



NATIVE FEATURES CASE STUDIES

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DATA - 2023 FEATURES

AVERAGE
ARTICLE CLICKS:

582

AVERAGE
BANNER
IMPRESSIONS

58,099

AVERAGE
CAMPAIGN
VIEWS:

26,742

AVERAGE
DWELL TIME:

2M, 55s

THE HIGHEST
NUMBER OF
ARTICLE CLICKS ON
A SINGLE ARTICLE:

1,900

THE HIGHEST
NUMBER OF BANNER
IMPRESSIONS ON A
SINGLE ARTICLE:

170,206

THE HIGHEST
NUMBER OF VIEWS
ON A SINGLE
ARTICLE:

52,481

THE HIGHEST
DWELL TIME ON A
SINGLE
ARTICLE:

4M, 45s

Average figures collected from native features between January 2023-December 2023

*Data is captured during campaign period which ends when minimum contracted views are achieved.

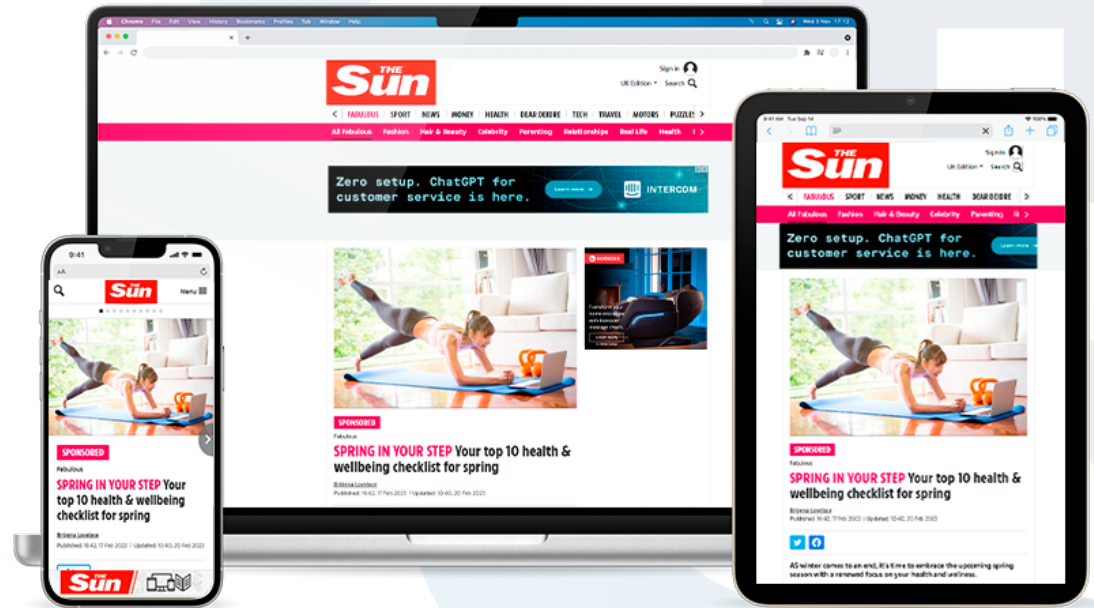
Contractual Agreements: 18,000 unique page views. 1,000 Apple News Clicks

NATIVE FEATURES CASE STUDIES - **CAMPAIGN**

CASE STUDY 1

FEATURE:
HEALTH & WELLBEING CHECKLIST
PUBLISHED ON FEBRUARY 20, 2023

CLICK **HERE** TO SEE
THE LIVE FEATURE



FEATURE
PAGE VIEWS:

42,594

ARTICLE CLICKS:

1,900

DISPLAY AD CLICKS:

872

HIGHEST ARTICLE
CLICKS
(**MAGNITONE**):

622

NATIVE FEATURES CASE STUDIES - **CAMPAIGN**

CASE STUDY 2

FEATURE:
COST OF LIVING CHECKLIST
PUBLISHED ON MARCH 03, 2023

CLICK **HERE** TO SEE
THE LIVE FEATURE



FEATURE
PAGE VIEWS:

25,836

ARTICLE CLICKS:

1,569

ARTICLE DWELL
TIME:

3M,13s

HIGHEST ARTICLE
CLICKS (**KGB**):

679

NATIVE FEATURES CASE STUDIES - **CAMPAIGN**

CASE STUDY 3

FEATURE:
CHRISTMAS CHECKLIST
PUBLISHED ON DECEMBER 08,
2023

CLICK **HERE** TO SEE
THE LIVE FEATURE



FEATURE
PAGE VIEWS:

20,231

ARTICLE CLICKS:

1,403

DISPLAY AD
IMPRESSIONS:

151,098

HIGHEST ARTICLE
CLICKS (**CONNETIX**):

573

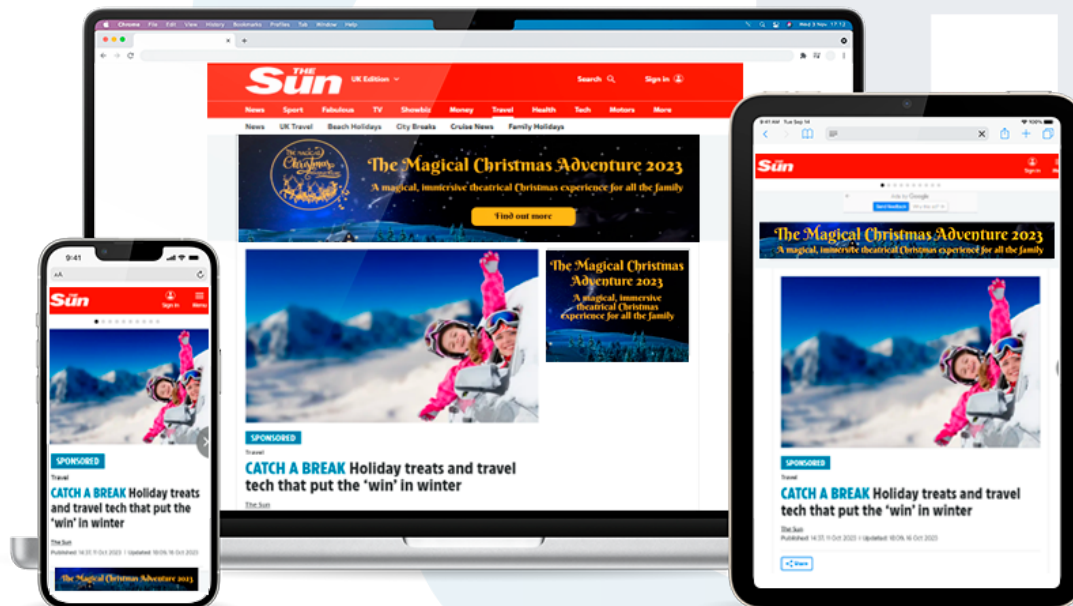
NATIVE CASE STUDIES - CLIENT SPOTLIGHT



FEATURED IN:
TRAVEL CHECKLIST

PUBLISHED ON OCTOBER 10, 2023

CLICK **HERE** TO SEE
THE LIVE FEATURE



FEATURE
PAGE VIEWS:

18,473

4 KINGDOMS
ADVENTURE PARK
ARTICLE CLICKS:

164

4 KINGDOMS
ADVENTURE PARK
DISPLAY AD
IMPRESSIONS:

6,061

4 KINGDOMS
ADVENTURE PARK
DISPLAY AD CLICKS:

70

NATIVE CASE STUDIES - CLIENT SPOTLIGHT



FEATURED IN:

CHRISTMAS CHECKLIST

PUBLISHED ON DECEMBER 08, 2023

CLICK **HERE** TO SEE
THE LIVE FEATURE



FEATURE
PAGE VIEWS:

20,321

CONNETIX ARTICLE
CLICKS:

573

CONNETIX DISPLAY
AD IMPRESSIONS:

15,023

CONNETIX DISPLAY
AD CLICKS:

42

DATA PROVIDED BY NEWSUK ON 18 JAN. 2024