Tracking Coronavirus Impact on Cint Platform Metrics

Key metrics are shown on left vertical axis (blind/scaled for confidentiality). COVID-19 is shown as new cases per day (not cumulative) on right vertical axis.

Programmatic Entries & Respondents from Invites

- Programmatic Supply Entries
- 7d MA
- Respondents (from Invites)
- 7d MA
- COVID-19 confirmed cases
- 7d MA

Date

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IT Italy

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Platform Completes

- Completes
- 7d MA
- COVID-19 confirmed cases
- 7d MA

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Conversion Rate, Dropout Rate, and Invite Response Rate

- Programmatic Conversion Rate
- 7d MA
- Cobra response rate
- 7d MA
- COVID-19 confirmed cases
- 7d MA
- Dropout Rate
- 7d MA
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Email Invites Sent and Number of Respondents (Starts)

- Respondents (from Invites)
- 7d MA
- Email Invites Sent
- 7d MA
- COVID-19 confirmed cases
- 7d MA