

Venue(s)
 GOMO iVan007

Campaign Date(s)
 Sep 16, 2023 Sep 17, 2023

Summary



- 22,218**
The number of people that passed in front of the screen.
- 18,691**
The number of people your content reached.
- 2.7 Seconds**
The average time spent looking at your content.
- 8.36 Seconds**
The average time spent around the Venue.

Profile Split

Breakdown by Demographic group

Male

- Child: 1.74%
- Young: 16.05%
- Adult: 55%
- Senior: 5.29%

Female

- Child: 1.51%
- Young: 0.48%
- Adult: 18.01%
- Senior: 1.93%

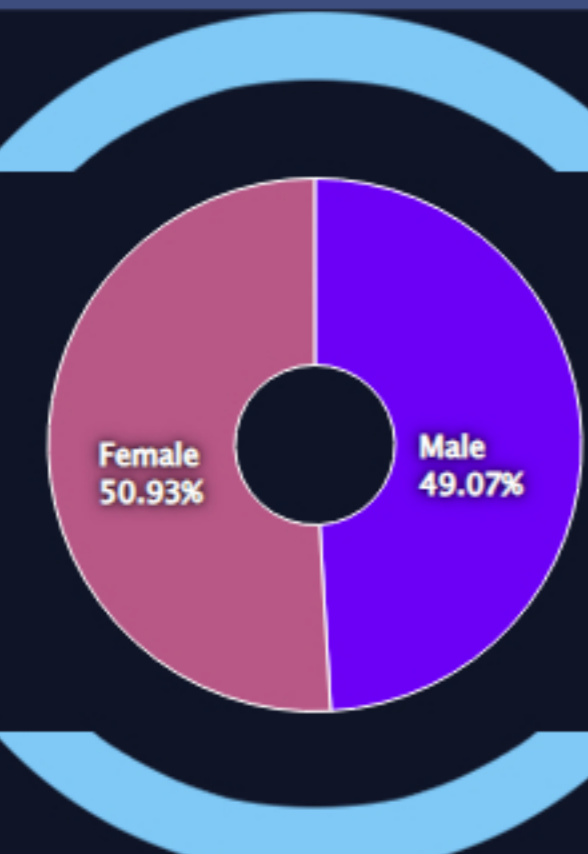
Unknown

- Unknown: 0%

Within our analytics suite, the demographics are classified as follows:

- Child | 1-15
- Young adult | 16-30
- Adult | 31-65
- Senior | 66+

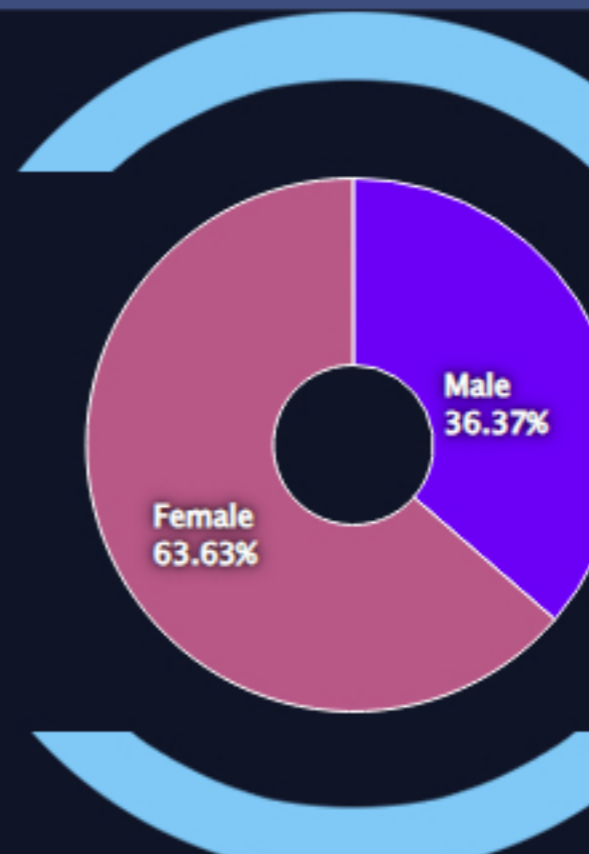
Gender Split - Dwell Time



- Male Average Dwell Time: **8.21** Seconds
- Female Average Dwell Time: **8.52** Seconds

More Women than Men were reached.

