

RIESTER



Rocky Mountain Power
custom game
UT DSM
10/8/2015

GSN Custom Game - UT DSM

4/1 — 9/30, 2015

Custom Game Hub Sponsorship - Geo-targeted to Utah service areas

- Rocky Mountain Power wattsmart custom 'Spot the Difference' game
- Link to Facebook site
- Video pre-roll unit
- "Tips to save" feature at end of game
- Desktop, tablet & mobile
- Companion banner ads direct to wattsmart.com
- Game promotion banner ads on gsn.com

Custom Game Hub

Log In | Create an Account | GSN Help

GSN

For more energy- and money-saving tips. [START HERE](#) **ROCKY MOUNTAIN POWER**
Let's turn the answers on.

Home Cash Games All Games My GSN Prizes Player News TV Shows Casino

ROCKY MOUNTAIN POWER
wattsmart.com

Rocky Mountain Power

Learn More

Spot the Difference

SwapIt!

Wheel of Fortune

Tips to Save

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WELCOME TO WATTSMART ~UTAH~

Official Sponsor of

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FREE GAMES CASH GAMES ABOUT GSN GAMES ABOUT GSN TV POLICIES LOGIN



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Remember, turn off lights and electronics when not in use.

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Rocky Mountain Power: Spot the Difference

[\[x\]](#)

Let's turn the answers on.

**SPOT THE
DIFFERENCE**

Play Now!

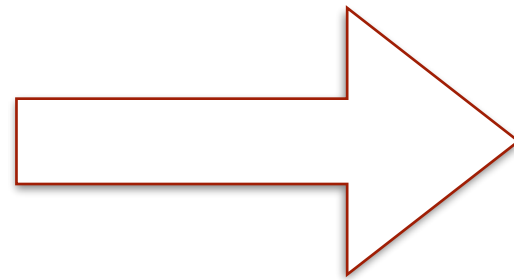


Remember, turn off lights and electronics when not in use.

Custom Game Hub

6.45_M

booked impressions



6.47_M

delivered impressions

=

1,207

game plays

4.3_K

clicks

6,980

game hub plays

.07%


ctr

RMP Banner Ads

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[Play for Oodles](#)

[Game Overview](#) [How to Play](#)

Game Overview
You can compete for cash and prizes, just like contestants on the actual game show. Get ready to spin the wheel, buy a vowel, and solve puzzles in a variety of categories.

Leaderboards
Top Players Win Oodles! Click Here to Learn More.

[Daily](#) [Weekly](#) [Monthly](#)

Rank	Player	Score	Date
1st	jakes12	25,500	04/25/2015 5:32 am
2nd	s437sharon	25,275	04/25/2015 3:52 am
3rd	ryemary	24,175	04/25/2015 12:25 pm
4th	RichardVMo...	23,725	04/25/2015 11:19 am
5th	sona596	23,000	04/25/2015 9:03 am
6th	Elshada20...	22,400	04/25/2015 12:15 pm
7th	BrueD444	21,825	04/25/2015 3:00 am
8th	willfromva	20,875	04/25/2015 3:25 am
9th	pm999	20,875	04/25/2015 1:30 pm
10th	AGCHaugen	19,725	04/25/2015 2:17 pm
11th	tosserton	19,600	04/25/2015 2:14 pm

[Refresh](#)
Updates every 5 minutes.

[View Recent Winners](#)

Today's Oodletunities

- Go RVing**
Go RVing Wilderness Room
Find your way to a huge win!
- Catch-21**
Speed through the deck to make 21s.
- Swap It!**
Make matches as fast as you can.
- Spider Solitaire**
Spin a web of fun in Spider Solitaire.
- Bejeweled 2**
Match three-in-a-row.


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Wheel of Fortune®



DID YOU KNOW?
You can use the Space Bar key to spin the wheel.

[START](#) [OPTIONS](#)

Remember, turn off lights and electronics when not in use.

RMP Banner Ads

728x90

2.98_M

delivered impressions

216

clicks

.01%

ctr

160x600

42.6_k

delivered impressions

23

clicks

.05%

ctr

300x250

3.44_M

delivered impressions

4_k

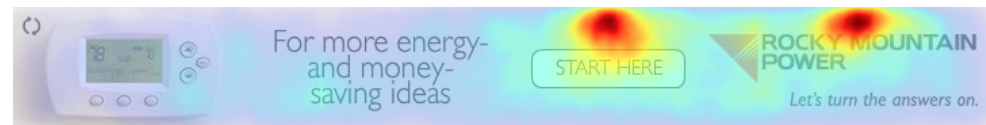
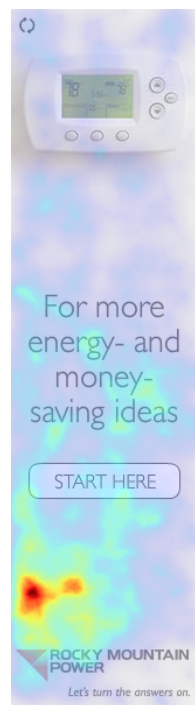
clicks

.012%

ctr

Moat Recap

Premium - Rocky Mountain Power's digital creatives are **exceeding Moat benchmarks**. Users are spending **more time viewing them** and ads are **In-View** more frequently.



