

**TUTUNUL DISTRUGE INIMI.**

*Respiră Sănătate!*

**ZIUA MONDIALĂ FĂRĂ TUTUN**



# Global No Tobacco Day 2018 „Tobacco Breaks Hearts“



## Campaign target population:

- Adults, 15-55 y.o., focus on young people 18-35 y.o., urban, medium to high education and income.
- They are busy people, always running between work and family/friends. They do not have the time to check their health and they are still not aware of the risks they are exposed due to the chaotic lifestyle. They wish to adopt a healthy lifestyle, but they are always postponing the healthy/balanced activities and habits.

They spend most of their time online and on social networks, mainly Facebook.

# Campaign Objectives

- ☀ Increase the awareness and inform the target group about the risks and danger the tobacco represents for our society: focus on the negative health impact tobacco has for both the smokers and the ones around them;
- ☀ Emphasize the main benefits of quitting the tobacco: improved health and better quality of life. Focus on sport and higher energy.



# Round Table & Press Conference

## 30th of May, The Romanian House of Parliament

### 18 Participants:

- 9 representatives of Health commissions from the Romanian Chamber of Deputies and Senate
- 1 Government Representative –Secretary of State for Internal Affairs Minister
- 2 members of Patients NGOs
- 5 Prof. Doctors representing The Romanian Societies of: Cardiology, Pneumology and Family Medicine
- 1 representative for The Romanian National Institute of Public Health





# Round Table & Press Conference 30.05.2018



# Round Table & Press Conference

## Subjects Discussed during the Round Table & Press Conference:

- The negative effect tobacco has for increasing the risk of cardiovascular diseases globally and locally (Romania)-Prof. Dr. Dragoș Vinereanu, President of Romanian Cardiology Society
- General presentation for the tobacco negative effects on health and life quality Prof. Dr. Ulmeanu Ruxandra, President of Romanian Pneumology Society
- Status „No Smoking” national program and the negative impact electronic cigarettes have on young Romanians’ health- Dr. Ioana Munteanu, Responsible for the preventing and reducing tobacco consume program
- Proposals for the tobacco law changes and improvements in order to reduce the use of (any) tobacco among Romanians; Prof. Dr. Florin Mihălțan, ex-president of Romanian Pneumology Society
- Discussions and debates



# Participants

1. Raed Arafat, Secretary of State for Internal Affairs Minister
2. Prof. Dr. Ruxandra Ulmeanu, President of the Romanian Pneumology Society
3. Prof. Dr. Florin Mihălțan ex-president of Romanian Pneumology Society
4. Prof Dr. Dragoș Vinereanu- President of Romanian Cardiology Society
5. Dr. Ioana Munteanu Responsible for the preventing and reducing tobacco consume Program
6. DR. Rodica Tănăsescu Vice-president Romanian Family Medicine Society
7. Dinu Cristina Elena, Secretary Health Commission Romanian Chamber of Deputies
8. Adrian Wiener, Health Commission Member and President Human Rights Commission, Romanian Senate
9. Cezar Irimia President FABC (Romanian Asociation of Cancer Patients)
10. Flavius Pavelescu, Romanian Association of Cancer Patients
11. Alexandra Cucu, Romanian National Institute of Public Health
12. Florin Orțan, Senate Health Commission
13. Cobuz Maricela, Chamber of Deputies Health Commission
14. Holban Georgeta Carmen, Chamber of Deputies Health Commission
15. Radu Nicolaie Sebastian Valentin, Chamber of Deputies Health Commission
16. Ungureanu Emanuel Dumitru, Vice-president Chamber of Deputies Health Commission
17. Vass Levente, Chamber of Deputies Health Commission
18. Gabriel Botnariu, Senate Health Commission

# Round Table- Follow up

## 31.05.2018 Global No Tobacco Day

All participants and all public authorities, doctors and patients associations invited to this event (40 persons) have received the main conclusions of the discussions and the legislative proposals for changing and improving the tobacco law in Romania, focusing on all types of tobacco as being a high risk for public health.



Ieri, 30.05.2018, în cadrul mesei rotunde și a conferinței de presa organizate cu prilejul Zilei Mondiale fără Tutun, reprezentanții Societăților Române de Cardiologie, Pneumologie și Fundația Română a Inimii au dezbătut împreună cu reprezentanții asociațiilor de pacienți, ai Institutului Național de Sănătate Publică și membrii Comisiei de sănătate din Camera Deputaților și Senat problemele cauzate de consumul de tutun. Au propus o serie de modificări legislative pentru a susține promovarea unui stil de viață sănătos în rândul romanilor și mai ales al tinerilor.

