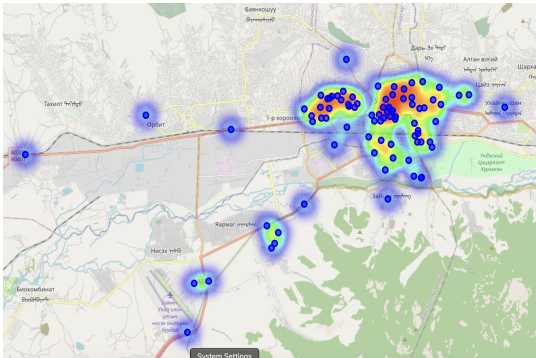


Autogenerated Report for example

2024-12-11 00:00 - 2024-12-31 00:00



The advertisement was shown on 88 locations across Ulaanbaatar. Our analysis highlights several key insights:

- Traffic Patterns:** The heatmap reveals peak audience engagement
- Demographic Reach:** The campaign successfully reached a diverse audience. The gender distribution shows balanced exposure, ensuring broad demographic coverage.
- Screen Efficiency:** With screens averaging over 1 person per aired minute, the network demonstrates strong positioning in high-traffic areas. The consistent engagement rates across locations indicate effective screen placement strategy.
- Audience Engagement:** The average stare time indicates strong content appeal, with viewers spending meaningful time processing the advertisement. This suggests the content successfully captured and maintained viewer attention.

57973

Average Daily
Airtime (minutes)
All Screens

146765

Average Daily
Traffic
All Screens

41877

Average Daily
Engagement
All Screens

28.5%

Average
Engagement
Rate

1.56

Average
Stare Time
(seconds)

326

Average Daily
Airtime (minutes)
Per One Screen

826

Average Daily
Traffic
Per One Screen

235

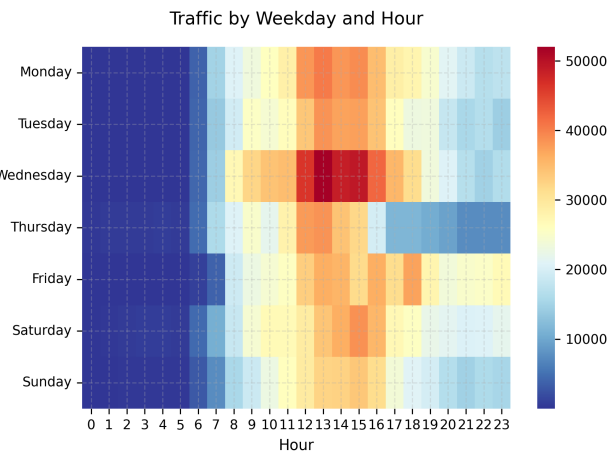
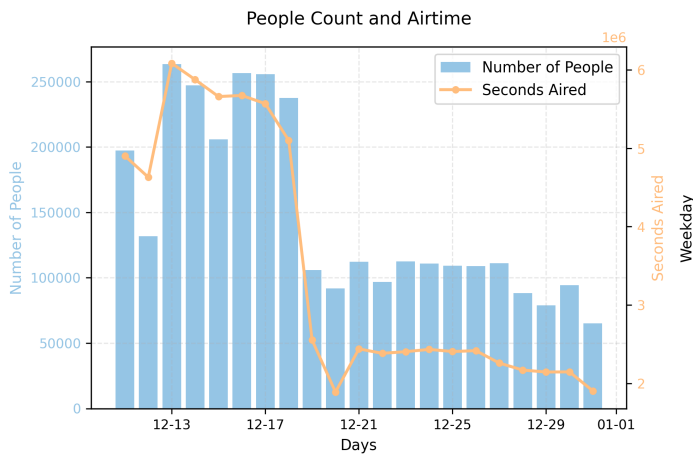
Average Daily
Engagement
Per One Screen

2.53

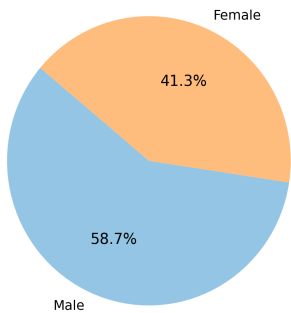
Average
Number of People
Per Aired Minute

9086

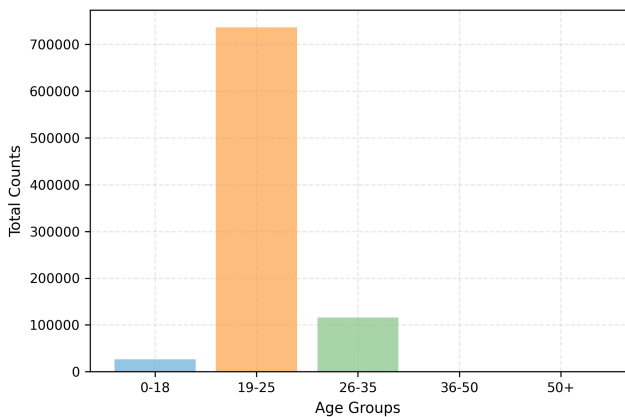
Number of People
with Stare Time
over 3 Seconds



Gender Distribution



Age Distribution



Date	Number of screens	Total aired minutes	Total Traffic	Total Engagement	Engagement Rate	Aired minutes per screen
2024-12-11	180	81709.75	197424	56273	28.50%	453.94
2024-12-12	178	77175.63	131793	56134	42.59%	433.57
2024-12-13	183	101406.93	263447	80718	30.64%	554.14
2024-12-14	178	97938.85	247193	75981	30.74%	550.22
2024-12-15	176	94336.78	205779	57351	27.87%	536.00
2024-12-16	174	94568.22	256621	73970	28.82%	543.50
2024-12-17	180	92827.27	255651	72808	28.48%	515.71
2024-12-18	178	85019.50	237510	62938	26.50%	477.64
2024-12-19	174	42547.93	106036	24806	23.39%	244.53
2024-12-20	176	31479.15	91894	25403	27.64%	178.86
2024-12-21	176	40664.02	112112	31252	27.88%	231.05
2024-12-22	176	39715.88	96870	25803	26.64%	225.66
2024-12-23	182	40075.72	112382	30868	27.47%	220.20
2024-12-24	176	40551.90	110943	30749	27.72%	230.41
2024-12-25	176	40101.80	109344	29415	26.90%	227.85
2024-12-26	176	40282.50	109027	30104	27.61%	228.88
2024-12-27	190	37645.30	111191	30396	27.34%	198.13
2024-12-28	172	36158.55	88349	24222	27.42%	210.22
2024-12-29	174	35743.70	79021	20028	25.35%	205.42
2024-12-30	173	35767.60	94279	24857	26.37%	206.75
2024-12-31	172	31718.17	65214	15346	23.53%	184.41