

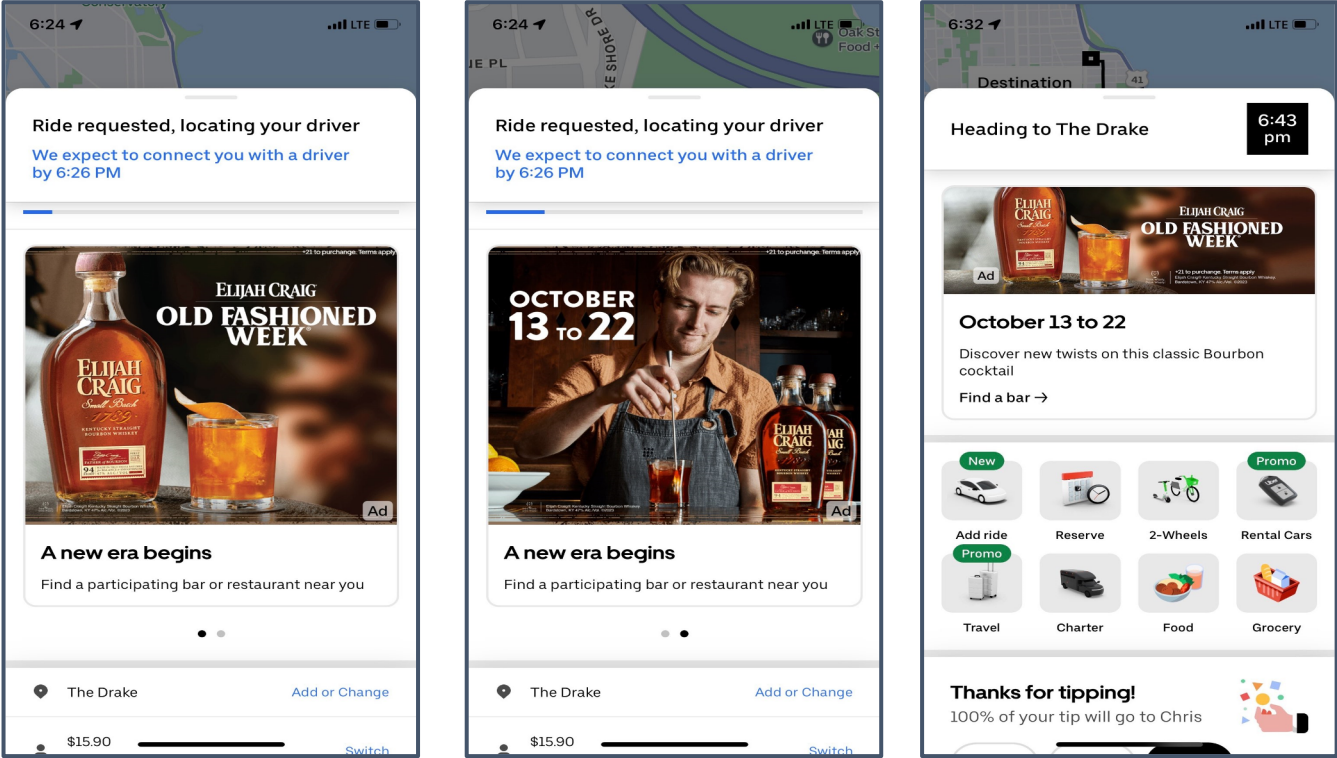
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Uber (U.S)

- Performance was within benchmark norms across most metrics. Elijah Craig reached 189k users for an average time spent of a minute during their trip. The overall campaign spend was \$40K.
- Those traveling from apartments, bars and hotels had the strongest engagement (CTR at or above benchmark) throughout the campaign which could create the opportunity to also look at including a traveler audience in future campaigns.

Impressions	Clicks	CTR	Completed Trips	Unique Users	Time Spent
453,688	7,122	2.76%	168,054	189,574	63 Secs

Benchmarks:
 CTR 2.5% - 3%, Swipe Rate - 2.5% - 3%, Avg Time Spent 90 - 100 Sec



(Screenshots taken in Chicago)

Category	<u>Hotel</u>	<u>Airport</u>	<u>Restaurant</u>	<u>Train Station</u>	<u>Bar</u>	<u>Apartment /Condo</u>
CTR	2.66%	2.52%	2.29%	2.41%	2.79%	2.78%
	2.64%	2.02%	2.10%	1.28%	2.70%	3.17%
Avg Time Spent	63 Sec	58 Sec	59 Sec	57 Sec	67 Sec	59 Sec