### Iată câteva dintre principalele aspecte discutate:

- În fiecare zi, în România, fumatul cauzează **115 de decese, iar 42.000 de oameni mor** din cauza complicațiilor provocate de tutun în fiecare an. Se fumează zilnic peste 5 milioane de pachete de țigări, iar aproximativ 85% dintre pacienții cu cancer bronhopulmonar sunt fumători.
- Conform Eurobarometrului 2017, realizat de Comisia Europeană, în România consumul de tutun se menține încă relativ ridicat, cu o prevalență a fumatului de 28% în rândul celor cu vârsta de peste 15 ani, aproape de media europeană (26%). În rândul bărbaților, prevalența este de 38%, iar în rândul femeilor de 19%. România se situează pe locul 9 în Uniunea Europeană. Conform acestui raport, **procentul tinerilor fumători, respectiv cei din categoria de vârstă 15 - 24 de ani, a crescut de la 25% în 2014, la 29% în 2017**
- Studiile independente demonstrează fără dubiu că **tutunul, în orice formă ar fi el, este unul dintre cele mai mari pericole pentru sănătatea publică și un factor de risc major.**
- În 2018, ne confruntăm cu promovarea ostentativă a noilor produse din tutun: țigara electronică și tutunul încălzit, prezentate ca fiind „mai puțin nocive decât țigările clasice”, iar victimele acestei promovări sunt în principal copiii și adolescenții.
- Este datoria noastră de a atrage atenția asupra faptului că «Fumatul este principala cauză de deces CARE POATE FI PREVENITA», concluzie pe care Organizația Mondială a Sănătății o lansa încă din 2009!

Avem obligația morală de a crea împreună un mediu care să favorizeze opțiunea românilor de a rămâne nefumători! Avem nevoie de reglementări legislative care să îi protejeze pe nefumători și să-i încurajeze și pe fumători să regăsească un stil de viață sănătos. De aceea, Inițiativa 2035 - Generația fără fumat, Societatea Română de Cardiologie, Societatea Română de Pneumologie și Fundația Română a Inimii propun o serie de **modificările legislative** care să soluționeze situația de "urgență de sănătate publică" reprezentată de consumul de tutun în România.

Va cerem sprijinul în a promova și susține aceste propuneri legislative. Astfel putem face o schimbare în bine pentru sănătatea românilor.  
Să începem cu ziua de **31 mai, Ziua Mondială fără Tutun**, pentru a ne demonstra nouă înșine că ținem la inima, la viața și la sănătatea noastră!

Prof. Dr. Dragoș Vinereanu, Societatea Română de Cardiologie  
Prof. Dr. Ruxandra Ulmeanu, Societatea Română de Pneumologie  
Prof. Dr. Florin Mihăițan, Societatea Română de Pneumologie  
Dr. Gabriel Tatu-Chitoiu, Fundația Română a Inimii  
Dr. Ioana Munteanu, Responsabil Subprogramul de Prevenție și Combatere a Tutunului

# No Tobacco Day 2018

## Media Coverage

- **TV** : Digi 24 and Antena 1 national televisions
- **Radio**: 10 broadcasts/; Romania Actualitati, Radio Zu, Bucuresti FM, Radio Craiova
- **Radio**: special moment Europa FM during the morning show (prime time) –maximum audience rating
- 29 articles **general Press**

### Full Media Coverage Report

<https://sites.google.com/site/ziuamondialafaratutun2018/home>

# Media Coverage

## TV

**Digi 24: Date: 2018-05-30 | Hour: 19:11:15 | Length: 00:02:06**

[https://portal.klarmedia.com/monitoring/2018-05/201805301942\\_digi24\\_30\\_may\\_2018\\_19\\_11\\_15.mp4](https://portal.klarmedia.com/monitoring/2018-05/201805301942_digi24_30_may_2018_19_11_15.mp4)

**Digi 24: Date: 2018-05-31 | Hour: 06:26:02 | Length: 00:02:06**

<https://portal.klarmedia.com/article.php?i=D3C452753EA1BEF6F736F973B49F3B2942407397&c=363&l=2>

**Antena 1 : Date: 2018-05-31 | Hour: 06:08:00 | Length: 00:02:28**

<https://portal.klarmedia.com/article.php?i=12B23B985DAED504A37EDE1F2057786842405312&c=363&l=2>

