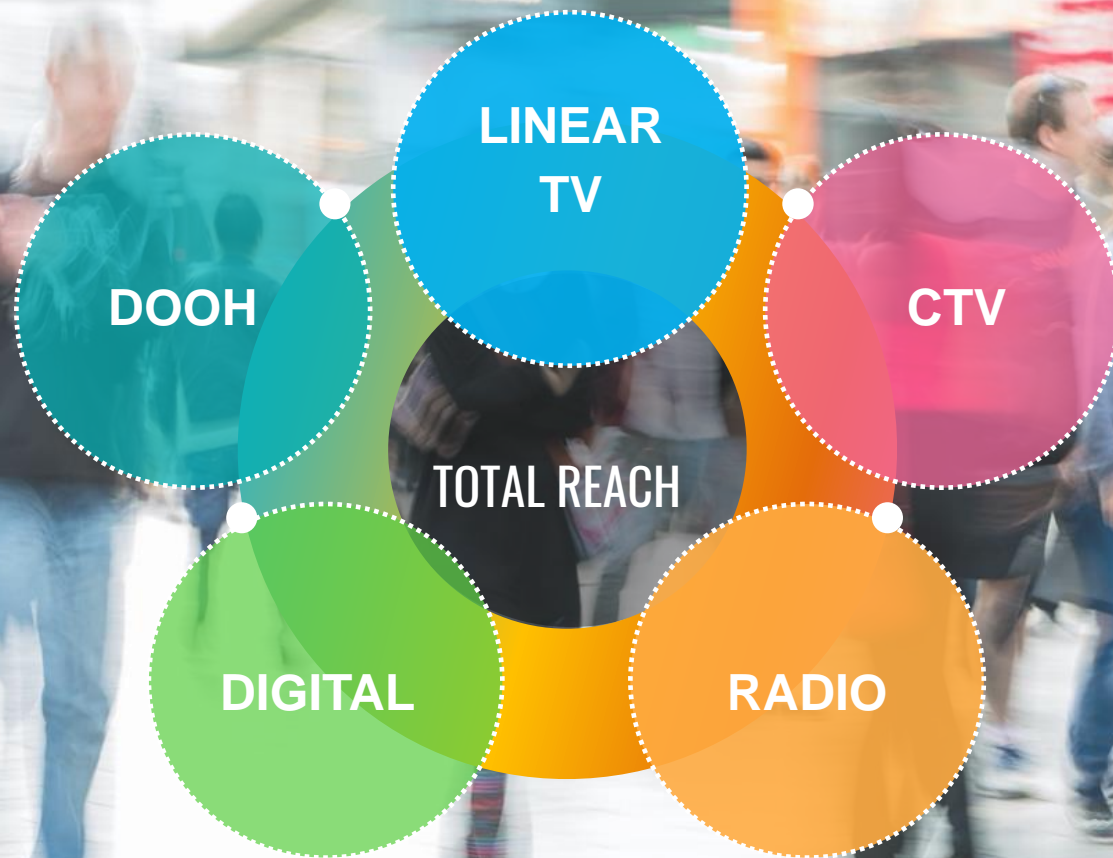




ONE FLIGHT

MISURAZIONE TOTAL CAMPAIGN – TOOL PROPRIETARIO PER MISURARE LA TOTAL REACH E IL VALORE AGGIUNTO DELL'ORCHESTRAZIONE DEI MEZZI

