

CHANNELmobile™



Gordon's Gin USSD Campaign Report 2013

Compiled by Channel Mobile

2002/13364/07

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35 ON ROSE, OFFICE 3, ROSE STREET, BO KAAP, P.O. BOX 21561, KLOOF STREET, 8008
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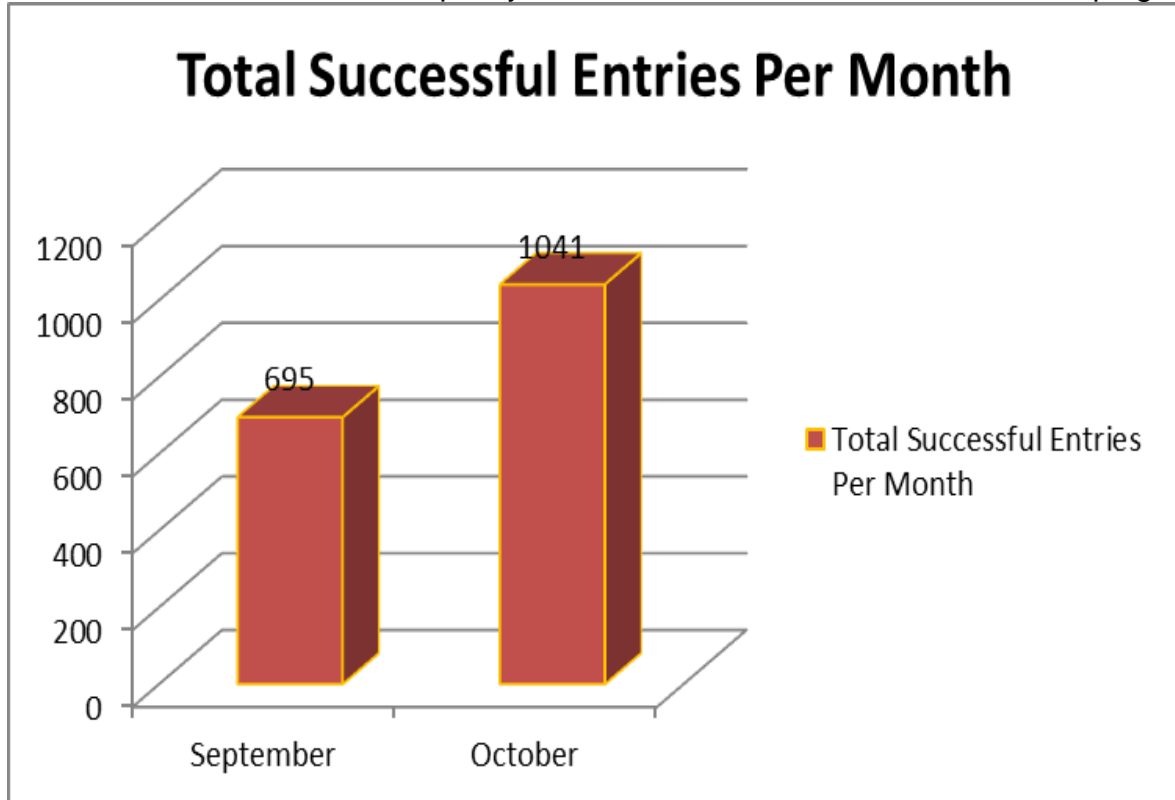
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Campaign Results Summary

Total Successful entries: 1 736
Average Successful entries per month: 868
Average Successful entries per week: 202.53

Total Successful Entries Per Month

Table shows the total entries split by month for the Gordon's Gin USSD Campaign.