**Antena1 | Date: 2018-05-31 | Hour: 07:07:24 | Length: 00:02:28**

<https://portal.klarmedia.com/article.php?i=20131F1D25F6E23F129DA4417C35CC3A42407502&c=363&l=2>

# Media Coverage

## Radio

1. Bucuresti FM: Date: 2018-05-31 | Hour: 12:05:31 | Length: 00:01:19  
<https://portal.klarmedia.com/article.php?i=CD32D0E6C0AD4276C01640AA089FF39442417188&c=363&l=2>
2. Romania Actualitati | Date: 2018-05-31 | Hour: 07:08:11 | Length: 00:01:55  
<https://portal.klarmedia.com/article.php?i=04F9E4960EC74327795EA5D99F68C3C442411048&c=363&l=2>
- 3.
4. Romania Actualitati | Date: 2018-05-31 | Hour: 08:02:18 | Length: 00:01:41  
<https://portal.klarmedia.com/article.php?i=E123E02774F8AB9C0B854BF9C637426242411828&c=363&l=2>
- 5.
6. Romania Actualitati | Date: 2018-05-31 | Hour: 10:02:53 | Length: 00:02:06  
<https://portal.klarmedia.com/article.php?i=1B3FEC50794919224C772BF54C1BA80242414612&c=363&l=2>
- 7.
8. Europa FM – Desteptarea - 31.05.2018 [https://portal.klarmedia.com/monitoring/2018-05/201805311609\\_europafm\\_31\\_may\\_2018\\_08\\_46\\_32.mp3](https://portal.klarmedia.com/monitoring/2018-05/201805311609_europafm_31_may_2018_08_46_32.mp3)
- 9.
10. Romania Actualitati | Date: 2018-05-30 | Hour: 17:21:21 | Length: 00:00:22  
<https://portal.klarmedia.com/article.php?i=BCF3C3EF9DC52F0E135ECD69A72C9F5E42385383&c=363&l=2>
- 11.
12. BucurestiFM | Date: 2018-05-30 | Hour: 21:00:31 | Length: 00:01:18  
<https://portal.klarmedia.com/article.php?i=F1AB2A72F5A18613D061F3216D99E99542393345&c=363&l=2>
- 13.
14. BucurestiFM | Date: 2018-05-30 | Hour: 17:05:06 | Length: 00:01:49  
<https://portal.klarmedia.com/article.php?i=C9C1C8B07C1CF2BE38822D0F25FCCE2942393338&c=363&l=2>
- 15.
16. RadioZu | Date: 2018-05-30 | Hour: 22:00:33 | Length: 00:00:34  
<https://portal.klarmedia.com/article.php?i=C22E9FE37E9139A2CBF6CB2F9034150742393164&c=363&l=2>
17. Radio Craiova: <http://www.radiocraiova.ro/31-mai-ziua-mondiala-fara-tutun-3/>

# Media Coverage

## Press

1. Agerpres : <https://www.agerpres.ro/sanatate/2018/05/30/initiativa-2035-prima-generatie-fara-tutun-cere-actualizarea-definitiei-fumatului-in-actele-normative--117790>
2. Agerpres : <https://www.agerpres.ro/sanatate/2018/05/30/raed-arafat-nu-exista-produse-de-tutun-sau-tigari-sanatoase--117801>
3. Agerpres foto: <https://foto.agerpres.ro/foto/detaliu/11155263>
4. Romaniatv.net : [http://www.romaniatv.net/veste-teribila-pentru-fumatorii-de-tigari-electronice-tocmai-a-fost-facut-anuntul-se-pregateste-legea\\_422531.html](http://www.romaniatv.net/veste-teribila-pentru-fumatorii-de-tigari-electronice-tocmai-a-fost-facut-anuntul-se-pregateste-legea_422531.html)
5. A1.ro: <https://a1.ro/lifestyle/health/afirmatia-care-va-nenoroci-fumatorii-din-romania-tutunul-incalzit-taxat-la-fel-ca-cel-conventional-id767175.html>
6. Mediafax: <http://www.mediafax.ro/social/pneumolog-tutunul-incalzit-ar-trebuie-taxat-la-fel-ca-tutunul-conventional-este-la-fel-de-daunator-17236484>
7. Adevarul: [http://adevarul.ro/news/societate/raed-arafat-nu-exista-produse-tutun-tigari-sanatoase-1\\_5b0e97c7df52022f759542a4/index.html](http://adevarul.ro/news/societate/raed-arafat-nu-exista-produse-tutun-tigari-sanatoase-1_5b0e97c7df52022f759542a4/index.html)
8. Rador: <http://www.rador.ro/2018/05/31/ziua-mondiala-fara-tutun-2/>
9. Hotnews: <https://www.hotnews.ro/stiri-sanatate-22479739-115-romni-mor-zilnic-din-cauza-fumatului-unul-din-trei-tineri-romni-vrsta-pest-15-ani-este-fum-tor.htm>
10. europafm.ro <https://www.europafm.ro/31-mai-ziua-mondiala-fara-tutun/>
11. romaniaactualitati.ro: [http://www.romania-actualitati.ro/ziua\\_mondiala\\_fara\\_tutun-116136](http://www.romania-actualitati.ro/ziua_mondiala_fara_tutun-116136)
12. Romania Libera: <https://romanalibera.ro/politica/initiativa-2035-prima-generatie-fara-tutun-cere-actualizarea-definitiei-fumatului-732029>
13. Unica: <https://www.unica.ro/statistici-ingrijoratoare-despre-cresterea-numarului-de-fumatori-randul-tinerilor-ce-ne-spun-doctorii-de-ziua-mondiala-fara-fumat-241194>
14. MonitoruldeStiri.ro: <http://monitoruldestiri.ro/social/statistici-ingrijoratoare-despre-cresterea-numarului-de-fumatori-in-randul-tinerilor-ce-ne-spun-doctorii-de-ziua-mondiala-fara-fumat-872184>

