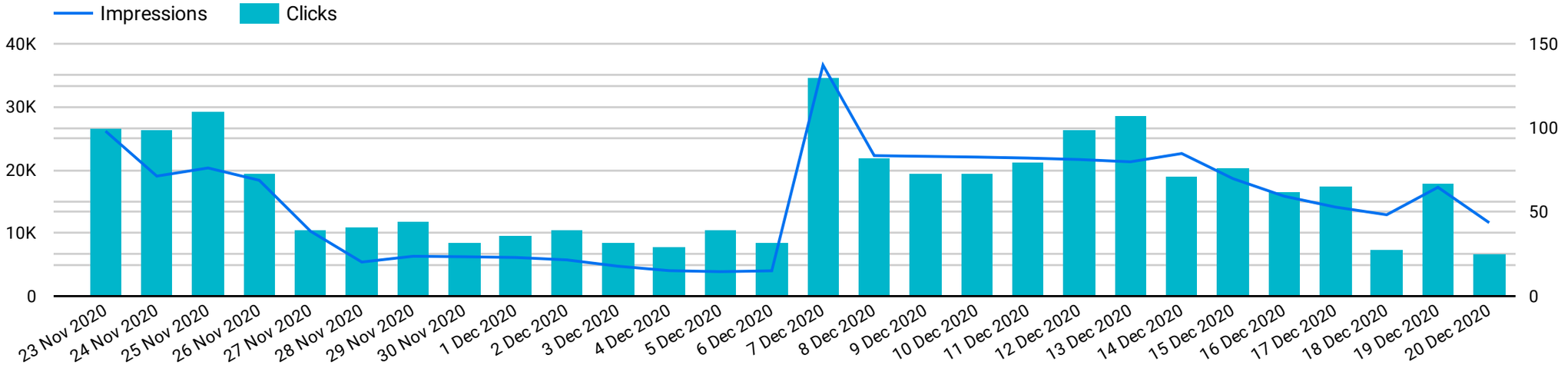


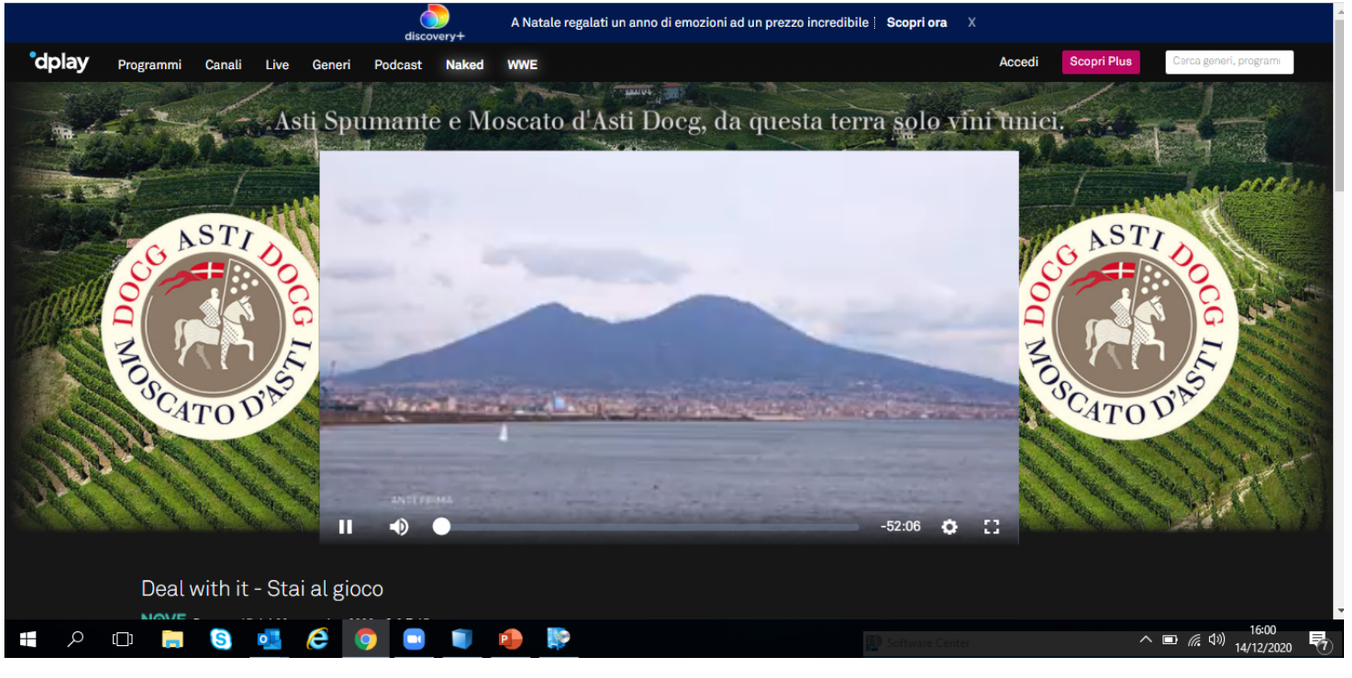


DISCOVERY DISPLAY PERFORMANCE

1 Apr 2020 - 31 Dec 2020

Importo Speso	Impressions	Accessi al sito
5,090.94 €	420,739	1,783

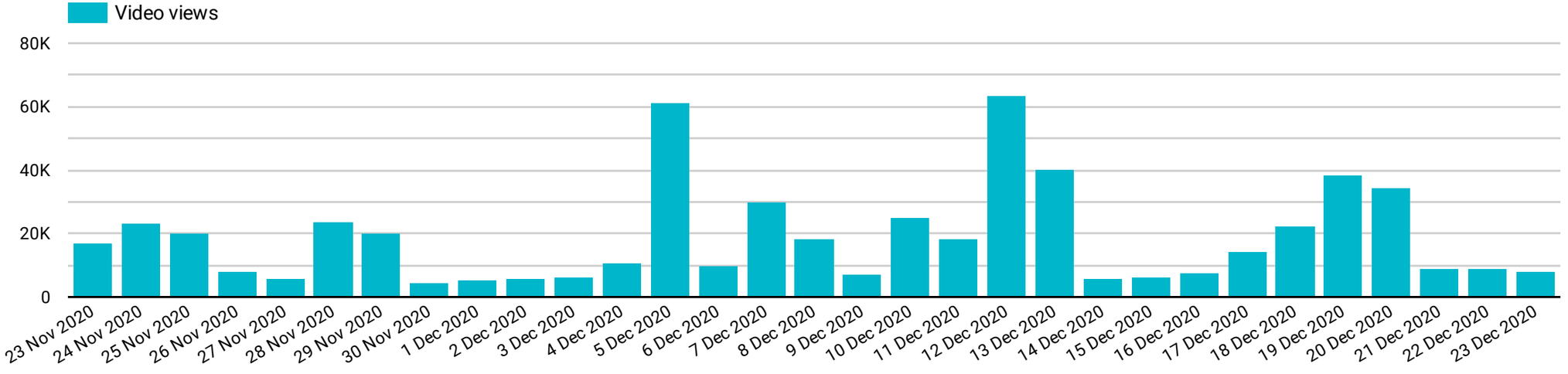


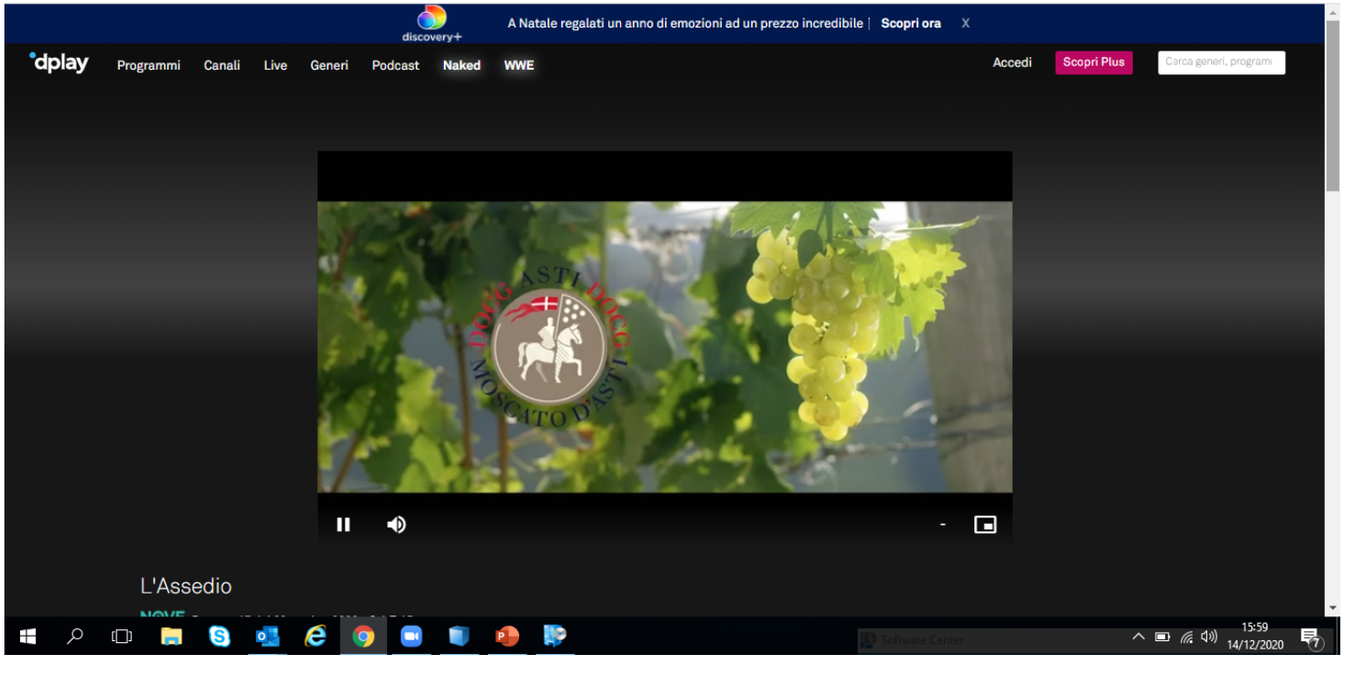


DISCOVERY VIDEO PERFORMANCE

1 Apr 2020 - 31 Dec 2020

Importo Speso	Impressions	Accessi al sito	Visualizzazioni del video
14,908.15 €	738,027	11,291	639,481





TOTALE

Importo Speso	Impressions	Visualizzazioni del video	Clic al link
141,805.86 €	46,996,284	14,227,274	79,628

Canale ▲	Importo Speso	Impressions	Visualizzazioni del video	Clic al link
Discovery display	5,100 €	420,739	null	1,783
Discovery video	14,900 €	738,030	639,484	11,291
Mediamond	10,000 €	590,034	590,018	26,337
Programmatic ABKS	2,146.77 €	238,899	149,616	1,477
Programmatic display	10,000 €	2,152,380	null	5,535
Programmatic spot Autunno	15,000 €	1,384,070	987,490	10,522
Programmatic spot Estate	5,000 €	467,790	334,815	3,069
Social	38,810.8 €	38,064,285	9,679,143	11,157
Spotify	10,000 €	421,449	412,760	2,705
YouTube video pillole Autunno	15,000 €	1,193,385	625,109	2,147
YouTube video pillole Estate	15,848.29 €	1,325,223	808,839	3,605
Grand total	**141,805.86 €**	**46,996,284**	**14,227,274**	**79,628**







GRAZIE

HUB09
brand
people