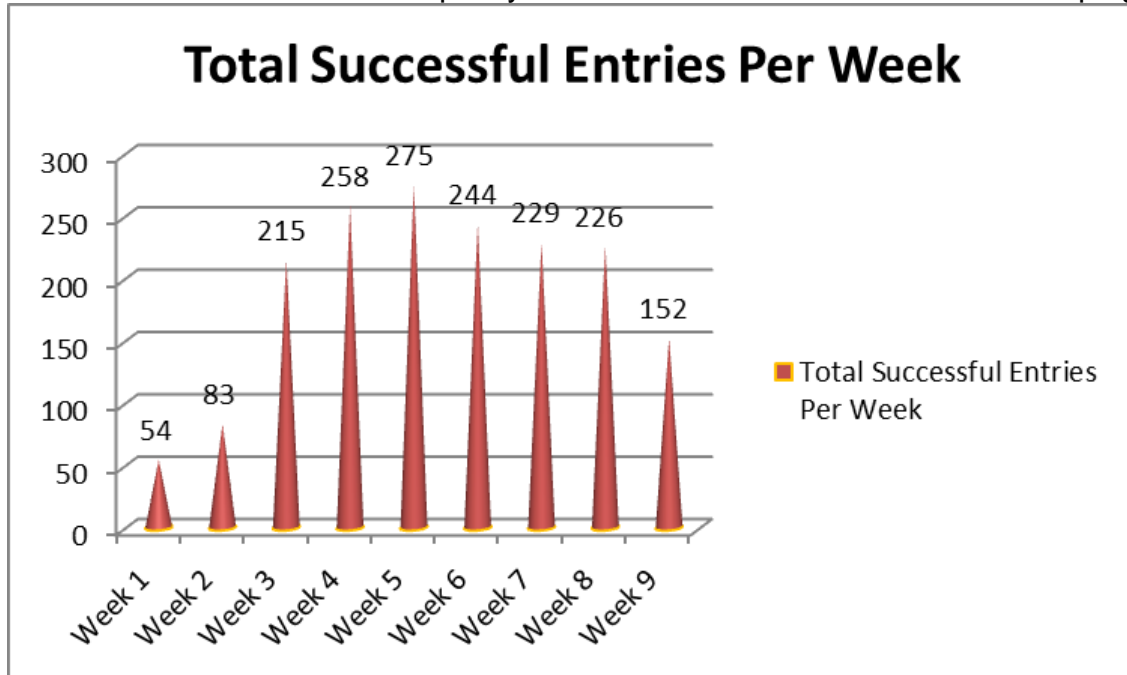
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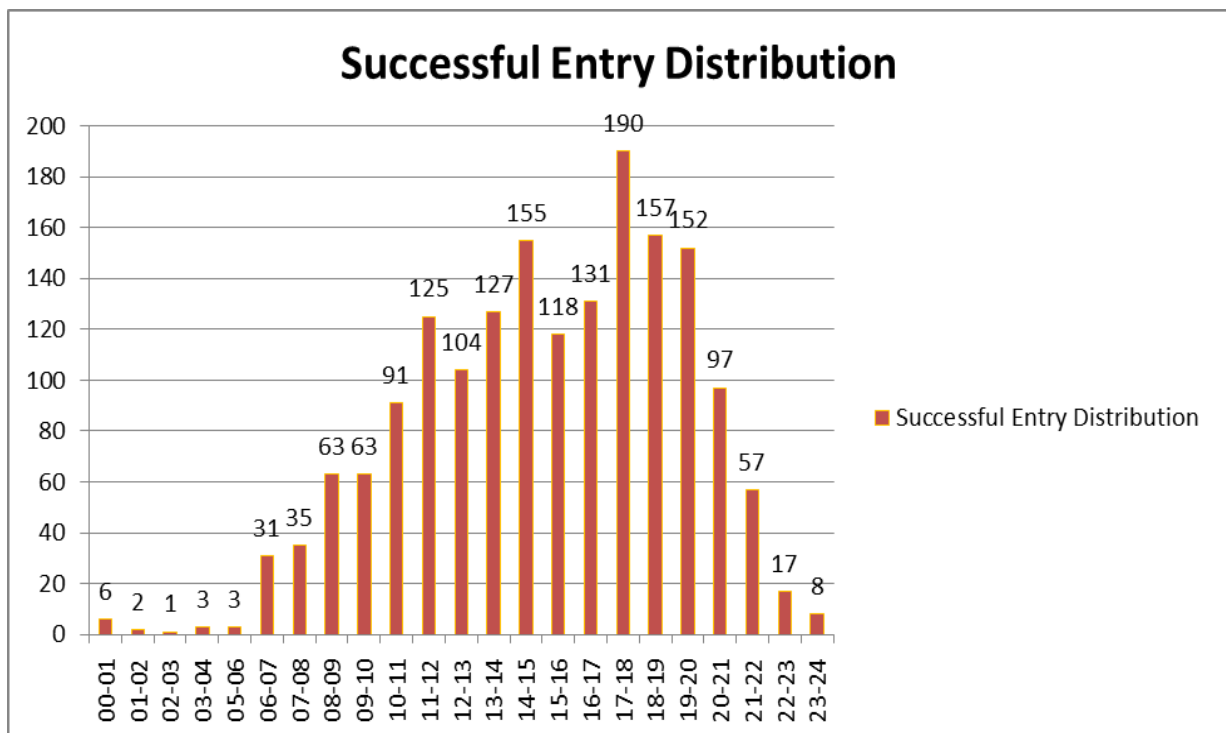
Total Successful Entries Per Week

