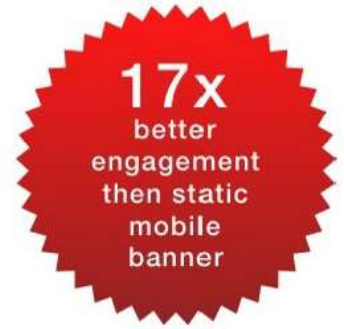


# Swedbank Mobilipank

Statistics & performance report

EST campaign live  
**28.12-17.01**

RUS campaign live  
**28.12-17.01**



EST

Total number of sessions  
**686 133**  
Unique visitors  
**474 256**

Channel  
**Delfi**  
**Postimees**  
**Õhtuleht**  
**SmartAd**

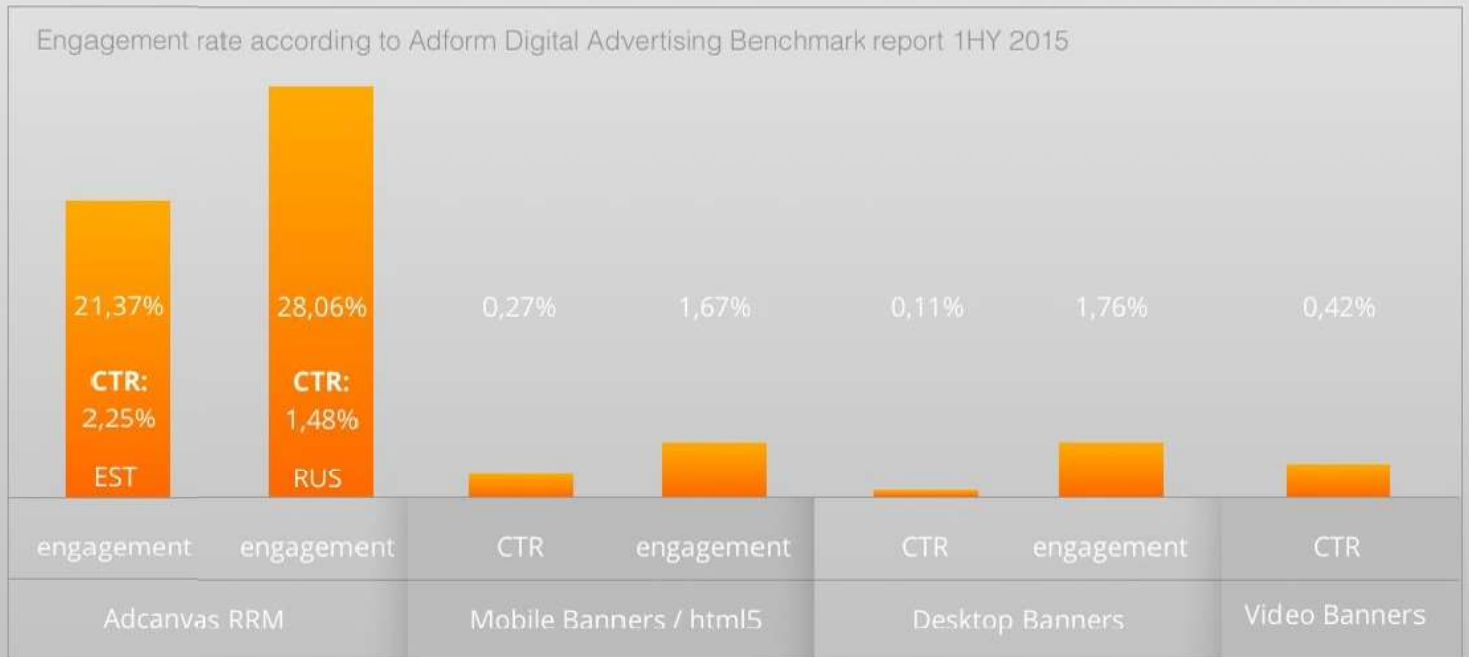
RUS

Total number of sessions  
**204 482**  
Unique visitors  
**132 238**

Channel  
**Delfi**  
**Postimees**

## AdCanvas mobile ad engagement & regular desktop banner click-through rate comparison

Engagement rate according to Adform Digital Advertising Benchmark report 1HY 2015



### STATISTICS EST

OS



65,01% Android  
34,19% iOS

DEVICE



87,09% Mobile  
12,91% Tablet

### STATISTICS RUS

OS



58,73% Android  
41,27% iOS

DEVICE



79,52% Mobile  
20,48% Tablet