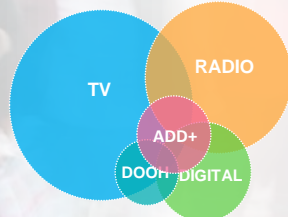




ONE FLIGHT

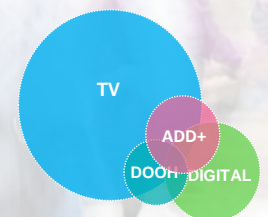
TOTAL MEDIA

TV, ADD+, DIGITAL, DOOH, RADIO



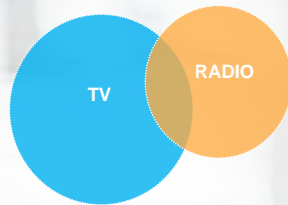
TOTAL VIDEO

TV, ADD+, DIGITAL, DOOH



TOTAL LINEAR

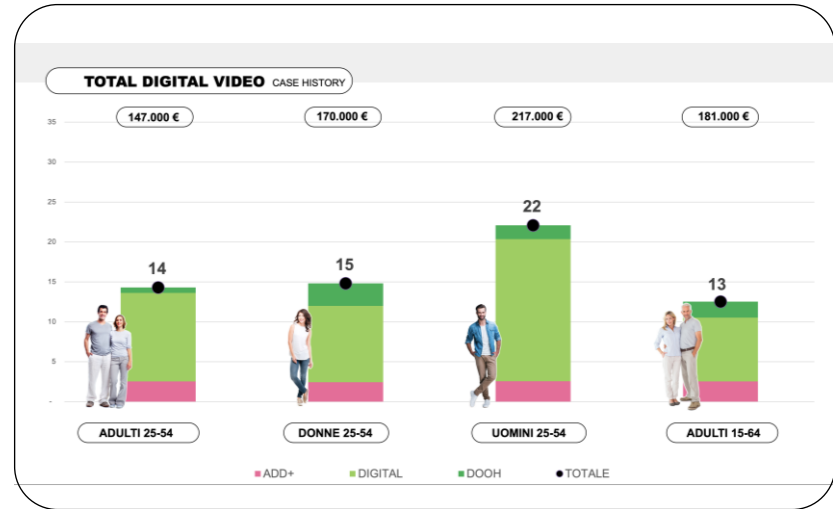
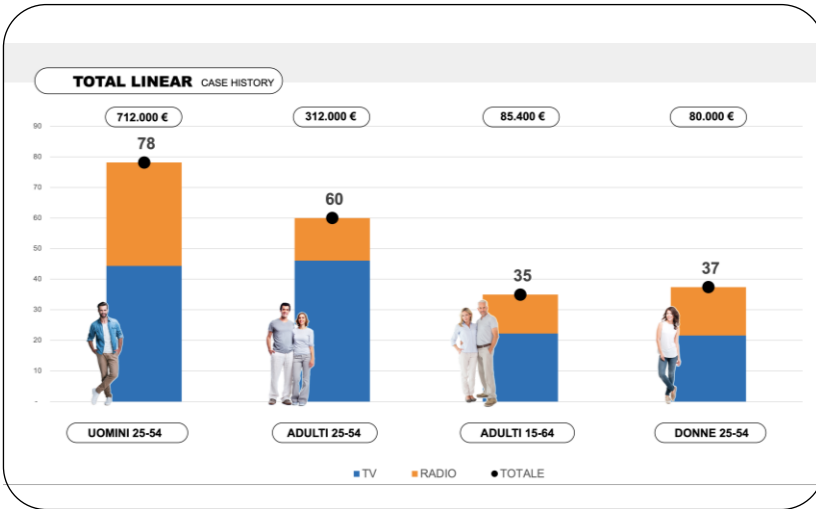
TV, RADIO