# Media Coverage

## Press

15. Descopera.ro: <http://www.descopera.ro/dnews/17236483-tutunul-incalzit-ar-trebuie-taxat-la-fel-ca-tutunul-conventional-sustine-un-pneumolog>
16. Playtech.ro: <https://playtech.ro/2018/iqos-raed-arafat-fumat-tigari/>
17. ScoalaPacientilor.ro: <http://www.scoalapacientilor.ro/fumatul-principala-cauza-de-deces-care-poate-fi-prevenita/>
18. ViataLibera.ro: <https://www.viata-libera.ro/s%C4%83n%C4%83tate/109920-nu-exista-produse-din-tutun-sau-tigari-sanatoase>
19. Ziua de Cluj: <http://ziuadecj.realitatea.net/sanatate/romanii-mor-pe-capete-din-cauza-fumatului-unul-din-trei-tineri-cu-varsta-de-pest-15-ani-este-fumator--174261.html>
20. MedicalNet.ro: <http://medicalnet.ro/initiativa-2035-prima-generatie-fara-tutun-cere-actualizarea-definitiei-fumatului-in-actele-normative/13146/>
21. Ziare.com: <http://www.ziare.com/bucuresti/stiri-actualitate/initiativa-2035-prima-generatie-fara-tutun-cere-actualizarea-definitiei-fumatului-7298650>
22. Ziare.com: <http://www.ziare.com/bucuresti/stiri-life-show/tutunul-incalzit-ar-trebuie-taxat-la-fel-ca-tutunul-conventional-sustine-un-pneumolog-7300784>
23. ZiarulClujean.ro: <https://ziarulclujean.ro/ziua-mondiala-fara-tutun/>
24. MaricelaCobuz.ro: <https://maricelacobuz.ro/2018/05/31/ziua-mondiala-fara-tutun-31-mai-2018/>
25. OpiniaBuzau.ro: <http://opiniabuzau.ro/sebastian-radu-sunt-necesare-mult-mai-multe-masuri-si-programe-pentru-combaterea-fumatului/>
26. ReporterBuzoian.ro: <http://reporterbuzoian.ro/deputatul-sebastian-radu-in-4-ani-din-cauza-fumatului-au-decedat-la-nivel-mondial-mai-multe-persoane-decat-in-cele-doua-razboaie-mondiale-la-un-loc/>
27. Buzoienii.ro: <https://www.buzoienii.ro/sebastian-radu-dusman-pe-fata-al-acestui-obicei/>
28. TelegrafOnline (Constanta): <https://www.telegrafonline.ro/tutunul-distruge-inimi-respira-sanatate>
29. ZiuaNews.ro: <http://www.ziuanews.ro/revista-presei/pneumolog-tutunul-incalzit-ar-trebuie-taxat-la-fel-ca-tutunul-conventional-este-la-fel-de-daunator-939123>

# Social Media Campaign

## „No Tobacco Day” – Facebook Page

(<https://www.facebook.com/ziuamondialafaratutun/> )

