



# **Campaign Summary**

## **5/5/10 – 6/4/10**

Seattle Weekly Happy Hour Mobile Application

**Presented to: Shawna Anderson**

## Sample of your ads

Details Page



Featured Venue



5/5 - 11



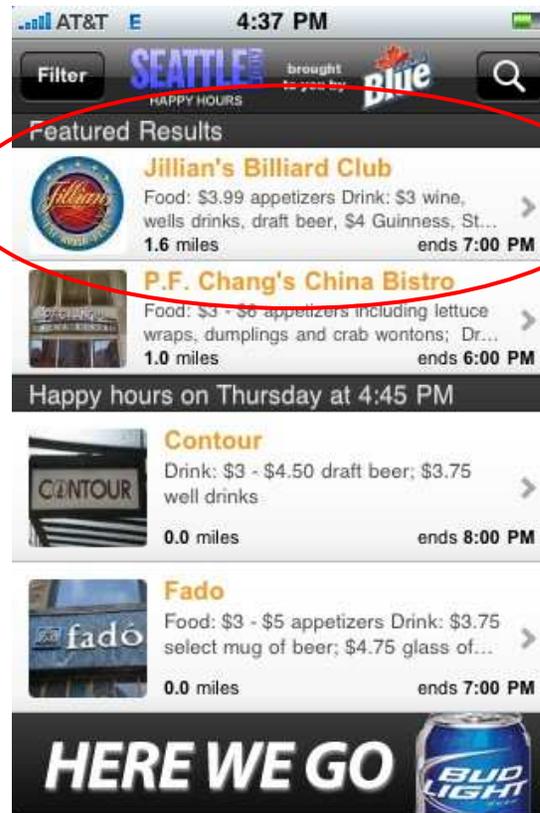
5/12 - 6/1



6/1 - 6/13



Opening Page



Listing Page



Details Page

5/6 - onward



Links to

Features four drink recipes from Hennessy drink brochure





# Campaign Summary by the Numbers

## HAPPY HOUR APP APRIL

Pageviews	84,596
Opens	33,431
Pageviews/Open	2.53
Avg. Pageviews/Week	21,149
Avg Opens/Week	8,358
Details Page Viewed	19,151
Banner Clicks	207
CTR	1.08%

## HAPPY HOUR APP MAY

Pageviews	129,813
Opens	36,101
Pageviews/Open	3.60
Avg. Pageviews/Week	32,453
Avg Opens/Week	9,025
Details Page Viewed	26,134
Banner Clicks	219
CTR	.84%

### **RECAP:**

The month of May, we are still #2 out of 14 markets. The application is available in 32 markets across the United States. Seattle's traffic is behind Los Angeles (LA Weekly) so the exposure Hennessy received was very good. Above, you can see our traffic has increased and so did your exposure.

The featured venue was Hard Rock Café and Jillian's during the period. For the month above, viewers opened the application 36,101 times. While using the application, they viewed 129,813 pages (35% increase) with an average 3.60 pages per visitor.

ROI - \$.004 per viewer (based on \$600 for a featured venue and banner)

CPC - \$1.36 per click to view recipes (based on \$300 banner cost)

Cost breakout - \$300 for Hennessy / \$300 for account

### **NEXT STEPS:**

Decide what spirit you want to feature.

### **NOTES:**

Again, you are doing very well with clicks to the recipe page. If they are this responsive on an app, just think if you did an impression campaign on the website that reaches over 635,000 viewers.