In-View %

% of impressions where at least 50% of an ad was In-View for at least one continuous second.

75.1%

Benchmark: 55.1%

In-View Time

The length of time an ad has been active and In-View.

52.2 sec

Benchmark: 25.7 sec

Univ Interaction %

% of impressions where a user entered the frame of ad and remained active for at least 0.5 seconds.

2.4%

Benchmark: 2.1%



Attention Quality



Ratio of users that converted from hovering to interacting.


33.7%

Benchmark: 20.2%


Low CTR for banners can be attributed to “Game Over” screen with call to action.

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Rocky Mountain Power: Spot the Difference [x]

 [wattsmart.com](#)


GAME OVER
YOUR SCORE: 100

It's easy to be **wattsmart**:

1. If you have central AC, set your thermostat to 78° F or higher.
2. Window, ceiling and whole-house fans are low cost ways to make your home feel a little cooler.
3. Shut your blinds before leavings in the morning so the sun won't heat your home.
4. Unplug electronics gadgets when not in use.
5. Don't use major appliances like the dryer and dishwasher, from 2 p.m. - 8 p.m. on hot summer days.

Learn more tips at [wattsmart.com](#)

[Play Again?](#)

For more energy- and money-saving tips.
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Pre-game video unit

278

delivered impressions

14

clicks

5.04%

ctr



Custom Game Promotion Ads

GSN VACATION BOUTIQUE **simons**
SHOP NOW
FREE DELIVERY ON PURCHASES OF \$100 OR MORE*

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BOOKWORM

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Is your type 2 diabetes A1C number heading in the wrong direction?
Tradjenta
(linagliptin) tablets 5mg

IMPORTANT SAFETY INFORMATION
What is the most important information I should know about TRADJENTA?
Serious side effects can happen to people taking TRADJENTA. Includes information about

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Play Now

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ChaChingo BINGO

Next Drawing: **43:47** Current Jackpot: **\$4,572**

Play My History

Click on each ball to select your numbers, then click "Continue."

B I N Pick your Number! **O**

Auto Pick Next Drawing: April 28, 7:00PM ET Continue

April 28, 6:00PM ET Results: **B2 I36 N45 G70 O84** Jackpot: \$4,560

Prizes

Match 5 numbers	= \$4,572 Cash Jackpot!
Match 4 numbers	= 5,000 + 50,000
Match 3 numbers	= 500 + 5,000
Match 2 numbers	= 50 + 500
Match 1 number	= 5 + 50

Group Loot

If you're playing on the site when someone hits a jackpot or matches 4 numbers, you'll score 500 Tokens and 50 Oodles!

wbyassee won \$3,144
on 4/18/2015 at 01:00 AM ET!

POWER UP YOUR ACCOUNT
wattsmart.com

or Register to put your name on the leaderboards!

Date	
04/28/2015 1:41 am	22,830
04/28/2015 6:22 am	15,990

Today's Oodletunities

- Go RVing**
Find your way to a huge win!
- Catch-21**
Speed through the deck to make 21s.
- Swap It!**
Make matches as fast as you can.
- Spider Solitaire**
Spin a web of fun in Spider Solitaire.
- Bejeweled 2**
Match three-in-a-row.

Custom Game Promotion Ads

728x90

407_k

delivered impressions

1.3_k

clicks

.32%

ctr

160x600

292_k

delivered impressions

432

clicks

.15%

ctr

300x250

3.4_k

delivered impressions

932

clicks

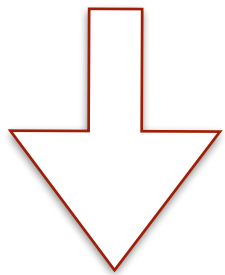
.27%

ctr

Overall totals

7.45_M

booked impressions

7.52_M

delivered impressions

7_K

clicks

.09%

ctr

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Rocky Mountain Power: Spot the Difference [x]

