

Digital Marketing Report

Impressions

How many ads were served:

18,740

Clicks

Times a user clicked on an ad

225

Click-Through Rate

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

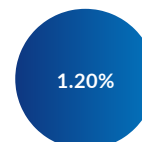
1.20%

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%)
RPM - Peter Boulware Lexus Auto Buyers/Lexus Behavioral Amazon Video	18,740	225	1.20%	17.15

Amazon Premium Video Creative Performance

Creative Name	Preview Link	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
RPM - Peter Boulware Lexus_TV Spot - Peter Boulware Lexus - 30 Opening.mp4	View Preview	18,740	225	1.20%	17.15

Amazon Premium Video Completion Performance by Creative

Creative Name	25% Completed ↓	50% Completed	75% Completed	100% Completed
RPM - Peter Boulware Lexus_TV Spot - Peter Boulware Lexus - 30 Opening.mp4	77.77%	56.92%	49.81%	42.37%

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	16,099	219	1.36%
Desktop	A personal computing device that remains stationary at one location.	1,881	4	0.21%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	757	2	0.26%
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.	3	0	0.00%



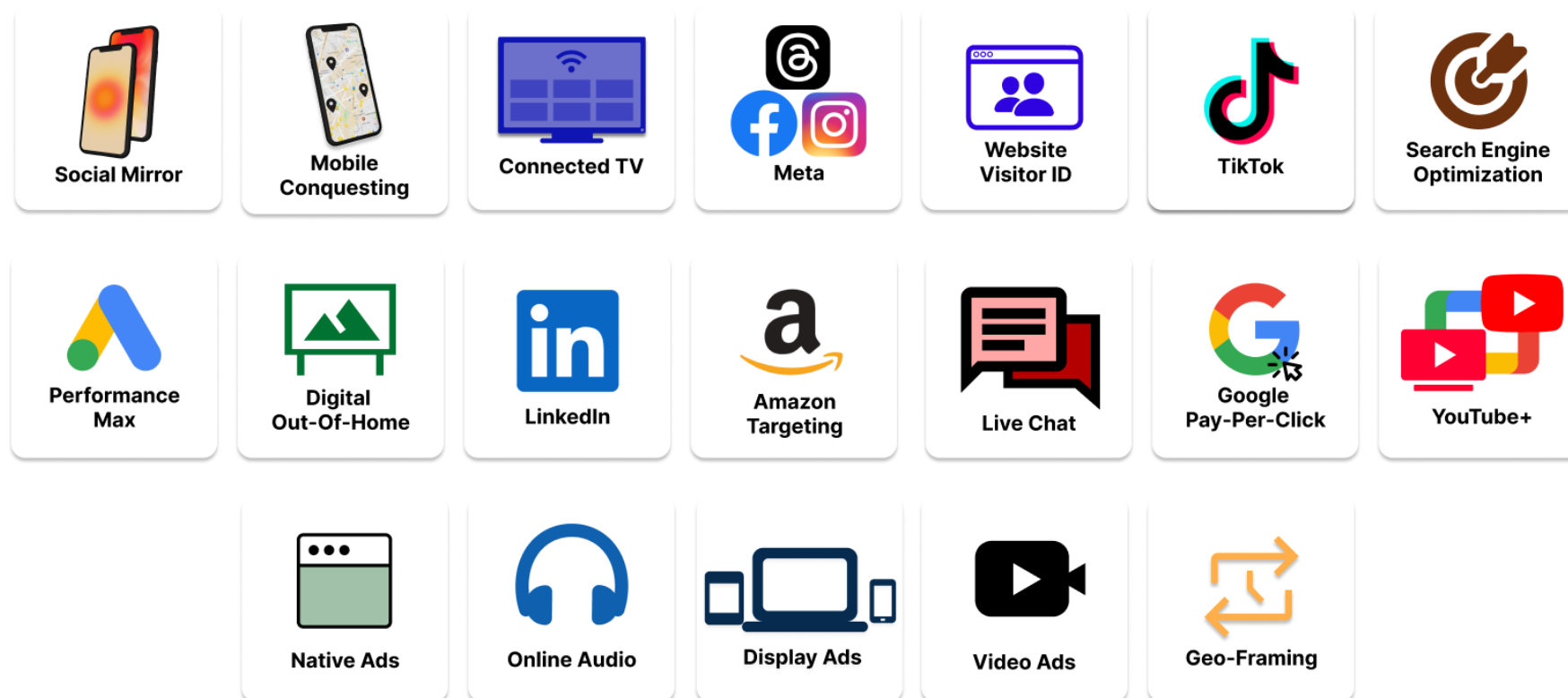
Amazon Inventory Source Performance

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	18,447	224	1.21%
TWITCH WEB VIDEO	Pre-roll/Mid-roll served on Twitch.TV, an Amazon-owned property on Desktop and Mobile devices	286	1	0.35%
TWITCH MOBILEAPP VIDEO	Pre-roll/Mid-roll served on the Twitch App, an Amazon-owned property on Desktop and Mobile devices	7	0	0.00%

Amazon Premium Site and App Performance

Name	Impressions ↓	Clicks	CTR
nypost.com	1,305	15	1.15%
thehill.com	943	1	0.11%
yahoo.com	591	3	0.51%
Candy Crush Saga (ID: com.king.candycrushsaga)	382	1	0.26%
Arrow Puzzle - Tap Away Game (ID: com.easybrain.arrow.puzzle.game)	346	6	1.73%
usatoday.com	322	0	0.00%
Block Blast Adventure Master (ID: com.block.juggle)	300	18	6.00%
Crossword Master - Word Puzzle (ID: com.easybrain.crossword.puzzles)	300	10	3.33%
fandom.com	298	3	1.01%
twitch.tv	286	1	0.35%
Number Match - number games (ID: com.easybrain.number.puzzle.game)	221	6	2.71%
tallahassee.com	168	0	0.00%
biblegateway.com	164	0	0.00%
Candy Crush Soda Saga (ID: com.king.candycrushsodasaga)	160	0	0.00%
Sudoku.com - classic sudoku (ID: com.easybrain.sudoku.android)	160	8	5.00%
ecoportal.net	158	0	0.00%
Tile Explorer - Triple Match (ID: com.oakever.tiletrip)	150	3	2.00%
Art Puzzle - jigsaw art games (ID: com.easybrain.art.puzzle)	148	4	2.70%
glance.com	144	0	0.00%
huffpost.com	144	1	0.69%

All available products in our *toolbox*.



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