

Digital Marketing Report

Impressions

How many ads were served:

98,424

Clicks

Times a user clicked on an ad

341

Click-Through Rate

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

0.55%

Your Product Breakout by Impressions



CTV Completion Rate

98.48%

Percentage of users who watched the video from start to finish

CTV Cost Per Completed View

0.03

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

Total Engagement Rate

0.56%

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

X the National Average

7.87

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%)
PJ's Plumbing - Homeowner/Home Improvement Behavioral Video	31,798	305	0.96%	13.70
PJ's Plumbing - Keyword Video	25,967	25	0.10%	1.38
PJ's Plumbing - AI CTV	20,357	6	0.03%	0.42
PJ's Plumbing - Homeowner/Home Improvement Behavioral CTV	16,090	1	0.01%	0.09
PJ's Plumbing - Retargeting Video	4,154	11	0.26%	3.78
PJ's Plumbing - Retargeting CTV	58	0	0.00%	0.00

Video Click Conversions

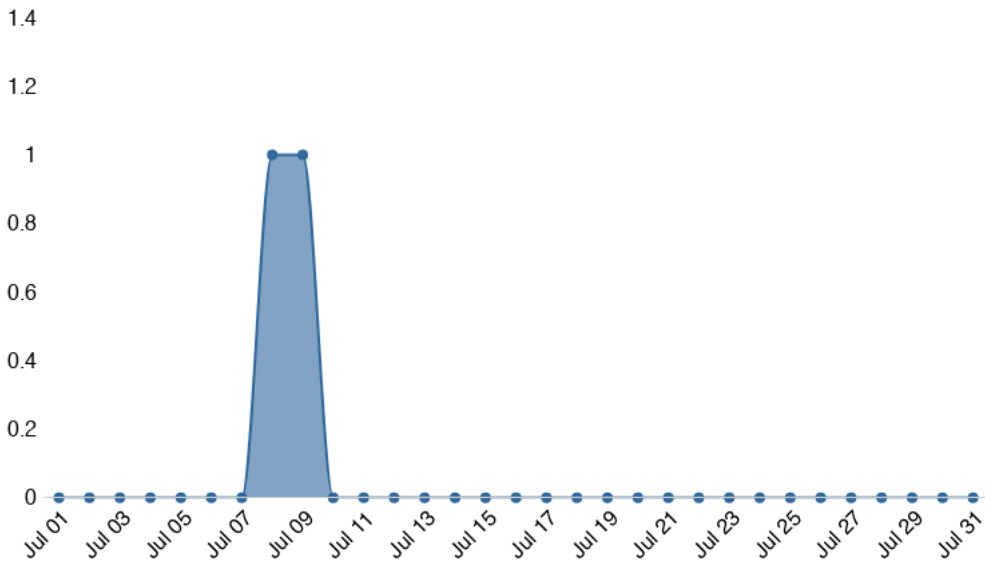


Times users clicked on an ad leading to your site and visited a page or completed an action