- Page promotion (1 month 22.05-25.06, 25 posts focused on tobaccos health risks and benefits of a life without tobacco)
- **Facebook contest:** 31.05-25.06. Prize: 3 months gym subscription.
- **Page Status 25 of June:** 1244 followers; 44.637 people reached, 5422 post engagements
- Posting and promoting the no tobacco day on Romanian Society of Cardiology and Pneumology Facebook pages



# Facebook Contest

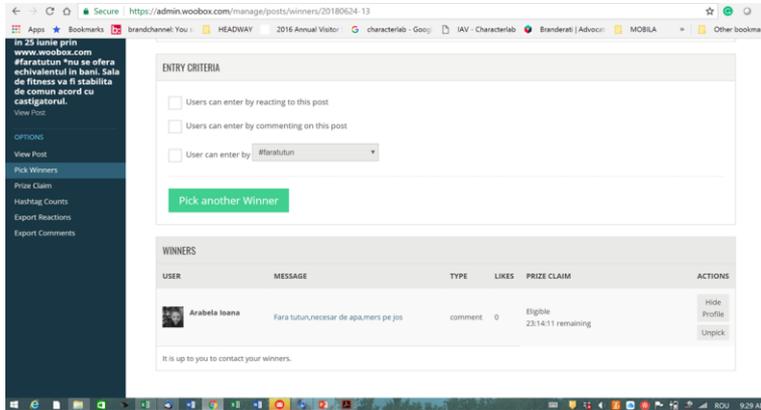


„We challenge you with a contest. Quitting tobacco means a higher energy level and a first step towards a health lifestyle!

Comment to this post and list 3 activities you practice weekly in order to keep a healthy lifestyle and you can win a gym subscription value 300 euro with VAT. We will choose the winner on 25 of June using [woobox.com](http://woobox.com).

*\*we do not offer the value in money. The gym will be established together with the winner.”*

# Facebook Contest



## Status 25.06:

- 21.507 people reached;
- 1600 likes;
- 166 share
- 194 comments
- 1 Winner (Arabela Ioana, from Bucharest)

# „No tobacco” Testimonials Videos

We promoted on Facebook page 4 testimonials (videos) of patients and local artists/influencers, talking about the negative effects of tobacco in their life and the positive changes they are experiencing after quitting tobacco and also talking about the social benefits of implementing the new law about tobacco usage in public places.



cardio  
Schimbarea e in  
noi\_Romania  
Respira\_Clip 3\_P...



Schimbarea e in  
noi! Romania  
Respira\_Clip  
1\_Pentru ca vre...



Schimbarea e in  
noi\_Romania  
Respira\_Clip  
2\_Pentru ca imi ...



Schimbarea e in  
noi\_Romania  
Respira\_Clip  
4\_Poveste de vi...

# Status Facebook page (25th of June)

## Ziua Mondiala fara Tutun

Page    Inbox **8**    Notifications **1**    **Insights**    Publishing Tools    Promotions **2**    Settings    Help ▾

- Overview**
- Promotions
- Followers
- Likes
- Reach
- Page views
- Page previews
- Actions on Page
- Posts
- Events
- Videos
- Stories
- People

<b>945</b> Page likes <b>▲385%</b> 	<b>44,637</b> People reached <b>▲2,457%</b> 	 We don't have data to show you this week.
<b>Post engagements</b> ⓘ 28 May – 24 June <b>5,422</b> Post engagement <b>▲2,754%</b> 	<b>Videos</b> ⓘ 28 May – 24 June <b>2,640</b> Total video views <b>▲100%</b> 	<b>Page followers</b> ⓘ 28 May – 24 June <b>947</b> Page followers <b>▲386%</b> 

**Recent promotions on Ziua Mondiala Fara Tutun**    [+ Create New Promotion](#)

Ad activity is reported in the time zone of your ad account.

# Online campaign

1. Dedicated landing page for No Tobacco Day  
<https://www.cardioportal.ro/fara-tutun/>
2. No Tobacco Day banners and Press Release on  
[www.cardioportal.ro](http://www.cardioportal.ro) si [www.srp.ro](http://www.srp.ro) ;
3. Google AdWords Campaign (1 month). Online banners will redirect the target group towards the landing page

