

## 4 week campaign

|                            | Total Reach | Evaluation<br>excl. panel | Unique<br>reach | Duplicated<br>reach |
|----------------------------|-------------|---------------------------|-----------------|---------------------|
| Site 1                     | 77,562      | 593,407                   | 46,870          | 30,692              |
| Site 2                     | 64,424      | 596,086                   | 44,191          | 20,233              |
| Site 3                     | 215,439     | 471,811                   | 168,466         | 46,973              |
| Site 4                     | 42,369      | 605,770                   | 34,507          | 7,862               |
| Site 5                     | 266,106     | 409,906                   | 230,371         | 35,735              |
| Site 6                     | 70,200      | 607,420                   | 32,857          | 37,343              |
| Campaign reach for 6 sites | 640,277     |                           |                 |                     |

- Step 1 Run an evaluation of all the sites in question to get a total reach  
In this example the total unduplicated reach of the campaign is 640 277
- Step 2 Remove the first panel from the group and rerun the evaluation to get the reach without the 1st panel  
In this example if we remove Site 1 the new reach for the evaluation is 593 407
- Step 3 To calculate Unique Reach :  
If you subtract the total reach for all panels from the new results excluding the 1st panel  
that is,  $640\ 277 - 593\ 407 = 46\ 870$   
Therefore the unique reach of the first panel is 46 870
- Step 4 To calculate Duplicated Reach:  
If you subtract the Unique Reach from the Total Reach of the 1st panel  
that is,  $77\ 562 - 46\ 870 = 30\ 692$   
This is the number of people who will see Site 1 and AT LEAST one other panel.  
We cannot tell how many other panels they will see but we know that they see at least 1 other
- Step 5 You then repeat steps 1 - 4 for each panel.  
You must put the 1st panel back into the mix and take out the 2nd panel and go through the steps.  
Then you put back the 2nd panel and take out the 3rd panel ....and so on