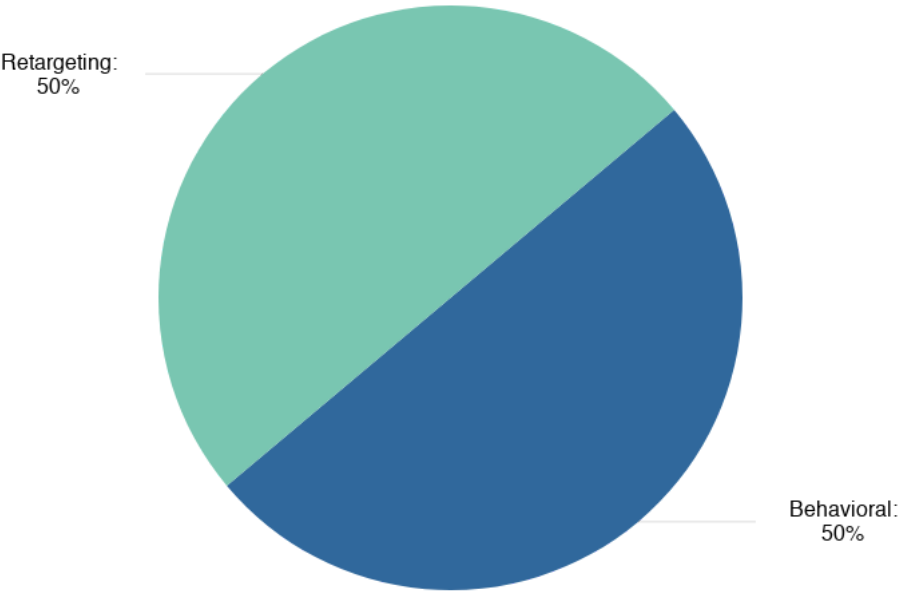
Video Click Conversion Performance Breakout

Conversion Name	Click Conversions ↓
PJ's Plumbing Contact Page View	2

Video Click Conversions by Day



Top Video Click Conversions by Strategy



Video View-through Conversions

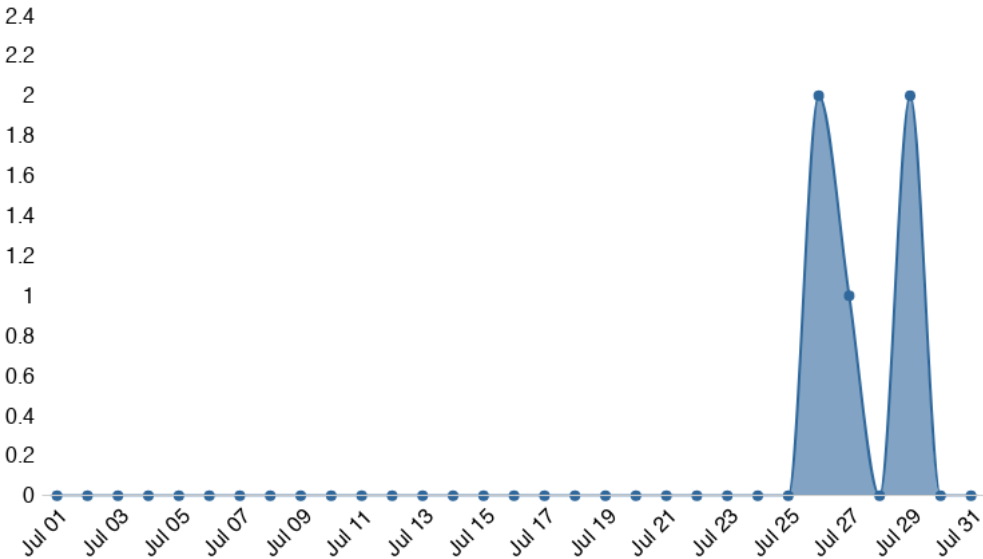


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

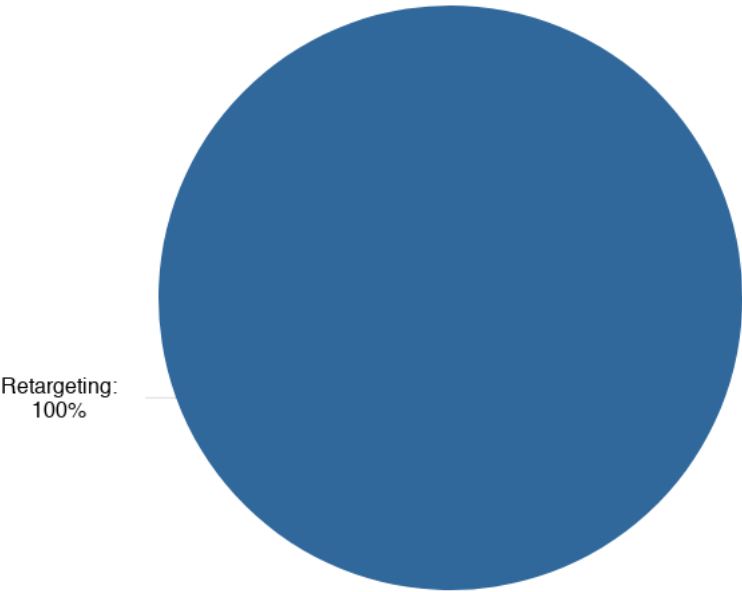
Video View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
PJ's Plumbing Homepage Visits	4
PJ's Plumbing Book an Appointment Page View	1

