

# Vintage Market Days

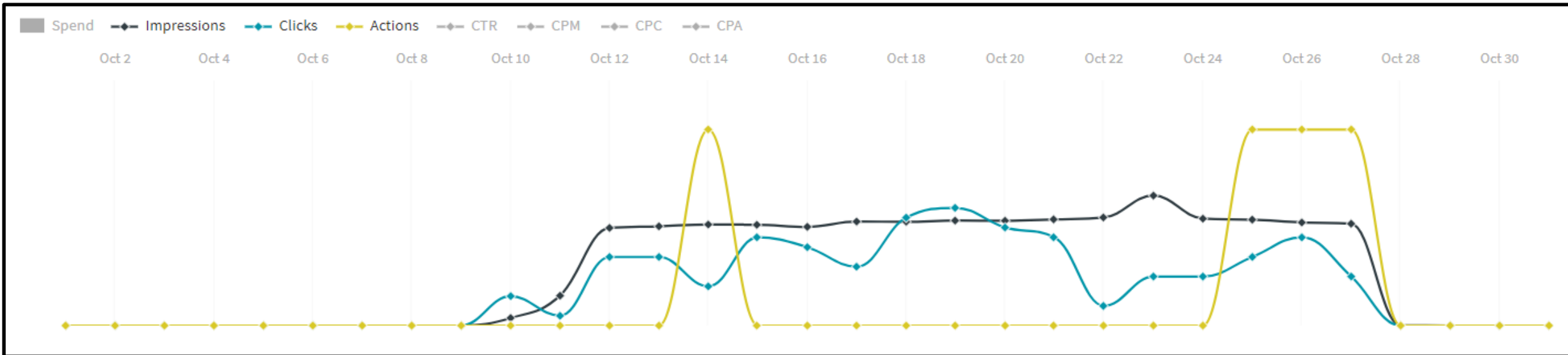
Advertiser report – 10/10/2019 - 10/27/2019



MANSELL MEDIA

# Campaign Delivery

Vintage Market Days – Campaign – 10/10/2019 – 10/27/2019



During the month of October, Vintage Market Days online display ads promoting their fall marketplace were viewed 69,958 times and resulted in 120 engagements (or 120 visits to their website to learn more about the event). In order to target shoppers who enjoy custom crafts and who fit the Vintage Market Days of Mississippi’s ideal demo, the campaign strategically targeted mobile users who recently attended the Canton Flea Market. Vintage Market Days display ads were served to individuals within the Jackson metro area as well as people outside of the market, including Atlanta, Meridian, Starkville, and Denham Springs, LA. Additionally, the campaign over delivered by 7,458 impressions which resulted in additional brand and message exposure.



**69,958**

Served Impressions



**0.17%**

Click-Through Rate



**120**

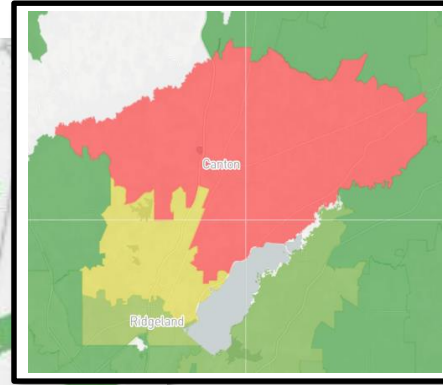
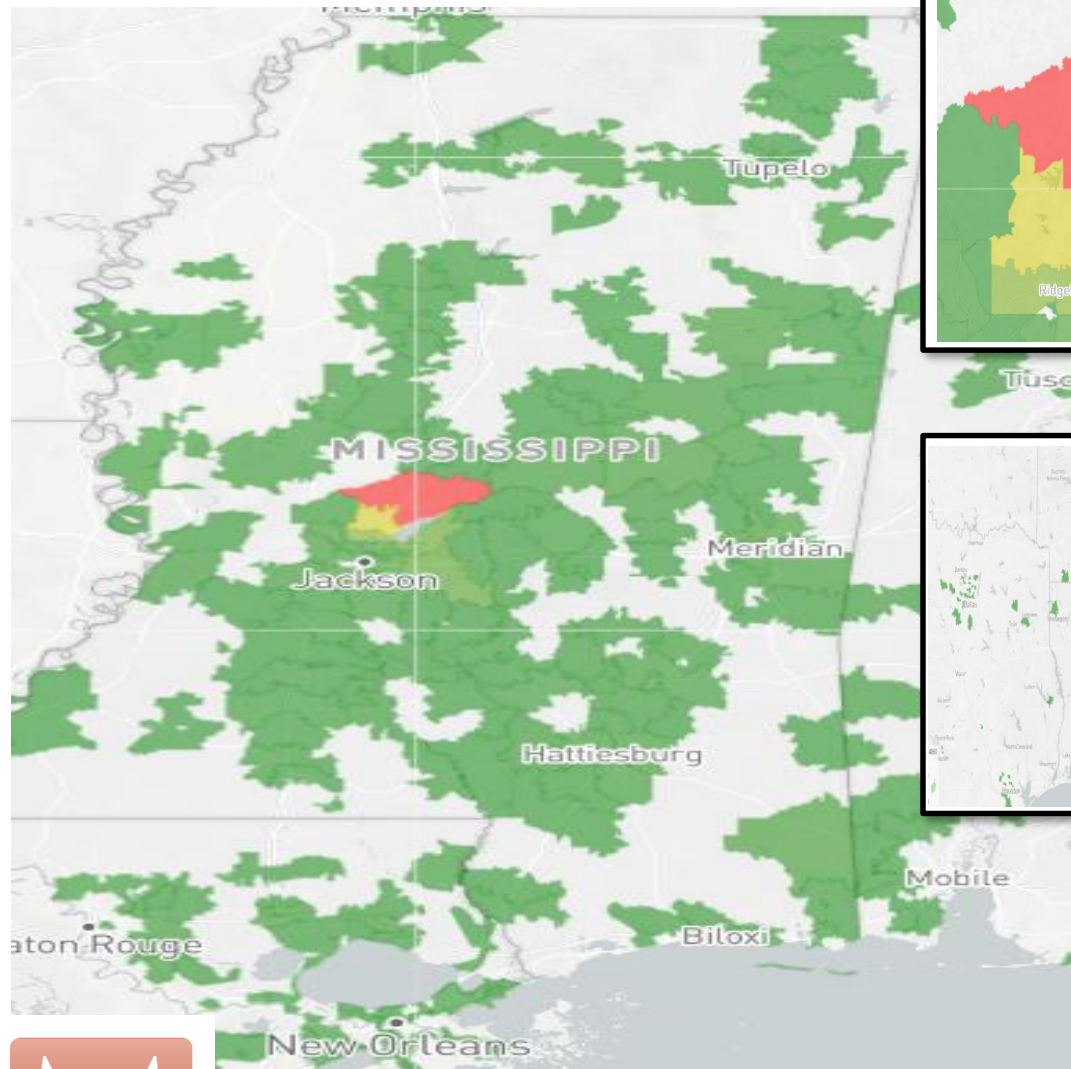
Clicks

