

CHALLENGE
& DELIVER

SOVRN®



HONDA TALON REAL WORLD RIDES

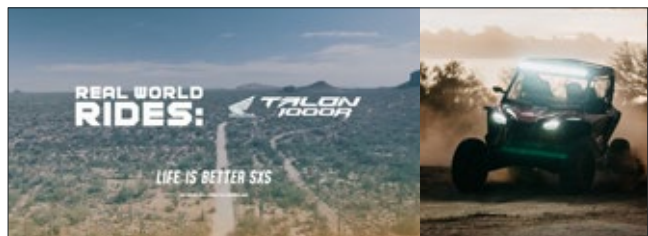
PERFORMANCE
REPORT

DURATION
9 WEEKS

REAL WORLD RIDES SOCIAL CAMPAIGN TOTALS

(ALL AD CREATIVE, DATES 9/10-11/12)

IMPRESSIONS	7,228,078
REACH	3,075,377
LINK CLICKS	51,804
VIDEO VIEWS	804,095



VIDEO PLATFORM VIEW METRICS

CONTENT	YOUTUBE VIEWS	FACEBOOK VIEWS	TOTAL VIEWS
TUCSON, EPISODE 1	28,181	107,380	135,561
TUCSON, EPISODE 2	30,988	137,118	168,106
TUCSON, EPISODE 3	29,337	250,656	279,993
TOTALS	88,506	495,154	583,660

FULL CONTENT POST METRICS

FULL LENGTH CONTENT POST SHARES	ESTIMATED REACH	UNIQUE VIEWS	FACEBOOK ENGAGEMENT	FACEBOOK REACTIONS	FACEBOOK COMMENTS	FACEBOOK SHARES
TUCSON, EPISODE 1	557,103	97,114	751	624	58	69
TUCSON, EPISODE 2	581,774	102,975	1,033	850	70	113
TUCSON, EPISODE 3	854,306	186,877	1,116	908	100	108
TOTALS	1,993,183	386,966	2,900	2,382	228	290

DISPLAY AD METRICS

IMPRESSIONS	2,233,083
CLICKS	1,971
CTR	0.08%

NATIVE AD METRICS

IMPRESSIONS	160,679
CLICKS	1,275
CTR	0.79%
AVG. TIME ON CONTENT (SECONDS)	156.65

VIDEO PRE-ROLL AD METRICS

IMPRESSIONS	550,020
CLICKS	3,682
CTR	0.67%

SITE TAKEOVER METRICS

IMPRESSIONS	93,379
CLICKS	254
CTR	0.28%

HIGH-IMPACT AD METRICS

IMPRESSIONS	130,003
CLICKS	753
CTR	0.58%