



Untitled Report Jan-1-2021 to Aug-12-2021

Campaign Name	Delivery Status
Post: "District Court Judge David Gibson Jr., of the..."	recently_completed
Post: "Family Law Attorneys Lance White, Mel Grimes;..."	completed
Post: "Retired District Court Judge Cheryl Moss, of the..."	recently_completed
Post: "Certified Family Law Specialists Marshal Willick,..."	completed
Post: "The Honorable Gerald Hardcastle, Eighth Judicial..."	archived
Post: "The Honorable Timothy Williams, Eighth Judicial..."	completed
Post: "Keith Lee, paid lobbyist for the Judges of..."	completed
Post: "The Honorable David Gibson Jr., Eighth Judicial..."	completed
Post: "Family Law Attorneys Jason Stoffel, Nicole..."	active
Post: "The Honorable Tamatha Schreinert, Second Judicial..."	completed
Post: "Certified Family Law Specialist Emily McFarling;..."	completed
Post: "District Court Judge Charles Hoskin's transfer of..."	completed
Post: "Investigative Journalist Doug Poppa and Storey..."	recently_completed
Post: "Coverage will be provided from the Commission on..."	archived
Post: "The Honorable James Wilson, First Judicial..."	completed
Post: "The Honorable Jessica Peterson, Eighth Judicial..."	completed
Post: "Briana Erickson of the Las Vegas Review-Journal..."	completed
Post: "We're proud to publish our first of a series of..."	completed
Post: "Chief Justice James Hardesty addresses the State..."	completed
Post: "Attorney Caren Cafferata-Jenkins joins us for a..."	recently_completed
Post: "Defense Attorney Natalie Whittingham Burrell..."	completed
Post: "The Honorable Steven Kosach, Eighth Judicial..."	completed
Post: "Coverage will be provided from the First Judicial..."	completed
Post: "In a letter to the Supreme Court on ADKT 0582,..."	completed
Post: "Defense Attorney Natalie Whittingham Burrell..."	completed
Post: "Coverage will be provided from the Sixth Judicial..."	completed
Post: "The Honorable Chris Wilson, Sparks Justice Court,..."	completed
Event: Todd Matthew Phillips vs Mark DiCiero	recently_completed
Post: "Family Law Attorneys Mel Grimes (NV, District 8),..."	archived
Post: "Treasurer Zach Conine interviews District Court..."	completed
Post: "Coverage will be provided from the Eighth..."	completed
Post: "The Supreme Court holds a public hearing on the..."	completed
Post: "Department L of the Eighth Judicial District Court..."	completed
Post: "Coverage will be provided from the Eighth..."	completed
Post: "The Honorable Jerry A. Wiese, Eighth Judicial..."	completed
Post: "Defense Attorney Natalie Whittingham Burrell..."	completed
Post: "Coverage will be provided from the Eighth..."	completed
Post: "Natalie Whittingham Burrell, defense attorney and..."	recently_completed
Post: "The Honorable Jessica Peterson, Eighth Judicial..."	completed
Post: "The Honorable Joe Hardy Jr., Eighth Judicial..."	completed
Post: "In a letter to the legislature, Executive..."	completed
Post: "Alex Falconi, Administrator of Our Nevada Judges,..."	completed