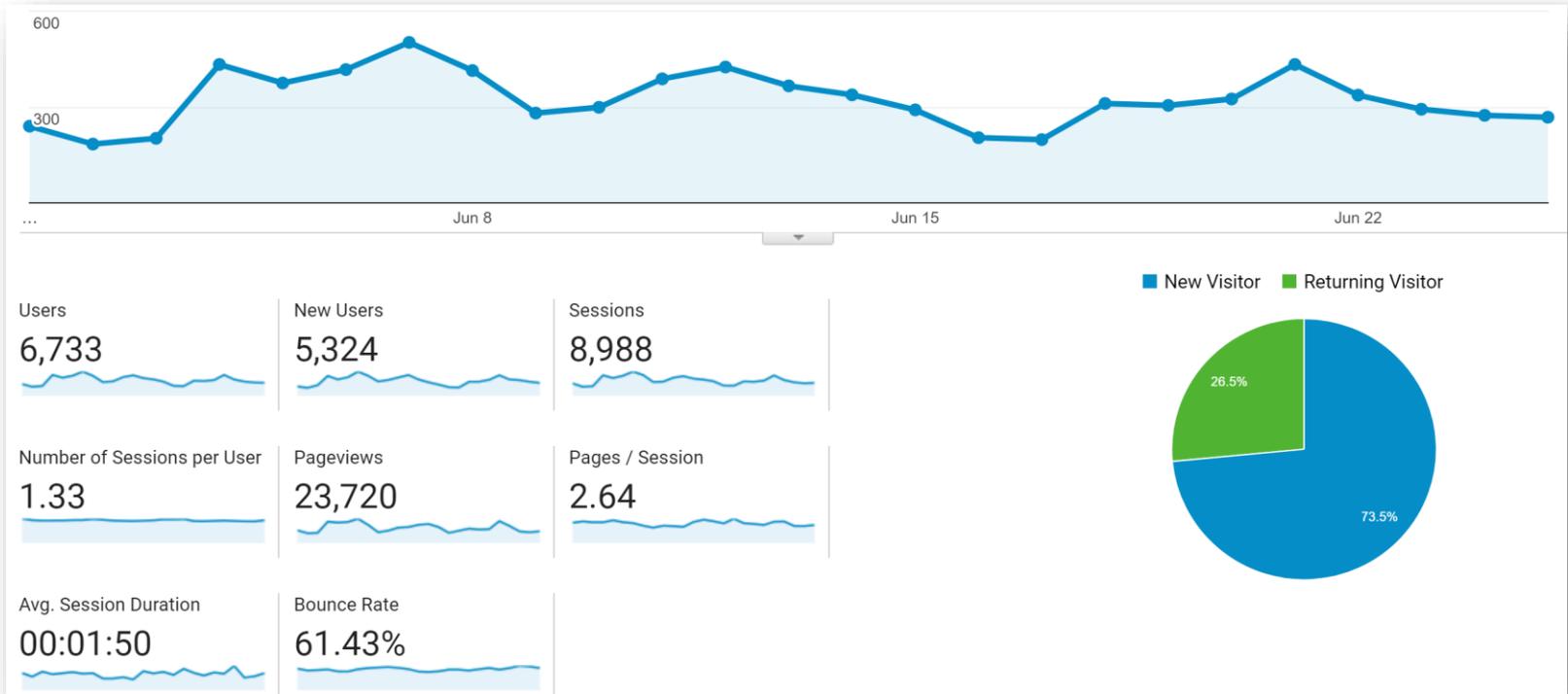
Google AdWords selection:

Objective: 3500 visitors on page

- ✓ 1. Men & Women 18-55 y.o., Romania
- ✓ 2. Gmail Campaign – showing the banners for the ones using Gmail
- ✓ 3. Interest and Habits: Travel - Beauty and Wellness - Lifestyle - News - Sports and Fitness"



# Web traffic



# Localization

Region ?	Acquisition			Behavior		
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	5,896 % of Total: 87.57% (6,733)	4,701 % of Total: 88.28% (5,325)	8,148 % of Total: 90.64% (8,989)	60.69% Avg for View: 61.42% (-1.19%)	2.65 Avg for View: 2.64 (0.48%)	00:01:52 Avg for View: 00:01:50 (2.38%)
1. Bucharest	2,613 (42.52%)	1,975 (42.01%)	3,677 (45.13%)	59.75%	2.68	00:02:03
2. Cluj County	584 (9.50%)	418 (8.89%)	756 (9.28%)	57.41%	2.61	00:01:39
3. Iasi County	469 (7.63%)	308 (6.55%)	639 (7.84%)	53.99%	2.92	00:02:03
4. Timis County	401 (6.52%)	284 (6.04%)	529 (6.49%)	61.44%	2.30	00:01:27
5. Prahova	181 (2.95%)	145 (3.08%)	214 (2.63%)	62.62%	2.37	00:01:18
6. Mures County	168 (2.73%)	117 (2.49%)	220 (2.70%)	62.27%	2.78	00:01:26
7. Brasov County	158 (2.57%)	119 (2.53%)	187 (2.30%)	59.89%	2.84	00:01:32
8. Constanta County	158 (2.57%)	134 (2.85%)	219 (2.69%)	67.58%	2.39	00:02:04

