

# HANSESTDÄTE@HolidayCheck

Reporting 21.04.–16.06.2023

## Version 1



## Version 2



# Display Advertisement Poster Ad

Placement:	Holidaycheck.de /at /ch
Period:	21.04. – 12.06.2023
Creative:	375x680px
Targeting:	North Rhine-Westphalia, Lower Saxony
	FQ = 5/day

● 250.000 Booked Ad Impressions

### Version 1

● 151.502 Delivered Als

● 264 Delivered Clicks

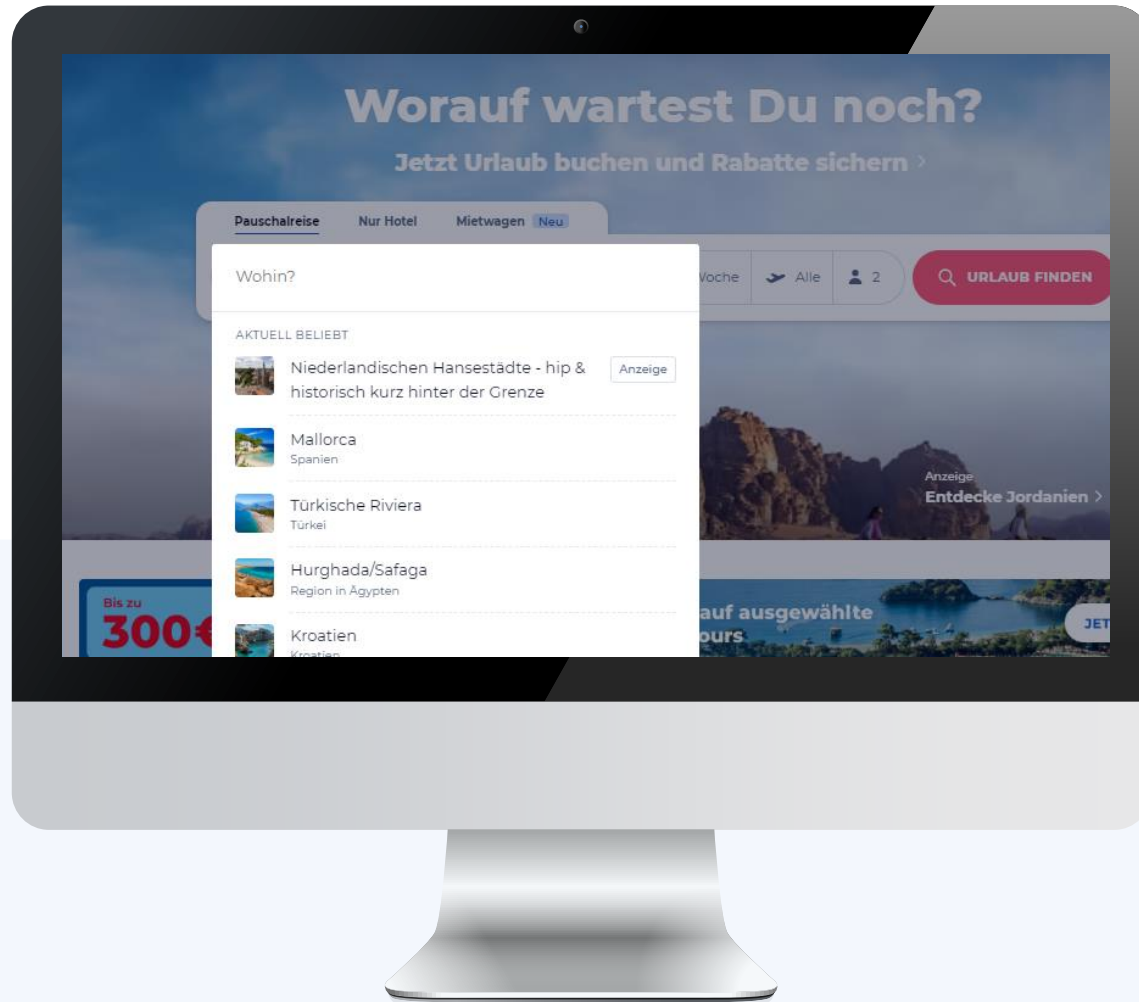
● 0,17% CTR

### Version 2

● 98.498 Delivered Als

● 192 Delivered Clicks

● 0,19% CTR



# Searchbox Home

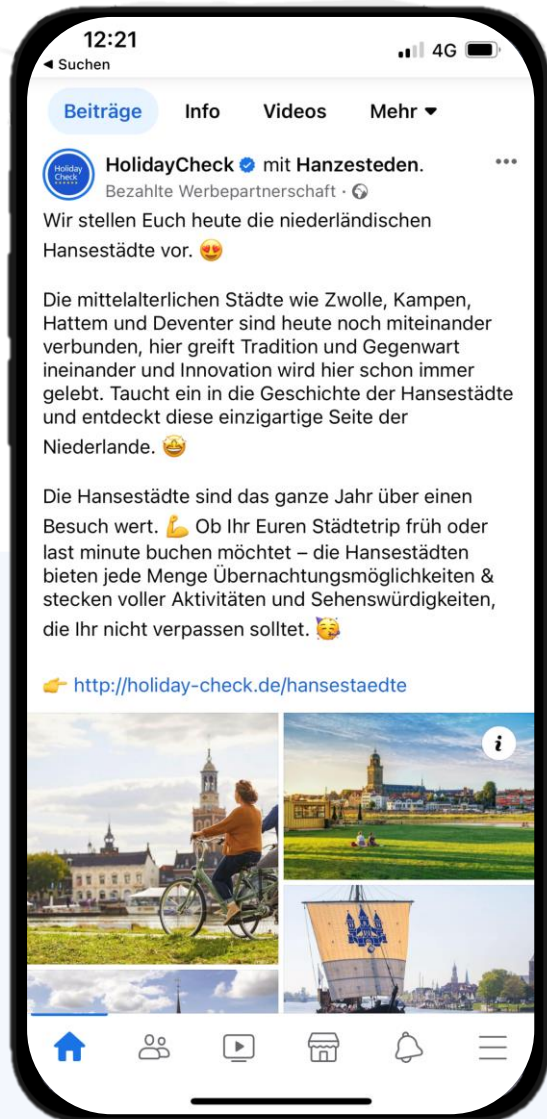
Placement: Holidaycheck.de /at /ch