Table shows the total entries split by week for the Gordon’s Gin USSD Campaign.



Successful Entry Distribution

The highest distribution of entries occurred between 17:00 and 18:00



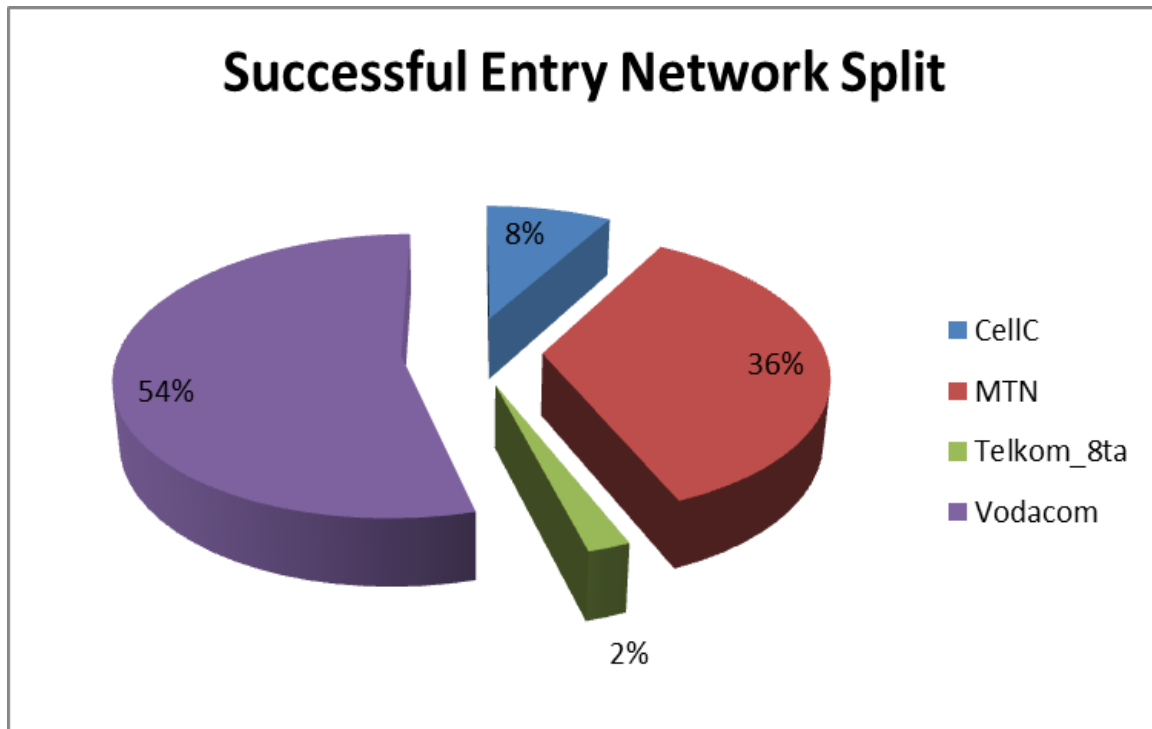
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Successful Entry Network Split

The graph below illustrates the percentage split of mobile users across the South African Networks namely: MTN, Vodacom, CELL C and Telkom_8ta



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