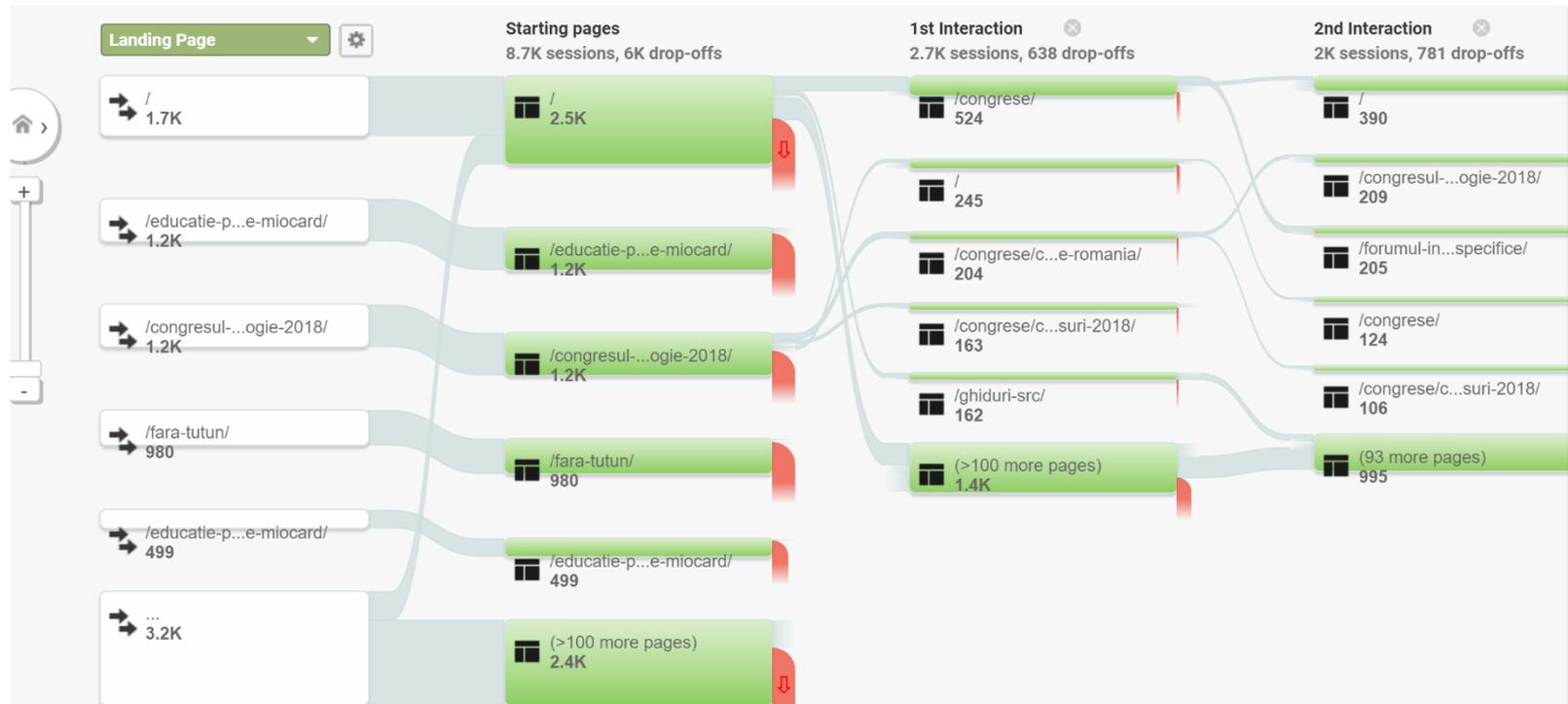
# New users vs returning ones

User Type ?	Acquisition			Behavior		
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	<b>6,733</b> % of Total: 100.00% (6,733)	<b>5,328</b> % of Total: 100.06% (5,325)	<b>8,989</b> % of Total: 100.00% (8,989)	<b>61.42%</b> Avg for View: 61.42% (0.00%)	<b>2.64</b> Avg for View: 2.64 (0.00%)	<b>00:01:50</b> Avg for View: 00:01:50 (0.00%)
1. <a href="#">New Visitor</a>	<b>5,325</b> (73.52%)	5,328 (100.00%)	5,328 (59.27%)	68.79%	2.19	00:01:18
2. <a href="#">Returning Visitor</a>	<b>1,918</b> (26.48%)	0 (0.00%)	3,661 (40.73%)	50.70%	3.29	00:02:35