TOTAL DIGITAL VIDEO

ADD+, DIGITAL, DOOH







UNO STORY-SELLING DELLA TOTAL CAMPAIGN BASATO SU CURRENCY DI MERCATO E ANALISI DEI MEDIA, FACILE DA SVILUPPARE

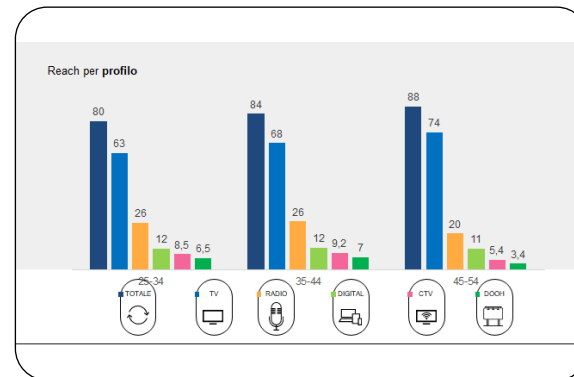
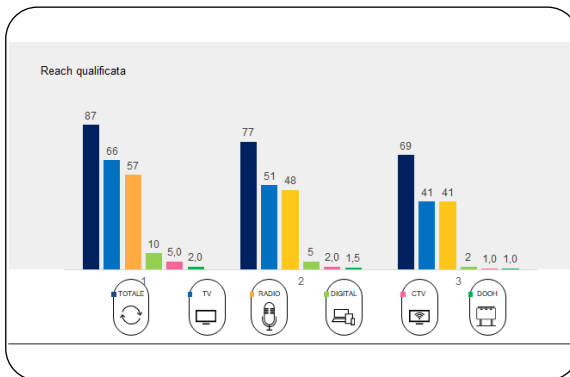
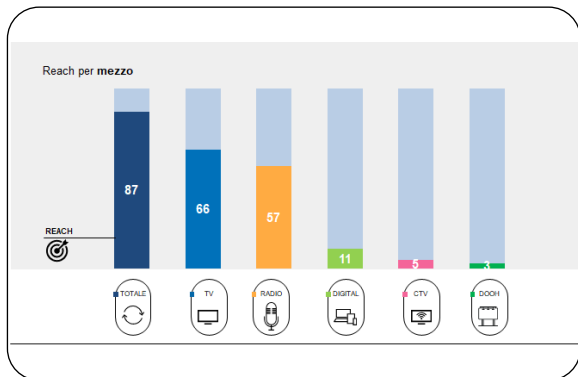


Tabella distribuzione di Frequenza

TOTALE				TV				RADIO			
OTS	Reach	Freq		OTS	Reach	Freq		OTS	Reach	Freq	
1	85,87%	9,27		1	69,37%	5,52		1	37,22%	6,48	
2	77,42%	10,01		2	61,58%	7,95		2	48,32%	7,31	
3	69,40%	10,24		3	41,63%	8,95		3	40,89%	8,26	
4	62,23%	11,85		4	34,58%	10,18		4	34,21%	9,22	
5	55,78%	12,76		5	29,15%	11,34		5	29,32%	10,18	
6	49,86%	13,68		6	24,87%	12,43		6	24,76%	11,13	
7	44,57%	14,60		7	21,39%	13,47		7	20,95%	12,06	
8	39,82%	15,50		8	18,51%	14,48		8	17,77%	12,97	
9	35,37%	16,40		9	16,09%	15,45		9	15,11%	13,84	
10	31,77%	17,28		10	14,05%	16,39		10	12,87%	14,68	

Tabella distribuzione di Frequenza

DIGITAL				CTV				DOOH			
OTS	Reach	Freq		OTS	Reach	Freq		OTS	Reach	Freq	
1	10,53%	5,10		1	5,10%	1,90		1	1,76%	10,8	
2	3,94%	3,18		2	2,47%	2,40		2	3,99%	4,47	
3	0,69%	3,10		3	0,69%	3,10		3	1,02%	4,73	
4	0,00%	4,09		4	0,33%	4,47		4	0,87%	4,90	
5	0,00%	5,00		5	0,15%	5,00		5	0,51%	5,00	

Economics

Client	Brand	Medians	Plan	Mezzo	From	To	Netto	Imp	CPM	GPA	CPG
CLIENTE 1	BRAND 1	f		TOTALE	22/05/2022	31/06/2022	1.115.363 €				
CLIENTE 1	BRAND 1	f	CAM_tv_mag_giu_22	TV	22/05/2022	11/06/2022	882.363 €			437	2.018 €
CLIENTE 1	BRAND 1	f	radio_mag02	RADIO	22/05/2022	31/06/2022	182.000 €			369	411 €
CLIENTE 1	BRAND 1	f	digital_mag_giu_22	DIGITAL	22/05/2022	11/06/2022	30.000 €	2.341.372	12,81 €		
CLIENTE 1	BRAND 1	f	plan_radio	CTV	22/05/2022	19/06/2022	29.750 €	1.399.727	21,25 €		
CLIENTE 1	BRAND 1	f	dooh_mag_giu_22	DOOH	22/05/2022	05/06/2022	21.250 €	2.800.000	7,59 €		