



Gander Mountain Performance Report

Campaign Start Date: April 25, 2016

Campaign Summary				April 25, 2016 - April 30, 2016
Campaign	Imp	Clicks	CTR	
Gander Mountain - Geo-Targeted Outdoor Display	1,015,344	716	0.07%	
Gander Mountain - Geo-Targeted Mobile Display	914,847	1,182	0.13%	
Total	1,930,191	1,898	0.10%	

Creative Performance					April 25, 2016 - April 30, 2016
Creative	Ad Size	Imp.	Clicks	CTR	
Gander Mountain - Mobile Display	320x50	542,035	337	0.06%	
Gander Mountain - Mobile Display	300x250	372,812	845	0.23%	
Gander Mountain - Outdoor Display	728x90	480,687	283	0.06%	
Gander Mountain - Outdoor Display	300x250	292,747	278	0.09%	
Gander Mountain - Outdoor Display	160x600	241,910	155	0.06%	
Total		1,930,191	1,898	0.10%	

Top Publisher Performance				April 25, 2016 - April 30, 2016
Placement	Imp	Clicks	CTR	
michigan-sportsman.com	223,243	207	0.09%	
ohub_mobile_campfire_sponsorbar	170,233	54	0.03%	
TheOutdoorsTrader.com	136,901	73	0.05%	
ohub_mobile_campfire_300x250	96,616	468	0.48%	
VAGunTrader.com	91,003	61	0.07%	
Lake-Link.com	85,137	49	0.06%	
Arkansashunting.net_GB	78,921	62	0.08%	
golsn.com/listings/recreational_vehicles	77,250	47	0.06%	
glocktalk.com	70,156	97	0.14%	
24hourCampfire.com	50,538	18	0.04%	
GunownersClub.com	48,009	37	0.08%	
ohiogamefishing.com	44,558	57	0.13%	
shotgunworld.com	37,376	48	0.13%	
Longrangehunting_com	35,323	35	0.10%	
USACarry.com	34,601	42	0.12%	
vitalmx.com	31,490	3	0.01%	
DiversionTV.com	31,115	24	0.08%	

Placement	Imp	Clicks	CTR
RefugeForums.com	28,020	21	0.07%
glockforum.com_GB	25,189	21	0.08%
golsn.com/listings/farm-livestock	24,426	32	0.13%
FirearmsForum.com	22,001	30	0.14%
LakeOntarioUnited.com	20,339	4	0.02%
Catfish1.com_GB	19,528	18	0.09%
MonsterMuleys.com	17,891	7	0.04%
Fishidy.com	17,590	7	0.04%
trapshooters.com_iab	15,594	21	0.13%
ChuckHawks.com	13,885	28	0.20%
rabbitdogs.net_GB	13,871	25	0.18%
BismanOnline.com_GO	12,987	19	0.15%
microskiff.com	12,558	5	0.04%

Top Geo Performance			
April 25, 2016 - April 30, 2016			
Geo	Imp	Clicks	CTR
Detroit MI	253,014	373	0.15%
Atlanta GA	173,722	102	0.06%
Nashville TN	134,598	105	0.08%
Washington DC (Hagerstown MD)	114,971	102	0.09%
Dallas-Ft. Worth TX	99,067	78	0.08%
Chicago IL	82,537	68	0.08%
Grand Rapids-Kalamazoo-Battle Creek MI	72,528	94	0.13%
Cleveland-Akron (Canton) OH	62,243	102	0.16%
New York NY	61,477	66	0.11%
Flint-Saginaw-Bay City MI	60,392	75	0.12%
Columbus OH	51,170	65	0.13%
Minneapolis-St. Paul MN	43,319	44	0.10%
Denver CO	41,832	26	0.06%
Houston TX	34,568	23	0.07%
Little Rock-Pine Bluff AR	30,364	26	0.09%
Milwaukee WI	29,896	23	0.08%
Pittsburgh PA	27,200	22	0.08%
St. Louis MO	25,200	21	0.08%
Madison WI	23,218	12	0.05%
Green Bay-Appleton WI	22,618	17	0.08%
Knoxville TN	21,931	18	0.08%
Indianapolis IN	19,849	20	0.10%
Raleigh-Durham (Fayetteville) NC	19,603	20	0.10%
Charlotte NC	19,550	24	0.12%
Austin TX	18,667	23	0.12%

Geo	Imp	Clicks	CTR
Tampa-St. Petersburg (Sarasota) FL	17,876	21	0.12%
Lansing MI	17,015	18	0.11%
Toledo OH	16,809	24	0.14%
Orlando-Daytona Beach-Melbourne FL	16,725	14	0.08%
Roanoke-Lynchburg VA	14,107	9	0.06%
Traverse City-Cadillac MI	13,795	16	0.12%
Chattanooga TN	13,165	10	0.08%
Fargo-Valley City ND	12,634	10	0.08%
Rochester NY	12,396	8	0.06%
Birmingham AL	11,383	19	0.17%
San Antonio TX	11,157	7	0.06%
Harrisburg-Lancaster-Lebanon-York PA	11,107	14	0.13%
Charlottesville VA	10,528	4	0.04%
Dayton OH	10,341	12	0.12%
Buffalo NY	8,961	8	0.09%
Mobile AL-Pensacola (Ft. Walton Beach) FL	8,955	8	0.09%
Wausau-Rhineland WI	8,674	3	0.03%
Wilkes Barre-Scranton PA	8,045	8	0.10%
Youngstown OH	8,038	19	0.24%
Johnstown-Altoona PA	7,622	5	0.07%
West Palm Beach-Ft. Pierce FL	7,406	7	0.09%
Greensboro-High Point-Winston Salem NC	7,237	4	0.06%
Peoria-Bloomington IL	7,103	2	0.03%
Syracuse NY	6,090	3	0.05%
La Crosse-Eau Claire WI	5,925	5	0.08%