Post: "The Honorable Nancy Alf, Eighth Judicial..."	completed
Post: "The Honorable William Maddox, Tenth Judicial..."	completed
Post: "The Honorable Gus Sullivan, Beatty Justice Court,..."	completed
Post: "Certified Family Law Specialists Marshal S...."	completed
Post: "The Honorable Michael Montero, Sixth Judicial..."	completed
Post: "The Honorable Gus Sullivan, Beatty Justice Court,..."	completed
Post: "The Honorable Egan Walker, Second Judicial..."	completed
Post: "District Court Judge David Gibson Jr, Eighth..."	completed
Post: "The Honorable David Jones, Eighth Judicial..."	completed
Event: Marlon Brown vs Brian Williams, the Warden	completed
Post: "John P G Stiles of WWDBTV and Brittany Falconi..."	completed
Post: "Assemblyman Steve Yeager proposed an amendment..."	completed
Post: "Senior Vice President of Regulatory Affairs &..."	completed
Event: Todd Matthew Phillips vs Mark DiCiero	completed
Post: "Bob Conrad of This Is Reno publishes a 4-part..."	completed
Post: "The Honorable Michael Montero, Sixth Judicial..."	active
Post: "The Honorable Nancy Alf, Eighth Judicial..."	completed
Post: "Investigative Journalist Doug Poppa, Editor Sam..."	completed
Post: "The Honorable Kathleen Delaney, Eighth Judicial..."	completed
Post: "David Ferrara of the Las Vegas Review-Journal..."	completed
Event: A.D.K.T. 0582: Study of Commission on Judicial Discipline	completed
Post: "The Honorable Michael Montero, Sixth Judicial..."	completed
Post: "The Honorable Joe Hardy Jr., Eighth Judicial..."	completed
Post: "Judge Victor Lee Miller presides over a summary..."	completed
Post: "Family Law Attorney and former Hearing Master..."	completed
Post: "Executive Director Paul Deyhle leads a..."	completed
Post: "Perspectives Panels allow us to introduce members..."	completed
Post: "Coverage will be provided from the Eighth..."	completed
Post: "Coverage will be provided from Beatty Justice..."	completed
Post: "Chief Justice James Hardesty leads a presentation..."	completed
Post: "Jason Stoffel opens up the ceremony for District..."	completed
Post: "Family Law Attorneys Monica Caffaratti and Lance..."	completed
Post: "Keith Lee, paid lobbyist for the Judges of..."	completed
Post: "David Ferrara of the Las Vegas Review-Journal..."	archived
Post: "Todd Matthew Phillips' appeal of District Court..."	archived

Report Period: Jan 1, 2021 - Aug 12, 2021

Delivery Level	Campaign Name	Attribution Setting
campaign	Post: "District Court Judge Da	7-day click
campaign	Post: "Family Law Attorneys I	7-day click
campaign	Post: "Retired District Court J	7-day click
campaign	Post: "Certified Family Law S	7-day click
campaign	Post: "The Honorable Gerald	7-day click
campaign	Post: "The Honorable Timoth	7-day click
campaign	Post: "Keith Lee, paid lobbyis	7-day click or 1-day view
campaign	Post: "The Honorable David C	7-day click
campaign	Post: "Family Law Attorneys J	7-day click
campaign	Post: "The Honorable Tamath	7-day click
campaign	Post: "Certified Family Law S	7-day click
campaign	Post: "District Court Judge Ch	7-day click
campaign	Post: "Investigative Journalist	7-day click
campaign	Post: "Coverage will be provi	7-day click or 1-day view
campaign	Post: "The Honorable James \	7-day click
campaign	Post: "The Honorable Jessica	7-day click
campaign	Post: "Briana Erickson of the	7-day click
campaign	Post: "We're proud to publi	7-day click or 1-day view
campaign	Post: "Chief Justice James Ha	7-day click or 1-day view
campaign	Post: "Attorney Caren Caffer	7-day click
campaign	Post: "Defense Attorney Nata	7-day click
campaign	Post: "The Honorable Steven	7-day click
campaign	Post: "Coverage will be provi	7-day click
campaign	Post: "In a letter to the Supre	7-day click
campaign	Post: "Defense Attorney Nata	7-day click
campaign	Post: "Coverage will be provi	7-day click or 1-day view
campaign	Post: "The Honorable Chris W	7-day click
campaign	Event: Todd Matthew Phillips	7-day click
campaign	Post: "Family Law Attorneys I	7-day click or 1-day view
campaign	Post: "Treasurer Zach Conine	7-day click or 1-day view
campaign	Post: "Coverage will be provi	7-day click
campaign	Post: "The Supreme Court ho	7-day click
campaign	Post: "Deparment L of the Ei	7-day click
campaign	Post: "Coverage will be provi	7-day click or 1-day view
campaign	Post: "The Honorable Jerry A.	7-day click or 1-day view
campaign	Post: "Defense Attorney Nata	7-day click
campaign	Post: "Coverage will be provi	7-day click
campaign	Post: "Natalie Whittingham B	7-day click
campaign	Post: "The Honorable Jessica	7-day click
campaign	Post: "The Honorable Joe Har	7-day click
campaign	Post: "In a letter to the legisl	7-day click or 1-day view
campaign	Post: "Alex Falconi, Administr	7-day click or 1-day view