NOTE: The campaign was targeted and optimized based on local events within the metro market, i.e. The Canton Flea Market. The campaign captured mobile users during the event and then retargeted them with the Vintage Market Day messaging up until the campaign end date of October 27<sup>th</sup>.

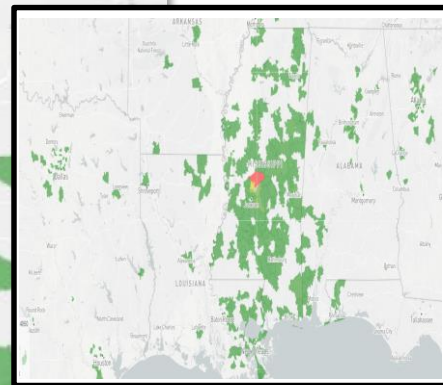


# Geographic Delivery

Vintage Market Days – Geography – 10/10/2019 – 10/27/2019



\* Targeted Event Location



\* States where ads were served include TX, LA, MS, AL, TN, AR, GA and KS

## TOP 25 PERFORMING POSTAL CODES

	Zip Code	City	Impressions
1	39046	Canton, MS	14,050
2	39110	Madison, MS	5,897
3	39157	Ridgeland, MS	2,942
4	39047	Brandon, MS	1,861
5	39042	Brandon, MS	1,496
6	39203	Jackson, MS	1,252
7	30319	Atlanta, GA	1,193
8	67570	Pretty Prairie, KS	1,025
9	30309	Atlanta, GA	901
10	39211	Jackson, MS	890
11	30334	Atlanta, GA	816
12	39212	Jackson, MS	614
13	39305	Meridian, MS	611
14	39208	Pearl, MS	542
15	39402	Brandon, MS	524
16	39206	Jackson, MS	469
17	39452	Lucedale, MS	469
18	39350	Philadelphia, MS	462
19	39759	Starkville, MS	452
20	39209	Jackson, MS	432
21	39051	Carthage, MS	343
22	39073	Florence, MS	332
23	39339	Louisville, MS	324
24	70726	Denham Springs, LA	323
25	39354	Coy, MS	321

\*Note: The postal codes listed above reflect the top 25 postal codes where Vintage Market Days display impressions were served. Once individuals left the targeted event (The Canton Flea Market in Canton, MS on October 10<sup>th</sup>), they were served ads within these geographical locations. The top performing areas include the Jackson Metro area as well as Meridian, Starkville, Atlanta, Pretty Prairie (KS), and Denham Springs (LA).

# Creative Delivery

Vintage Market Days – Creative Delivery – 10/10/2019 – 10/27/2019



**Ad Unit Size: 300x250**  
Placement Location: Mobile  
Impressions: 7,974  
Clicks: 11  
Click Through Rate: 0.14%



**Ad Unit Size: 320x50**  
Placement Location: Mobile  
Impressions: 61,984  
Clicks: 109  
Click Through Rate: 0.18%

