ILLUSTRATIVE SAMPLE

PRIVATE ADVERTISER REPORT

Campaign Performance Report

Prepared for: **Sample Advertiser**

A clear view of campaign exposure and QR response, presented in the same Open Frame format delivered to advertisers.

SAMPLE CAMPAIGN

ILLUSTRATIVE DATA

Campaign results

Open Frame performance summary

Total exposure

12,480

Campaign total

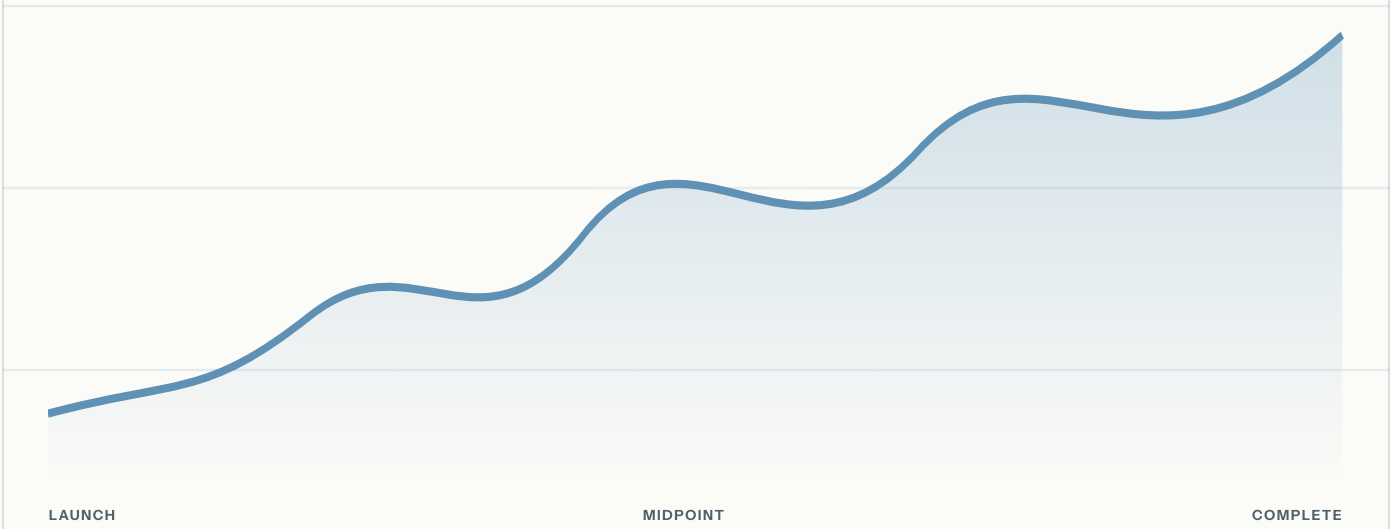
QR scans

318

Measured response

TOTAL EXPOSURE

Campaign trend



Illustrative campaign totals.

SAMPLE CAMPAIGN

Response you can use

QR activity is reported beside total exposure.

QR SCANS

318

Measured response from this illustrative campaign.

EXPOSURE

12,480 total

The campaign total appears in the same report as QR response.

RESPONSE

318 QR scans

Scan activity gives your team a direct action signal.

DELIVERY

Private advertiser report

A concise format built for review, sharing, and export.

THE REPORTING PROMISE

Put the response beside your other channels.

Scans give you a response you can put beside search, social, and email in the same spreadsheet.

Total exposure

Campaign-level delivery reported in the Open Frame summary.

QR response

Measured rider action reported in the same client view.

All values in this sample are illustrative.