

#### 4. **Santam Banner Impressions: Total Impressions & Visits per Airport**

*Santam Wi-Fi Advertising Campaign  
Performance Report 1/10-31/10/2014*

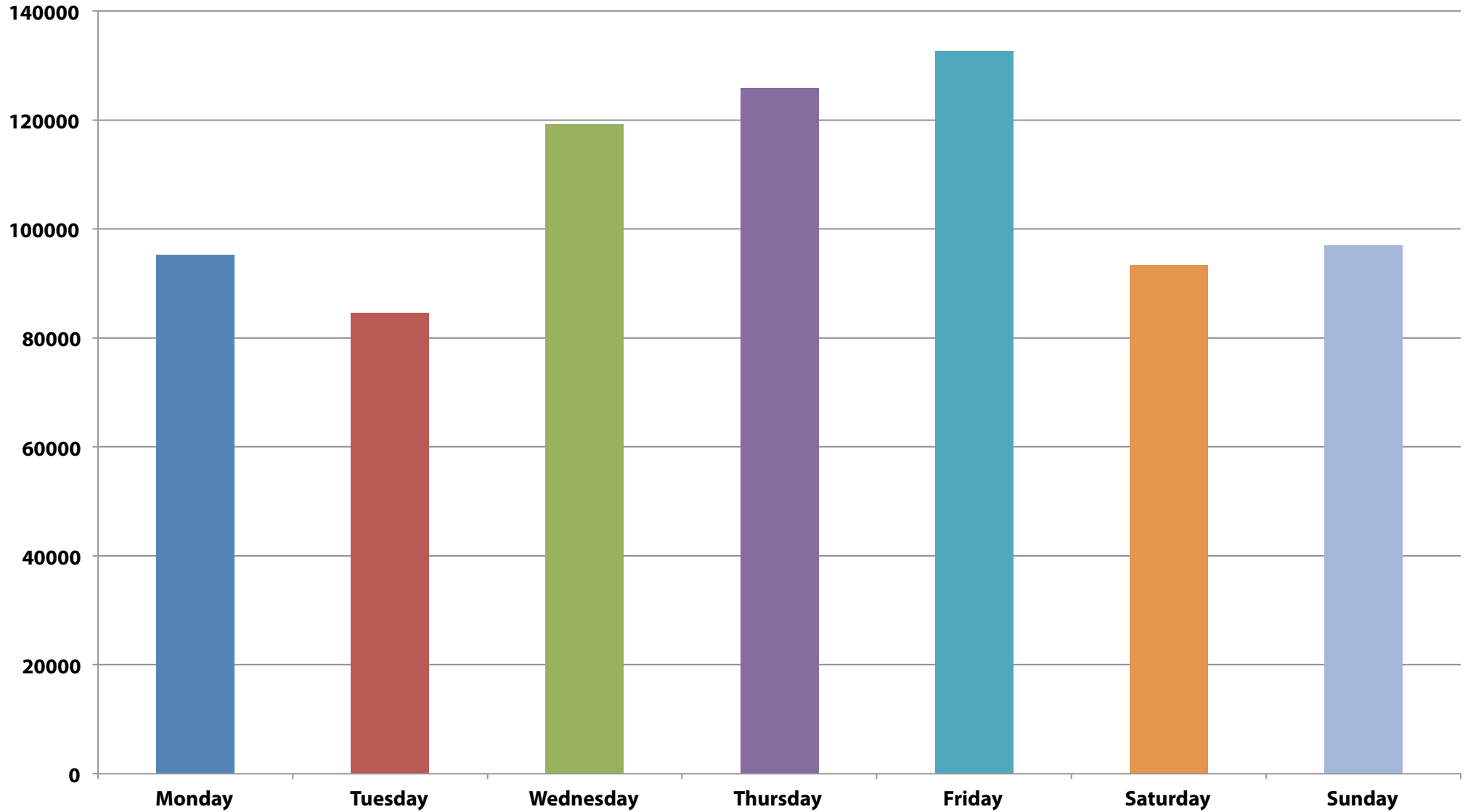
Santam banner impressions and redemptions for each South African airport

<b>Airport</b>	<b>Impressions</b>	<b>Redemptions</b>
O.R. Tambo International	508075	98668
Cape Town International	145439	28781
King Shaka International	64064	11476
East London Airport	7970	1341
George Airport	4887	900
Bram Fischer International	4446	708
Port Elizabeth Airport	2282	3323
Kimberley Airport	1760	318
Upington Airport	1517	243

