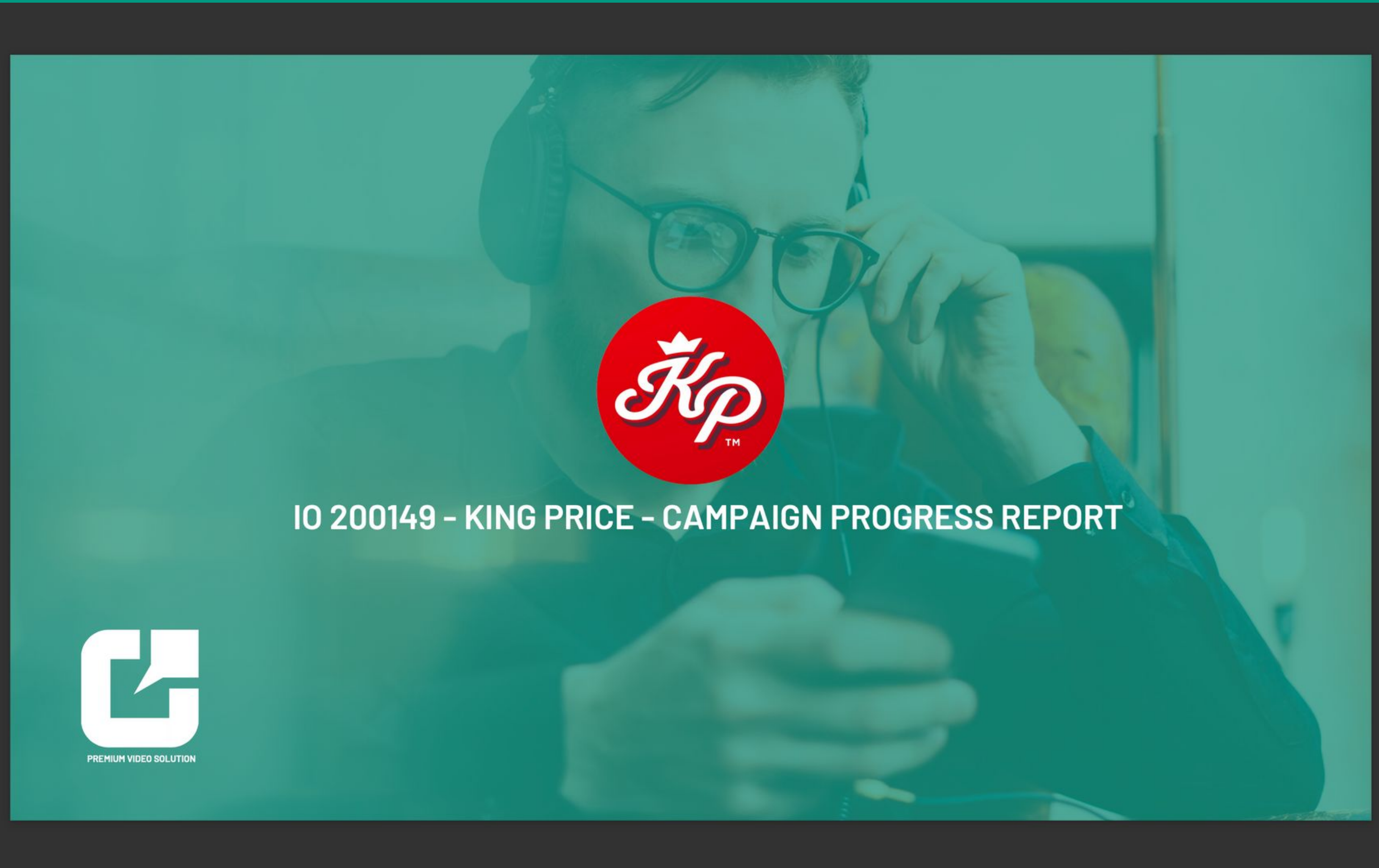


Real Client Post Campaign Reporting



IO 200149 - KING PRICE - CAMPAIGN PROGRESS REPORT



CAMPAIGN OVERVIEW

King Price teamed up with Oovvuu to reach engaged audiences across publishers such as [News24.co.za](https://www.news24.co.za), [Timeslive.co.za](https://www.timeslive.co.za), [Netwerk24.co.za](https://www.netwerk24.co.za), [iol.co.za](https://www.iol.co.za), [DailySun.co.za](https://www.daily.sun.co.za) and more with a highly viewable user initiated instream video ad format.

