

Gain Insight

Half the money

“ *I spend on advertising is wasted; the trouble is I don't know which half.* ”

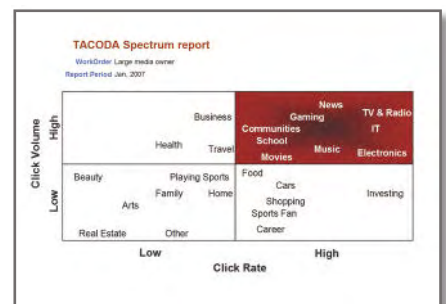
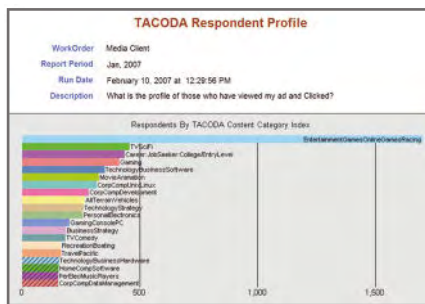
John Wanamaker, US retailer and father of modern advertising (1838 - 1922)

TACODA *Insight*™ Reports

John Wanamaker couldn't have coined this famous quote if he had TACODA *Insight Reports*. A great loss for humorists, perhaps, but **good news for advertisers' marketing budgets**. An inclusive part of every TACODA campaign, *Insight reports* mean your campaigns work more effectively - virtually **eliminating waste**.

Insight reports can tell you how 350 different audience segments responded to your brand or product - by click-through rate, by the personal interests of those who clicked on the ad and by conversion rate. This data helps you **refine current campaign performance** and reveals **new behavioural segments** for future campaigns.

TACODA Work Order/Content Category					
WorkOrder Large online directory					
Report Period Jan, 2007					
Run Date February 08, 2007 at 10:48:12 AM					
Description WorkOrder/Category					
Audience Interest	Unique Audience	Impressions	Clicks	CTR	% of Unique
Total	223,555	678,914	471	0.069%	100.00%
ShoppingHome&GardenOther	4	20	2	10.00%	0.002%
TravelPacific	16	48	1	2.08%	0.006%
SLVCompact	78	200	2	1.00%	0.038%
Classifieds	99	397	2	0.50%	0.049%
SLVLuxury	254	834	4	0.48%	0.125%
TravelIsrael	91	230	1	0.435%	0.046%
TravelBoston	74	285	1	0.351%	0.038%
SportsExotic	405	1,838	5	0.305%	0.199%
EntertainmentGamesOnlineGamesRacing	3,089	10,070	30	0.298%	1.819%
SportsMotor	1,709	6,140	17	0.277%	0.84%
HomeCompCompAccessories	137	433	1	0.238%	0.067%
Motorcycles	2,828	9,913	21	0.235%	1.289%



TACODA[®]
Where the people are