Video View-through Conversions by Day



Top Video View-through Conversions by Strategy



Video Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Thumbnail not available	PJ's Plumbing_PJP30TISSUSH - July 2026.mp4	61,919	341	0.55%	7.87

Video Completion Performance by Line Item

Line Item Name	25% Completed ↓	50% Completed	75% Completed	100% Completed
PJ's Plumbing - Homeowner/Home Improvement Behavioral Video	73.63%	65.62%	58.33%	44.62%
PJ's Plumbing - Retargeting Video	58.96%	50.75%	43.74%	31.15%
PJ's Plumbing - Keyword Video	51.97%	43.04%	37.69%	25.32%

Connected TV (CTV) Creative Performance

Preview Image	Creative Name	Impressions	Video Completion Rate ↓
Thumbnail not available	PJ's Plumbing_PJP30TISSUSH - July 2026.mp4	36,505	98.48%

Connected TV (CTV) Completion Performance by Strategy

Strategy	25% Completion Rate	50% Completion Rate	75% Completion Rate	100% Completion Rate ↓
PJ's Plumbing - AI CTV	100.00%	99.54%	99.22%	98.72%
PJ's Plumbing - Homeowner/Home Improvement Behavioral CTV	100.00%	99.27%	98.77%	98.18%
PJ's Plumbing - Retargeting CTV	100.00%	98.28%	98.28%	96.55%

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	46,819	277	0.59%
Connected TV	An internet enabled device that provides streaming content directly on the TV, without the use of an external streaming device.	18,562	1	0.01%
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.	17,943	6	0.03%
Desktop	A personal computing device that remains stationary at one location.	11,348	47	0.41%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	3,752	17	0.45%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
lakemchenryscanner.com	1,601	1	0.06%
uooz.com	1,413	1	0.07%
jsonline.com	1,240	1	0.08%
familyhandyman.com	945	3	0.32%
realtor.com	733	1	0.14%
oaksill.com	723	1	0.14%
barndominiumlife.com	587	0	0.00%
biblegateway.com	571	0	0.00%
lakecountryfamilyfun.com	530	1	0.19%
wikihow.com	488	0	0.00%
huffpost.com	484	1	0.21%
homeguideinfo.com	463	0	0.00%
cwbchicago.com	444	1	0.23%
usatoday.com	401	0	0.00%
nypost.com	385	1	0.26%
waupacanow.com	279	0	0.00%
doityourselves.com	273	1	0.37%
msn.com	260	0	0.00%
bobvila.com	246	2	0.81%
someecards.com	242	0	0.00%

Top CTV Publishers

Publisher Image		Publisher Name	Impressions↓	Completion Rate
		SAMSUNG TV PLUS	4,863	99.41%
		Telly - The Truly Smart TV	1,794	99.59%
		DIRECTV	1,524	99.22%
		Vizio - Vizio WatchFree+	932	99.43%
		Tubi - Free Movies & TV	654	99.62%
		Tubi - Movies & TV Shows	220	100.28%

	The Roku Channel	184	99.08%
	TCL Channel	154	95.58%
	Plex: Stream Movies, Shows, Live TV, Music, and More	148	96.30%
	Philo TV	131	96.28%

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.