Period: 30.05. – 05.06.2023

● 540.655 Views

● 405 Clicks

● 0,07% CTR



# Facebook Post

Placement: HolidayCheck Facebook Feed

Date: 27.05.2023

384.608 Reach

33 Interactions

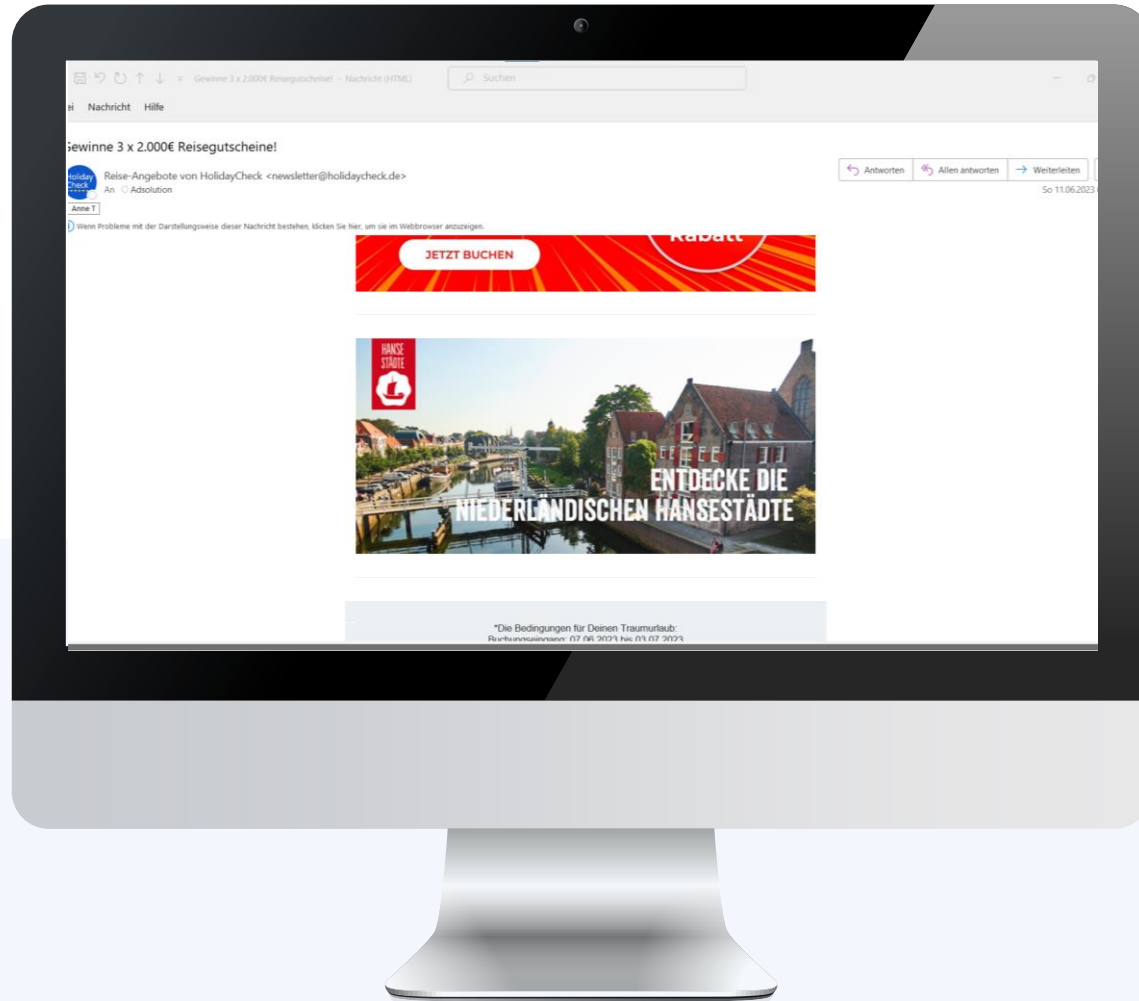
57 Link Clicks



# Engagement Ad

Period: 03.05. – 14.06.2023

4.000 Booked Engagement	4.057 Delivered Engagement
511.410 Delivered AIs	1.148 Linkouts
0,79% Engagement Rate	28,30% Click Rate



# Newsletter Integration

Placement: HolidayCheck Newsletter

Date: 11.06.2023

- 121.000 – 122.000 Recipients
- 24,97% Openingrate
- 55 Clicks
- 1,04% (Percentage of all clicks from the newsletter)