

Ad Age | INTERACTIVE AUDIT REPORT: Q4 2015

ADAGE.COM

THREE MONTH AVERAGE

	TOTAL	WEEKLY AVERAGE*
Page Views	4,896,918	1,224,230
Sessions	2,489,287	622,322
Unique Users	1,763,480	440,870

OCTOBER

	TOTAL	WEEKLY AVERAGE*
Page Views	5,464,451	1,366,113
Sessions	2,733,654	683,414
Unique Users	1,922,623	480,656

NOVEMBER

	TOTAL	WEEKLY AVERAGE*
Page Views	4,901,196	1,225,299
Sessions	2,512,218	628,055
Unique Users	1,788,143	447,036

DECEMBER

	TOTAL	WEEKLY AVERAGE*
Page Views	4,325,108	1,081,277
Sessions	2,221,990	555,498
Unique Users	1,579,674	394,919

CREATIVITY-ONLINE.COM

THREE MONTH AVERAGE

	TOTAL	WEEKLY AVERAGE*
Page Views	1,083,992	270,998
Sessions	780,091	195,023
Unique Users	584,496	146,124

ADAGE.COM KEY METRICS

DESCRIPTION	TOTAL PAGE VIEWS	WEEKLY AVERAGE*
Ad Age Homepage	3,877,895	298,300
CHANNEL (AND ALL ARTICLES)		
Marketing	2,602,572	200,198
Digital	1,665,346	128,104
Agency	1,134,025	87,233
Media	1,098,196	84,477
Advertising	392,845	30,219
Data	174,982	13,640
BtoB	134,475	10,344

*based on 13 weeks

TOP 5 ARTICLES

AD AGE

ARTICLE TITLE <i>(Section, Month Published)</i>	PAGE VIEWS
• PepsiCo Exec Has Tough Words for Agencies <i>(Special Report, October)</i>	136,526
• McDonald's Play on Love for NFL Teams in New Giveaway Game <i>(CMO Strategy, October)</i>	101,896
• Ad Age's Best Places to Work 2015 <i>(News, November)</i>	64,473
• PepsiCo Eliminates Its Marketing Procurement Department <i>(CMO Strategy, November)</i>	52,268
• How Are the 10 Most Influential YouTube Stars Among Adults <i>(Digital, July)</i>	51,175

TOP 5 VIDEOS

AD AGE

VIDEO NAME	VIDEO VIEWS
• Barbie Targets Millennial Parents With New Digital Effort	8,592
• Pepsi Brings 'Joy of Pepsi' Back	8,448
• Coke Pulls Mexican Ad After Outcry	7,103
• Microsoft Ad Calls for Truce With Apple, if Only for the Holidays	6,957
• R/GA Says Goodbye to 30-Year Headquarters	5,987

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WORK/ARTICLE TITLE <i>(Month Published)</i>	PAGE VIEWS
• Johnnie Walker - Dear Brother <i>(December)</i>	118,151
• Care Norway - Dear Daddy <i>(December)</i>	68,896
• Toyota - Back to the Future <i>(October)</i>	50,470
• Currys PC World - Spare the Act - Jigsaw <i>(November)</i>	45,949
• Dominos - Text Ordering With Emojis <i>(June)</i>	27,897

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VIDEO NAME	VIDEO VIEWS
• Johnnie Walker - Dear Brother	98,902
• Care Norway - Dear Daddy	54,456
• Currys PC World - Spare the Act - Jigsaw	41,737
• Toyota - Back to the Future	43,496
• Edeka - Time to Come Home	19,258



29% OF AD AGE TRAFFIC WAS FROM MOBILE USERS

CREATIVITY-ONLINE'S MOBILE TRAFFIC WAS 25%



AD AGE'S LOOKBOOK

225,393 TOTAL PAGE VIEWS

6,291 ACTIVE COMPANIES IN THE DIRECTORY