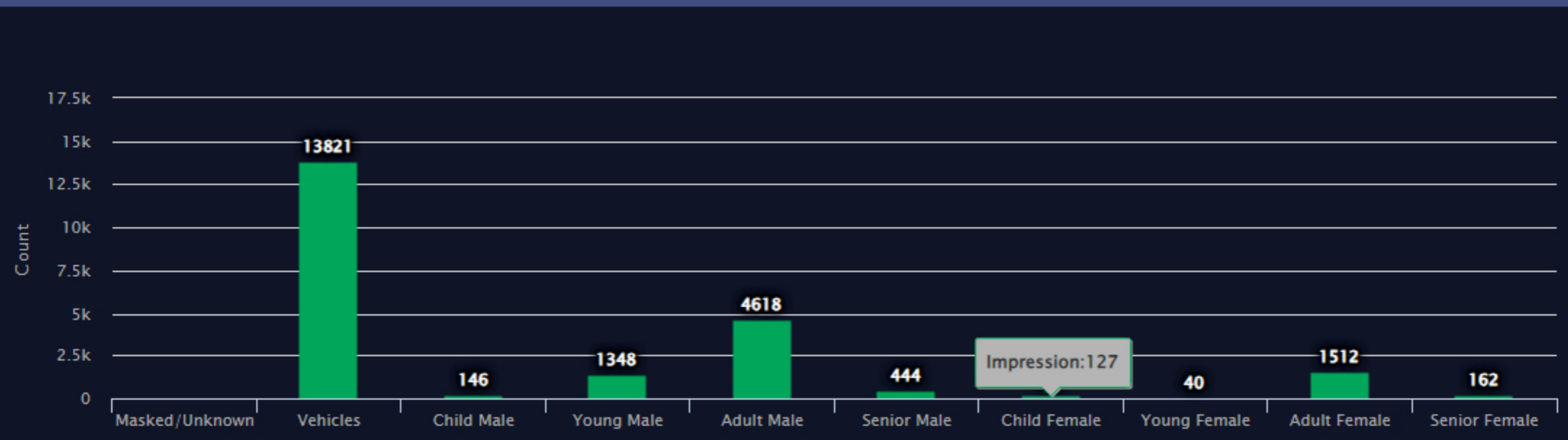
Gender Split - Attention Time



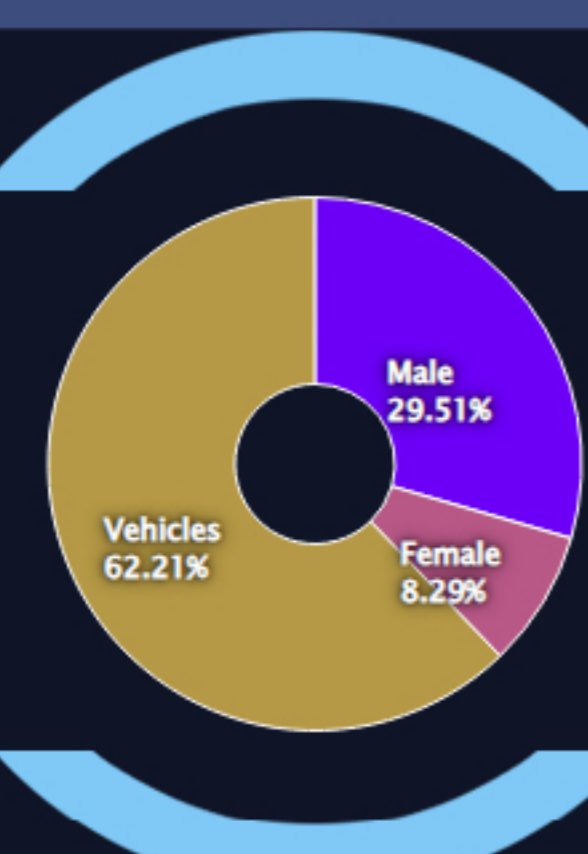
- Male Average Attention Time: **1.97** Seconds
- Female Average Attention Time: **3.44** Seconds

More Women than Men were reached.

Impressions

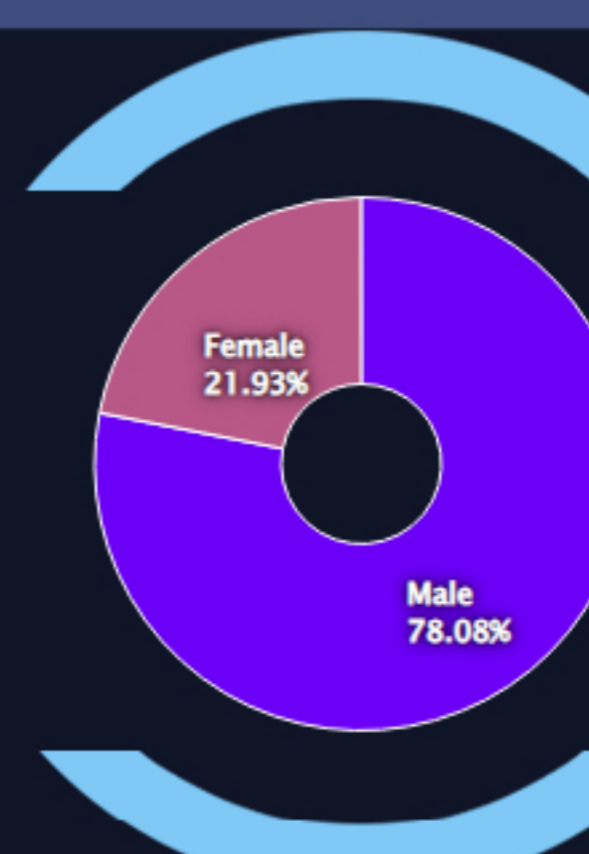


Gender Split - Impressions



More Men than Women were reached.

Gender Split - Visitors



More Men than Women were reached.

Average Dwell and Attention time