# Mobil vs. Desktop

Device Category ?	Acquisition			Behavior		
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	<b>6,734</b> % of Total: 100.01% (6,733)	<b>5,329</b> % of Total: 100.08% (5,325)	<b>8,990</b> % of Total: 100.01% (8,989)	<b>61.42%</b> Avg for View: 61.42% (0.01%)	<b>2.64</b> Avg for View: 2.64 (0.02%)	<b>00:01:50</b> Avg for View: 00:01:50 (0.00%)
1. mobile	<b>3,866</b> (58.59%)	<b>3,178</b> (59.64%)	<b>5,155</b> (57.34%)	<b>66.29%</b>	<b>2.14</b>	<b>00:01:21</b>
2. desktop	<b>2,304</b> (34.92%)	<b>1,785</b> (33.50%)	<b>3,258</b> (36.24%)	<b>53.22%</b>	<b>3.45</b>	<b>00:02:35</b>
3. tablet	<b>428</b> (6.49%)	<b>366</b> (6.87%)	<b>577</b> (6.42%)	<b>64.30%</b>	<b>2.51</b>	<b>00:01:49</b>

# The user path inside the website



# Results

For June 1st-25<sup>th</sup> (the campaign will end on 30th of June)

- 8988 sessions
- 5324 unique users
- 01:50 min. average time spend on site
- 2.64 visualized pages
- 59 % access the site from mobile
- 2466 clicks
- Numbers of persons who saw the banners: 243,284

# Campanii Google AdWords

Campaign / Campaign ID <sup>?</sup>	Acquisition			Behavior	
	Clicks <sup>?</sup> ↓	Users <sup>?</sup>	Sessions <sup>?</sup>	Bounce Rate <sup>?</sup>	Pages / Session <sup>?</sup>
	<b>2,446</b> % of Total: 100.00% (2,446)	<b>869</b> % of Total: 12.91% (6,733)	<b>1,003</b> % of Total: 11.16% (8,989)	<b>85.24%</b> Avg for View: 61.42% (38.79%)	<b>1.33</b> Avg for View: 2.64 (-49.57%)
1. <a href="#">[CM] CardioPortal_Gmail Campaign</a> 1424144764	 <b>1,529</b> (62.51%)	<b>87</b> (9.94%)	<b>90</b> (8.97%)	<b>82.22%</b>	<b>1.30</b>
2. <a href="#">[CM]GDN CardioPortal_Fara Tutun_Interest</a> 1424074546	 <b>775</b> (31.68%)	<b>673</b> (76.91%)	<b>781</b> (77.87%)	<b>84.76%</b>	<b>1.36</b>
3. <a href="#">[CM] GDN SmookingContent</a> 1423535702	 <b>131</b> (5.36%)	<b>103</b> (11.77%)	<b>120</b> (11.96%)	<b>89.17%</b>	<b>1.20</b>
4. <a href="#">[CM] Remarketing Fara Tutun</a> 1449496535	 <b>6</b> (0.25%)	<b>6</b> (0.69%)	<b>6</b> (0.60%)	<b>100.00%</b>	<b>1.00</b>
5. <a href="#">[CM] GDN 20-50 years</a> 1452612131	 <b>5</b> (0.20%)	<b>5</b> (0.57%)	<b>5</b> (0.50%)	<b>100.00%</b>	<b>1.00</b>
6. (not set)	<b>0</b> (0.00%)	<b>1</b> (0.11%)	<b>1</b> (0.10%)	<b>100.00%</b>	<b>1.00</b>

# Campanii Google AdWords

Campaign <span>↑</span>	Clicks	Impr.	CTR
 [CM] CardioPortal_Gmail Campaign	1,529	5,041	30.33%
 [CM] GDN 20-50 years	7	482	1.45%
 [CM] GDN SmookingContent	131	33,368	0.39%
 [CM] Remarketing Fara Tutun	6	585	1.03%
 [CM]GDN CardioPortal_Fara Tutun_Interest	775	203,871	0.38%
Total: Campaigns <span>?</span>	2,448	243,347	1.01%
Total: Account <span>?</span>	2,448	243,347	1.01%



# Banner Google AdWords



**Thank you!**