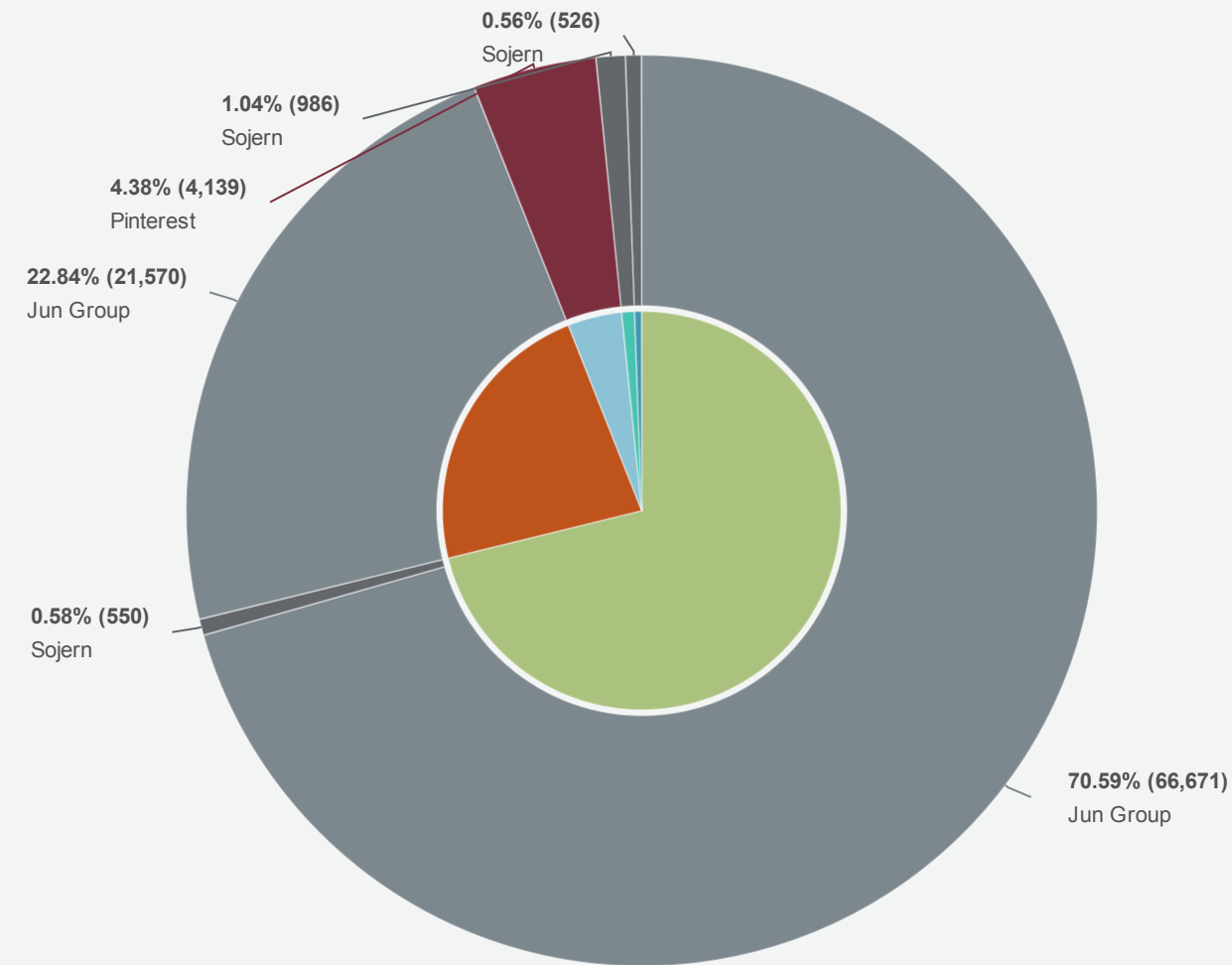


## FY22 Warm Joint Venture - Southeast Montana

### Impressions by Partner - Month of July

Impressions



### Total Delivery: All Partners and Placements - Campaign to-date

Partner [Pa...	Media Type ...	Target Audi...	# Impressions ↓	# Clicks	# CTR	# Media Spend	# CPM
Sojern	All	All	3,029,810	3,785	0.12 %	\$20,001	\$7
	Banner Display	All	1,373,552	1,253	0.09 %	\$6,667	\$5
		Educated Trav...	1,373,552	1,253	0.09 %	\$6,667	\$5
	Native Display	All	1,160,546	1,237	0.11 %	\$6,667	\$6
		Educated Trav...	1,160,546	1,237	0.11 %	\$6,667	\$6
	CTV/OTT/Video	All	495,712	1,295	0.26 %	\$6,667	\$13
		Educated Trav...	495,712	1,295	0.26 %	\$6,667	\$13
Pinterest	All	All	1,102,116	15,998	1.45 %	\$10,000	\$9
	Social	All	1,102,116	15,998	1.45 %	\$10,000	\$9
		Educated Trav...	1,102,116	15,998	1.45 %	\$10,000	\$9
Jun Group	All	All	149,323	33,223	22.25 %	\$10,000	\$67
	Banner Display	All	112,382	166	0.15 %	\$0	\$0
<b>Total</b>			<b>4,281,249</b>	<b>53,006</b>	<b>1.24 %</b>	<b>\$40,000</b>	<b>\$9</b>

1 - 15 of 15 items



### Notes on total campaign deliveries:

- Delivered over 4.2MM impressions overall.
- 53K clicks achieved at a 1.24% CTR overall.
- Campaign has delivered in full.