campaign	Post: "The Honorable Nancy , 7-day click
campaign	Post: "The Honorable William 7-day click
campaign	Post: "The Honorable Gus Sul 7-day click
campaign	Post: "Certified Family Law Sç 7-day click
campaign	Post: "The Honorable Michael 7-day click
campaign	Post: "The Honorable Gus Sul 7-day click or 1-day view
campaign	Post: "The Honorable Egan W 7-day click or 1-day view
campaign	Post: "District Court Judge Da 7-day click
campaign	Post: "The Honorable David J 7-day click
campaign	Event: Marlon Brown vs Briar 7-day click
campaign	Post: "John P G Stiles of WWI 7-day click
campaign	Post: "Assemblyman Steve Ye 7-day click or 1-day view
campaign	Post: "Senior Vice President c 7-day click
campaign	Event: Todd Matthew Phillips 7-day click
campaign	Post: "Bob Conrad of This Is R 7-day click
campaign	Post: "The Honorable Michael 7-day click
campaign	Post: "The Honorable Nancy , 7-day click or 1-day view
campaign	Post: "Investigative Journalist 7-day click
campaign	Post: "The Honorable Kathleen 7-day click or 1-day view
campaign	Post: "David Ferrara of the La 7-day click
campaign	Event: A.D.K.T. 0582: Study o 7-day click
campaign	Post: "The Honorable Michael 7-day click or 1-day view
campaign	Post: "The Honorable Joe Har 7-day click
campaign	Post: "Judge Victor Lee Miller 7-day click or 1-day view
campaign	Post: "Family Law Attorney a 7-day click or 1-day view
campaign	Post: "Executive Director Pau 7-day click or 1-day view
campaign	Post: "Perspectives Panels all 7-day click
campaign	Post: "Coverage will be provi 7-day click or 1-day view
campaign	Post: "Coverage will be provi 7-day click or 1-day view
campaign	Post: "Chief Justice James Ha 7-day click or 1-day view
campaign	Post: "Jason Stoffel opens up 7-day click or 1-day view
campaign	Post: "Family Law Attorneys I 7-day click
campaign	Post: "Keith Lee, paid lobbyist 7-day click
campaign	Post: "David Ferrara of the La 7-day click
campaign	Post: "Todd Matthew Phillips 7-day click



Result Type	Results	Reach
ThruPlay	1146.00	6028
ThruPlay	36.00	73
ThruPlay	752.00	4824
ThruPlay	1082.00	4688
mixed		6004
ThruPlay	38.00	74
Link Clicks	6.00	68
ThruPlay	802.00	4247
ThruPlay	633.00	2037
ThruPlay	479.00	1743
ThruPlay	551.00	2274
Post Engagement	6.00	67
ThruPlay	324.00	1587
Link Clicks	26.00	751
ThruPlay	295.00	1856
ThruPlay	450.00	1902
Post Engagement	68.00	908
Link Clicks	16.00	708
Link Clicks	12.00	675
Link Clicks	104.00	1099
Post Engagement	39.00	707
ThruPlay	503.00	1648
ThruPlay	354.00	525
Post Engagement	46.00	627
Post Engagement	35.00	232
Link Clicks	10.00	345
Link Clicks	72.00	917
Event Responses	8.00	867
Post Engagement	1.00	58
Link Clicks	12.00	528
ThruPlay	271.00	412
ThruPlay	165.00	637
ThruPlay	284.00	480
Link Clicks	16.00	414
Link Clicks	3.00	58
Post Engagement	26.00	363
ThruPlay	243.00	483
ThruPlay	190.00	1016
ThruPlay	138.00	1184
ThruPlay	542.00	1340
Post Engagement	3.00	60
Post Engagement	8.00	63