## 5. **Santam Banner Impressions: Banner Views by Day of Week**

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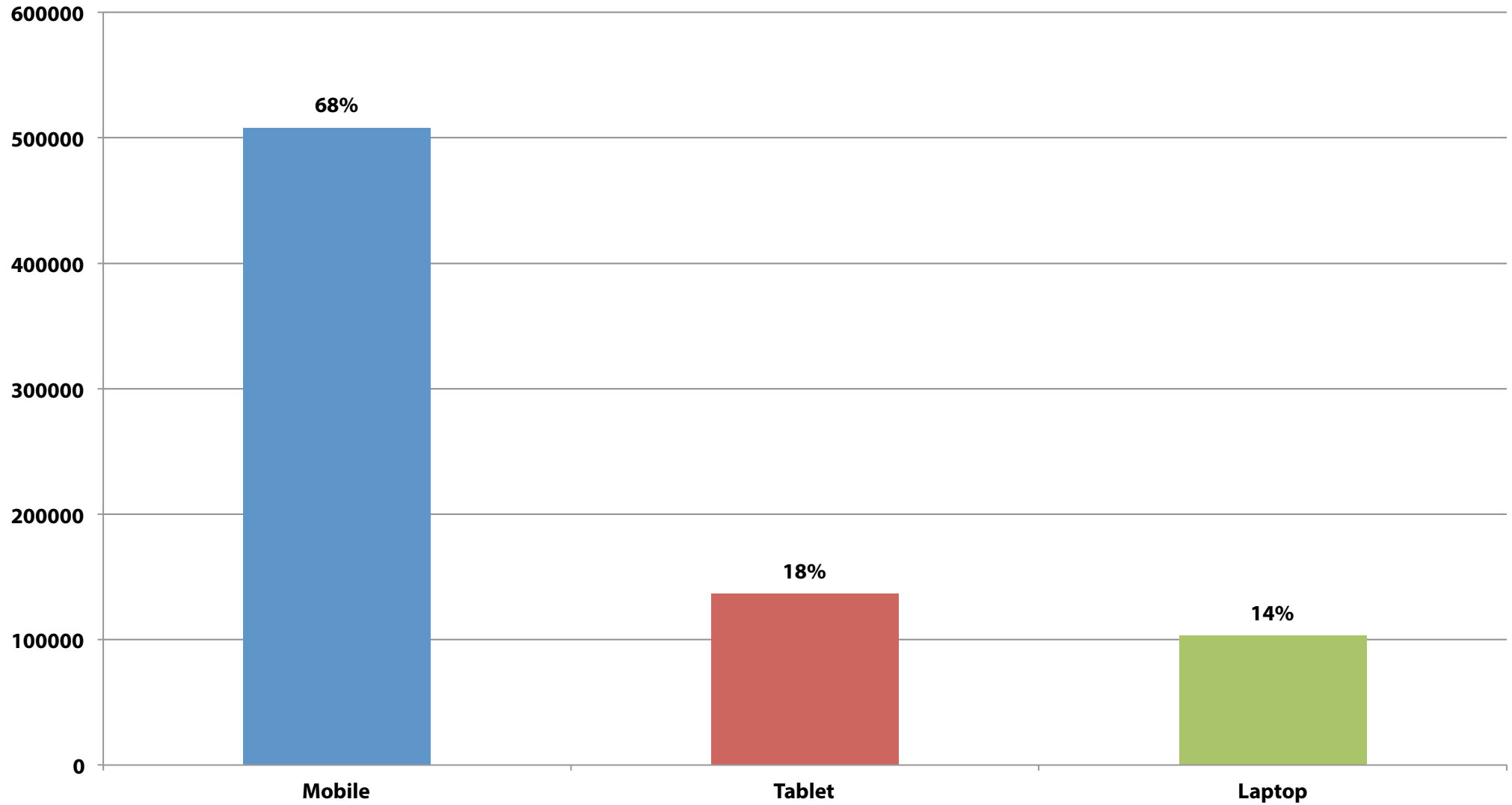
Total number of Santam banner impressions per day of week



## 7. **Santam Banner Impressions: Banner Views by Device Category**

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Total number of Santam banner impressions per type of user device



10. **Santam Banner Impressions: Banner Views by Gender & Age**

Impressions by gender and age (DoubleClick data of 30% of all campaign viewers)

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