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Campaign Report

Cat S62 | September 2020

Cat S62 | September 2020 Campaign Summary

Campaign Dates

14 September - 30 September 2020

Booked Impressions

125,000

Impressions

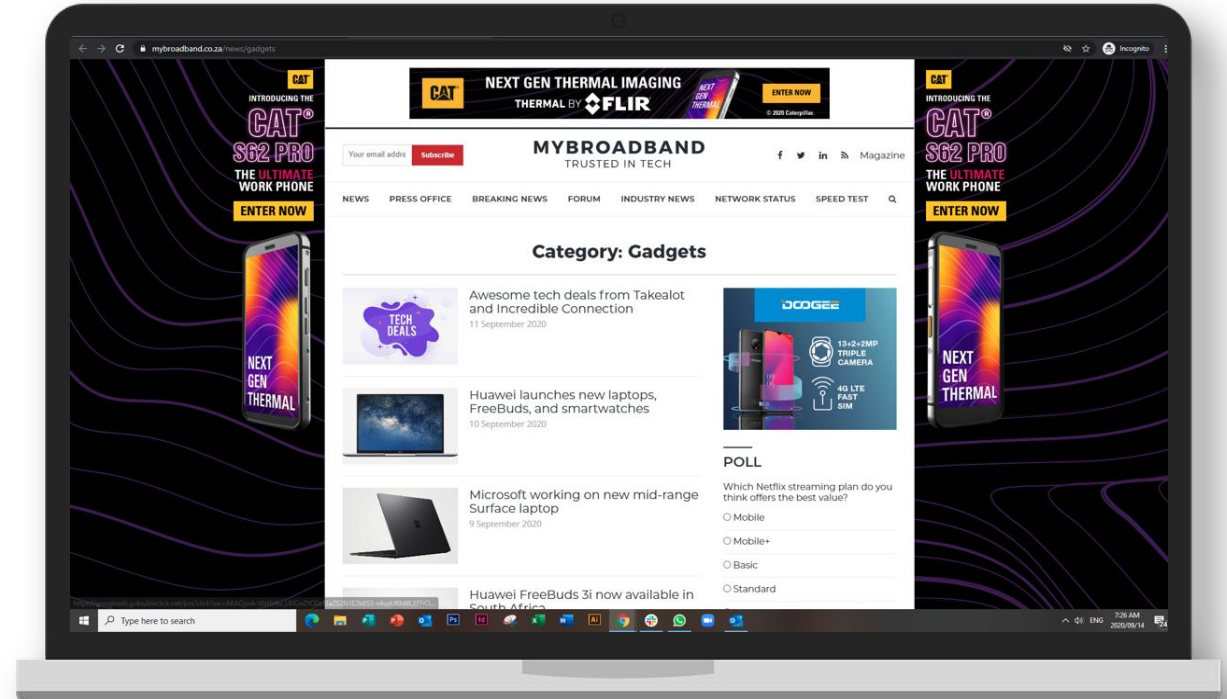
81,2K

Clicks

332

CTR

0.41%



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MyBroadband Placement	Creative Size	Impressions	Clicks	CTR%
Partner Content Leaderboard	728x90	27,561	97	0.35%
Smartphones Takeover Leaderboard	728x90	26,393	115	0.44%
Smartphones Takeover Wallpaper	1920x1080	27,343	120	0.44%
Total		81,297	332	0.41%

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Latest Article Summary

Headline

CAT S62 Pro Hands-on – Rugged flagship with a next-level thermal camera

Excerpt

CAT recently launched its new S62 Pro smartphone – a flagship smartphone with impressive specifications and an upgraded FLIR thermal imaging camera.

Date Published

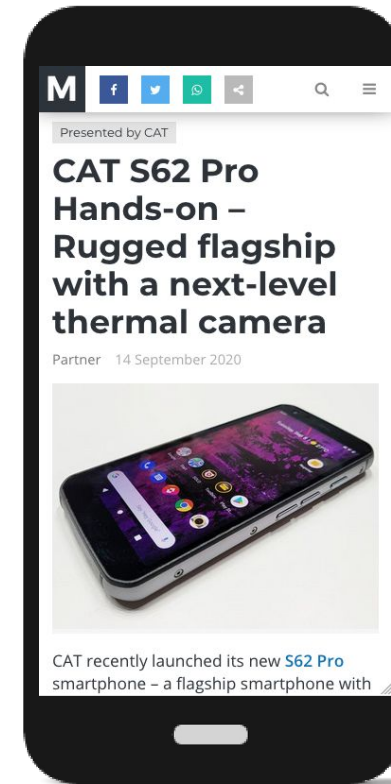
14 September 2020

Impressions

611K

Engagements

1,4K



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Article

MyBroadband Article	Date	Average Time	Impressions	Engagements
CAT S62 Pro Hands-on – Rugged flagship with a next-level thermal camera	14/09/2020	00:02:42	611,964	1,419
Total			611,964	1,419

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Social Media Promotions Summary



Impressions

16,5K

Engagement

433



Impressions

2,9K

Engagement

13



Impressions

198

Engagement

7

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Social Media

MyBroadband Article Headline	Impressions	Facebook Engagements	Clicks	Impressions	Twitter Engagements	Clicks	Impressions	Linkedin Engagements	Clicks
CAT S62 Pro Hands-on – Rugged flagship with a next-level thermal camera	16,547	433	194	2,951	13	13	198	7	4
Total	16,547	433	194	2,951	13	13	198	7	4