

Campaign Statistics report



MediaKing

Making your WiFi smarter

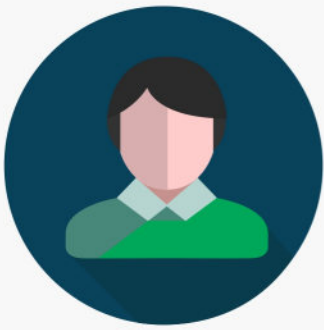
CLIENT



Coca-Cola HBC
«Shake and Take»



Google
Analytics



CLIENT

Coca-Cola

During the campaign, the client was advertising at 84 locations in several cities of Croatia where Media King has installed WiFi Billboard system.

Coca-Cola HBC Shake and Take

The statistics are for the period of 1.9.2017. until 30.9.2017.

STRATEGY & PLAN

ADVERTISING TIMEFRAME

DEMOGRAPHICS

The client did not perform any specific demographic targeting.

AD CHANGES

The client did not perform any changes to the ad during the campaign in WiFi Billboard system.

€20.000

BUDGET

During the campaign the total number of views and web-redirections was 141.844.

VIEWS





VIEWS

The contract price per view was €0.20

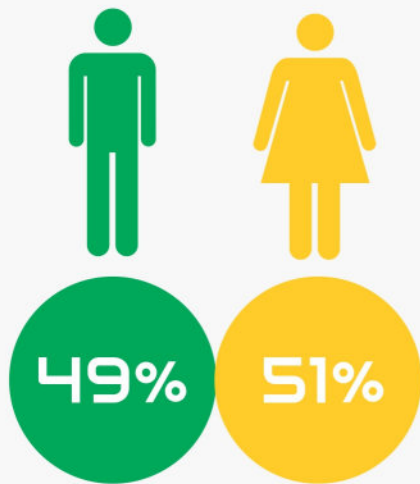
Free views are those left unallocated within the WiFi Billboard system.

Relized price per view was €0.14

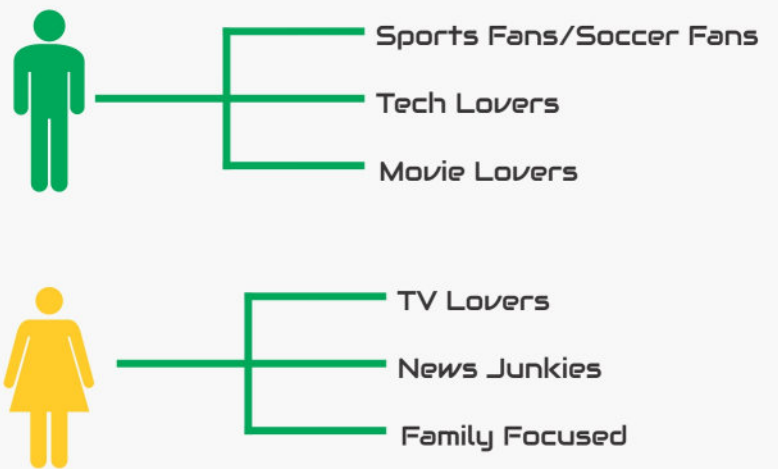




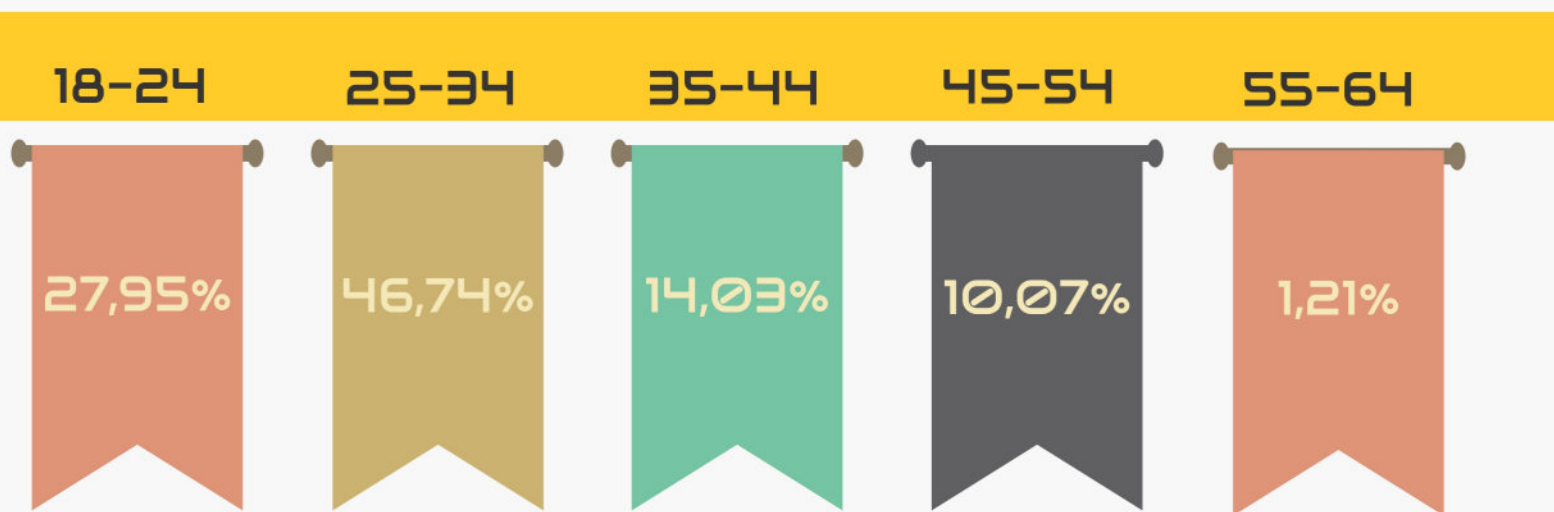
VISITORS



INTERESTS



AGE





TECHNOLOGY

APPLE IPHONES (all models)

3,59%

Samsung GT-I9301I Galaxy S III Neo+

6,93%

Samsung SM-G900F Galaxy S5

3,03%

Samsung SM-G920F Galaxy S6

3,02%

DESKTOP PC
0,69 %



TABLETS
0,53 %

MOBILE PHONES
98,78 %