

Digital Marketing Report

Impressions

How many ads were served:

6,428

CTV Completion Rate

99.05%

Percentage of users who watched the video from start
to finish

CTV Cost Per Completed View

0.04

The cost of each completed video view across full-
screen CTVs

Your Product Breakout by Impressions



CTV

**Note: CTR and Total Engagement Rate do not include impressions or view-throughs from CTV, YouTube, or PMax campaigns. For TikTok campaigns, Total Engagement Rate includes both Click Conversions and View-throughs due to differences in Conversion tracking.*



Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Sarvey Insurance - Ages 30+/Car & Motorcycle Insurance CTV	6,428	3	0.05%	0.67

Connected TV (CTV) Creative Performance

Preview Image	Creative Name	Impressions	Video Completion Rate ↓
	Sarvey Insurance_7.21_Sarvey_MGFX Video 2026_30.mp4	6,428	99.05%

Connected TV (CTV) Completion Performance by Strategy

Strategy	25% Completion Rate	50% Completion Rate	75% Completion Rate	100% Completion Rate ↓
Sarvey Insurance - Ages 30+/Car & Motorcycle Insurance CTV	100.00%	99.62%	99.41%	99.05%

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Connected TV	An internet enabled device that provides streaming content directly on the TV, without the use of an external streaming device.	6,039	2	0.03%
Streaming Device	A stick/dongle device that connects to a TV and provides streaming content, such as a Fire TV Stick, Roku Streaming Stick, and Google Chromecast.	389	1	0.26%

Top CTV Publishers

Publisher Image		Publisher Name	Impressions↓	Completion Rate
		SAMSUNG TV PLUS	2,075	100. 00%
		Vizio - Vizio WatchFree+	432	99.44%
		DIRECTV	251	99.52%
		Pluto TV - Live TV and Movies	102	99.20%
		Plex: Stream Movies, Shows, Live TV, Music, and More	31	100.00%
		Plex: Stream Movies & TV	29	100.00%

	Xumo Play	26	100.00%
	TCL Channel	11	100.00%
 	Frndly TV	10	100.00%

All available products in our *toolbox*.



Social Mirror



Mobile
Conquesting



Connected TV



Meta



Website
Visitor ID



TikTok



Search Engine
Optimization



Performance
Max



Digital
Out-Of-Home



LinkedIn



Amazon
Targeting



Live Chat



Google
Pay-Per-Click



YouTube+



Native Ads



Online Audio



Display Ads



Video Ads



Geo-Framing

? Your account team is [here to help](#) - reach out with any questions or to explore new ideas.