ROCKY MOUNTAIN POWER **SPOT THE DIFFERENCE** found score 6 / 8 100

wattsmart.com

1 2 3 0 time 60 END GAME

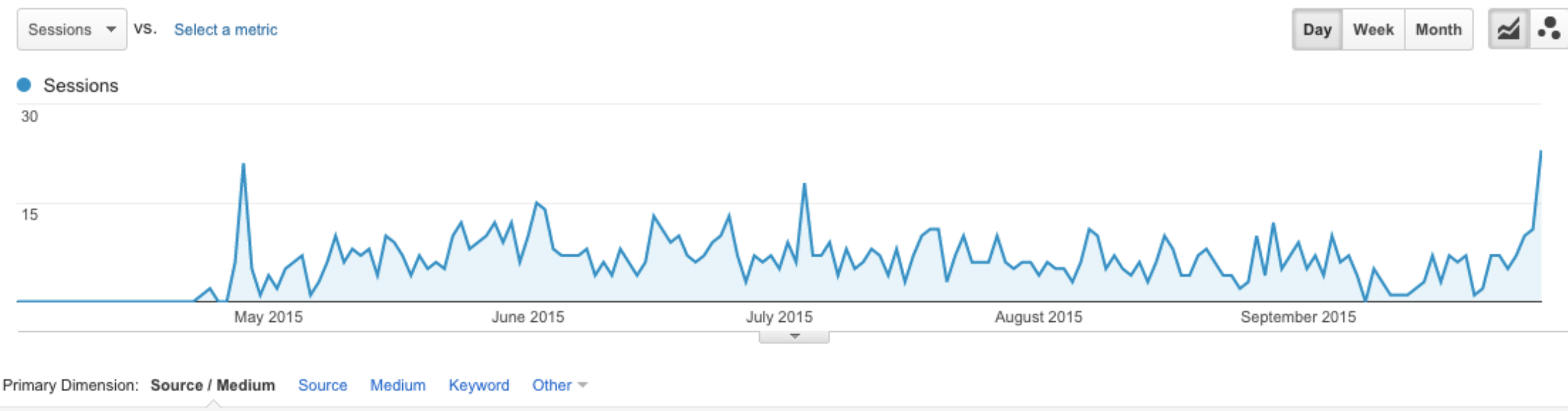
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Google analytics - traffic to wattsmart.com

The GSN game pulled in 1,072 sessions, 35.35% or 379 were new users.

Low bounce rate of 59.51%, which means people were looking at the site instead of just leaving.

They were on the site for at 5 minutes and 49 seconds.



Google analytics - traffic to wattsmart.com

Secondary Dimension: **Source / Medium** [Source](#) [Medium](#) [Keyword](#) [Other](#) ▼

Plot Rows Secondary dimension ▼ Sort Type: Default ▼ [advanced](#) [Grid](#) [Pie](#) [List](#)

Source / Medium ?	Acquisition			Behavior			Conversions Goal 2: Contact Us ▼	
	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Contact Us (Goal 2 Conversion Rate) ?	Contact Us (Goal 2 Completions) ?
	1,072 % of Total: 0.04% (2,688,226)	35.35% Avg for View: 40.87% (-13.50%)	379 % of Total: 0.03% (1,098,677)	59.51% Avg for View: 20.45% (191.04%)	4.08 Avg for View: 6.20 (-34.21%)	00:05:49 Avg for View: 00:03:30 (66.36%)	0.00% Avg for View: 0.32% (-100.00%)	0 % of Total: 0.00% (8,535)
1. GSN / Custom Game	959 (89.46%)	31.80%	305 (80.47%)	58.08%	4.33	00:06:18	0.00%	0 (0.00%)
2. gsn.com / referral	78 (7.28%)	71.79%	56 (14.78%)	76.92%	1.76	00:01:00	0.00%	0 (0.00%)
3. GSN / Promotion	13 (1.21%)	69.23%	9 (2.37%)	53.85%	2.54	00:03:46	0.00%	0 (0.00%)
4. GSN / Pre Load	9 (0.84%)	44.44%	4 (1.06%)	88.89%	1.22	00:01:19	0.00%	0 (0.00%)
5. GSN / Default	6 (0.56%)	16.67%	1 (0.26%)	33.33%	3.33	00:06:49	0.00%	0 (0.00%)
6. staging.gsn.com / referral	4 (0.37%)	50.00%	2 (0.53%)	75.00%	1.75	00:00:03	0.00%	0 (0.00%)
7. qaweb2.gsn.com / referral	2 (0.19%)	100.00%	2 (0.53%)	0.00%	3.50	00:05:18	0.00%	0 (0.00%)
8. GSN / banner	1 (0.09%)	0.00%	0 (0.00%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)