ThruPlay	19.00	50
ThruPlay	135.00	860
ThruPlay	202.00	298
Post Engagement	27.00	130
ThruPlay	198.00	311
Link Clicks	1.00	51
Link Clicks	17.00	462
Link Clicks	50.00	699
ThruPlay	300.00	976
Event Responses	3.00	574
Link Clicks	41.00	696
Post Engagement	17.00	461
Post Engagement	15.00	108
Event Responses	1.00	361
Post Engagement	6.00	58
ThruPlay	134.00	307
ThruPlay	10.00	42
Link Clicks	27.00	423
Link Clicks	2.00	310
Post Engagement	10.00	218
Event Responses	5.00	260
Link Clicks	7.00	384
ThruPlay	134.00	324
Link Clicks	6.00	216
Link Clicks		270
Link Clicks	3.00	359
Post Engagement	14.00	178
Link Clicks	7.00	140
Link Clicks	4.00	162
Link Clicks	5.00	356
Link Clicks	5.00	392
Link Clicks	27.00	367
ThruPlay	5.00	42
Post Engagement	9.00	122
Post Engagement	2.00	42



Impressions	Cost per Result	Quality Ranking
12973	0.07	-
1173	1.76	-
8711	0.08	-
9181	0.06	-
12630		-
1264	1.41	-
867	7.81	-
6521	0.05	-
2692	0.05	-
2646	0.06	-
3372	0.05	-
360	3.32	-
2463	0.05	-
844	0.54	-
2788	0.05	-
2787	0.03	-
1042	0.21	-
1079	0.75	-
1187	1.00	-
1867	0.12	-
850	0.31	-
2104	0.02	-
534	0.03	-
870	0.22	-
247	0.29	-
370	1.00	-
1301	0.14	-
1515	1.25	-
250	9.07	-
696	0.67	-
425	0.03	-
768	0.05	-
518	0.03	-
445	0.50	-
337	2.67	-
390	0.31	-
531	0.03	-
1475	0.04	-
1470	0.06	-
1829	0.01	-
218	2.66	-
372	1.00	-

414	0.42	-
1089	0.04	-
303	0.03	-
138	0.22	-
330	0.03	-
246	6.00	-
528	0.35	-
926	0.12	-
1296	0.02	-
830	1.67	-
870	0.12	-
578	0.29	-
118	0.33	-
437	5.00	-
239	0.80	-
345	0.03	-
175	0.45	-
482	0.15	-
346	2.00	-
231	0.40	-
372	0.80	-
431	0.57	-
340	0.03	-
226	0.67	-
307		-
417	1.33	-
196	0.29	-
145	0.57	-
164	1.00	-
428	0.80	-
463	0.80	-
425	0.15	-
64	0.73	-
125	0.10	-
42	0.20	-



Engagement Rate Ranking	Conversion Rate Ranking	Amount Spent (USD)
-	-	80.00
-	-	63.25
-	-	60.00
-	-	60.00
-	-	55.85
-	-	53.50
-	-	46.87
-	-	40.00
-	-	33.25
-	-	30.00
-	-	25.00
-	-	19.94
-	-	15.00
-	-	14.06
-	-	14.00
-	-	14.00
-	-	14.00
-	-	12.00
-	-	12.00
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-	-	10.00
-	-	10.00
-	-	10.00
-	-	10.00
-	-	9.07
-	-	8.00
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-	-	5.00
-	-	4.80
-	-	4.52
-	-	4.49
-	-	4.00
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-	-	4.00
-	-	4.00
-	-	4.00
-	-	3.64
-	-	0.91
-	-	0.39
		1030.40

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