THE AD FORMAT



CLICK-TO-PLAY



30 SECOND



AUDIO ON



SKIPPABLE

CAMPAIGN DETAILS



DIRECT IO



21/7/2022 - 7/8/2022



CROSS DEVICE



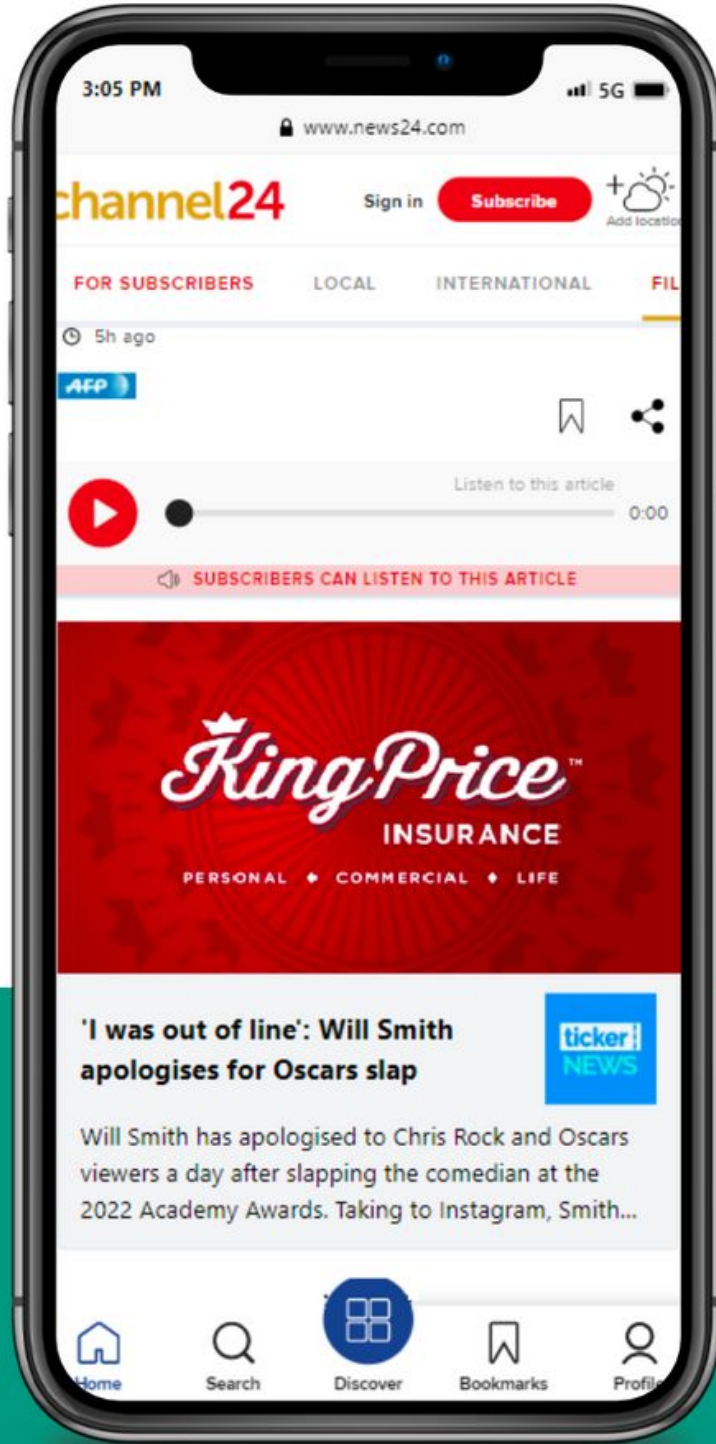
1,115,000



R180



R200,000



CAMPAIGN RESULTS

1,190,716
IMPRESSIONS SERVED

110,196
CLICKS GENERATED

147,309
COMPLETED VIEWS

CAMPAIGN HIGHLIGHTS

Win Fill %

Completion Rate

Viewability Rate

CPCV

Click Rate

90.82%

12.37%

83.56%

R1.35

9.25%

% of Wins that
resulted in an
impression

% of ads that were
watched to 100%
completion

10% Higher
than global
benchmarks
[Based on MOAT
Viewability]

Cost Per
Completed
View

7X Higher
than global
benchmarks