

Digital Marketing Report

Impressions

How many ads were served:

30,755

Clicks

Times a user clicked on an ad

84

Click-Through Rate

$(\text{Clicks} / \text{Impressions}) \times 100$

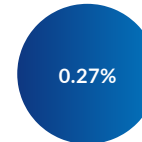
0.27%

Your Product Breakout by Impressions



Amazon
Premium
Video

Total Engagement Rate



$(\text{Clicks} + \text{View-throughs}) / \text{Impressions} \times 100^*$

X the National Average



X the National Avg (.07%)

*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%)
The AutoBahn - Luxury Car Owner Amazon Video	30,755	84	0.27%	3.90

Amazon Premium Video Creative Performance

Creative Name	Preview Link	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
AutoBahn_30sec_rev1_FINAL_25FPS	View Preview	30,755	84	0.27%	3.90

Amazon Premium Video Completion Performance by Creative

Creative Name	25% Completed ↓	50% Completed	75% Completed	100% Completed
AutoBahn_30sec_rev1_FINAL_25FPS	76.14%	65.89%	59.13%	50.89%

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	20,748	69	0.33%
Desktop	A personal computing device that remains stationary at one location.	8,000	10	0.13%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	1,037	5	0.48%
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.	970	0	0.00%

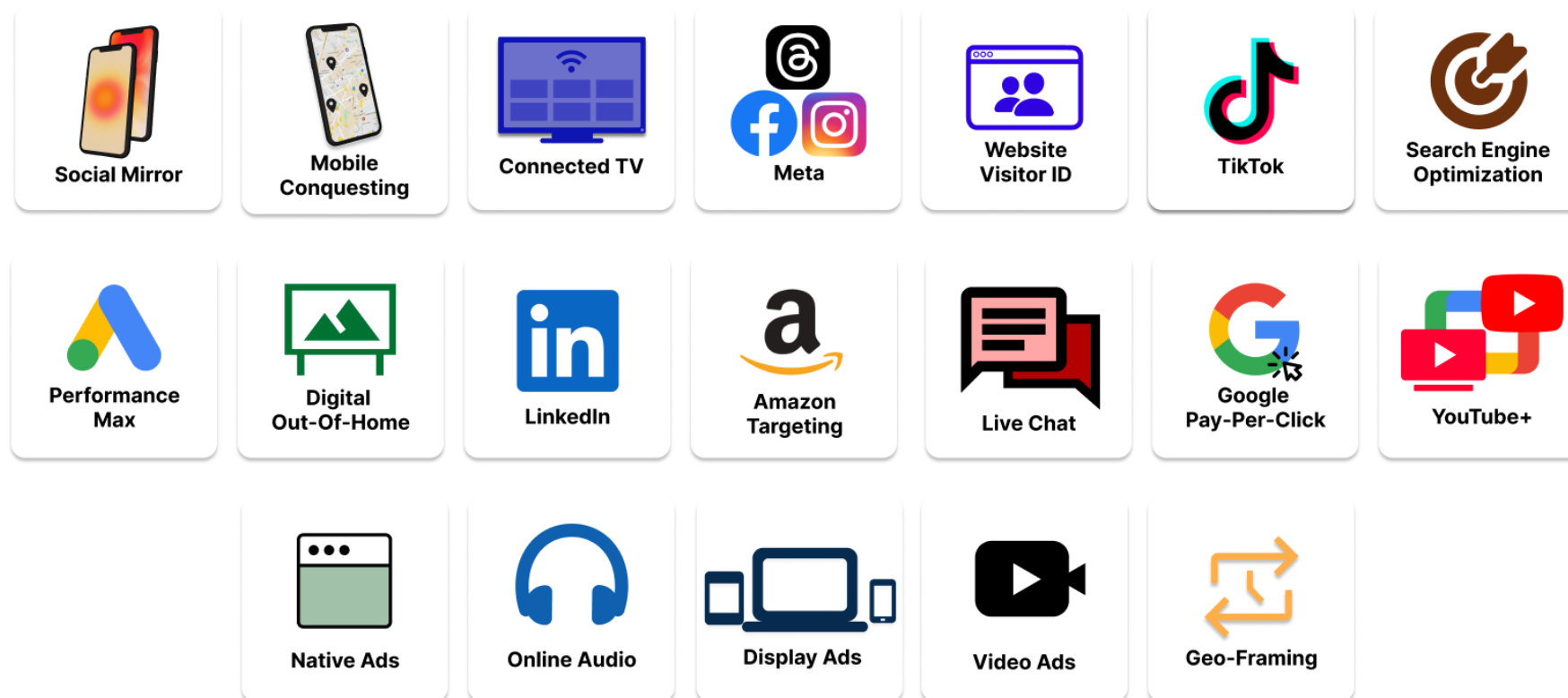
Amazon Inventory Source Performance

Inventory				
Inventory Type	Where your ads appear	Impressions ↓	Clicks	CTR
Amazon Publisher Services	Display, Video, and OTT Impressions served to a collection of comScore 100 publishers and high-quality sites that have a direct partner relationship with Amazon on Desktop, Mobile, and Connected TV devices	29,493	80	0.27%
TWITCH WEB VIDEO	Pre-roll/Mid-roll served on Twitch.TV, an Amazon-owned property on Desktop and Mobile devices	1,139	4	0.35%
TWITCH MOBILEAPP VIDEO	Pre-roll/Mid-roll served on the Twitch App, an Amazon-owned property on Desktop and Mobile devices	123	0	0.00%

Amazon Premium Site and App Performance

Name	Impressions ↓	Clicks	CTR
overwolf.com	1,273	0	0.00%
twitch.tv	1,139	4	0.35%
sanluisobispo.com	1,135	0	0.00%
sfgate.com	1,004	3	0.30%
alexa-devices (ID: 74d63f08fa1a31c7eaf451e009273d9c)	970	0	0.00%
yahoo.com	905	4	0.44%
nypost.com	847	7	0.83%
ksby.com	737	1	0.14%
smartnews.com	655	0	0.00%
thehill.com	429	1	0.23%
glance.com	329	1	0.30%
si.com	272	3	1.10%
ladbible.com	247	1	0.40%
movieweb.com	247	1	0.40%
usatoday.com	246	1	0.41%
abc30.com	244	0	0.00%
abc7news.com	231	0	0.00%
abc7.com	216	0	0.00%
foxnews.com	214	0	0.00%
apnews.com	211	0	0.00%

All available products in our *toolbox*.



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