

Digital Marketing Report

Impressions

How many ads were served:

138,624

CTV Completion Rate

99.09%

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%)
Beech Bend - Parents/Family Fun/Theme Park Behavioral CTV	137,315	27	0.02%	0.28
Beech Bend - Retargeting CTV	1,309	1	0.08%	1.09

CTV View-through Conversions

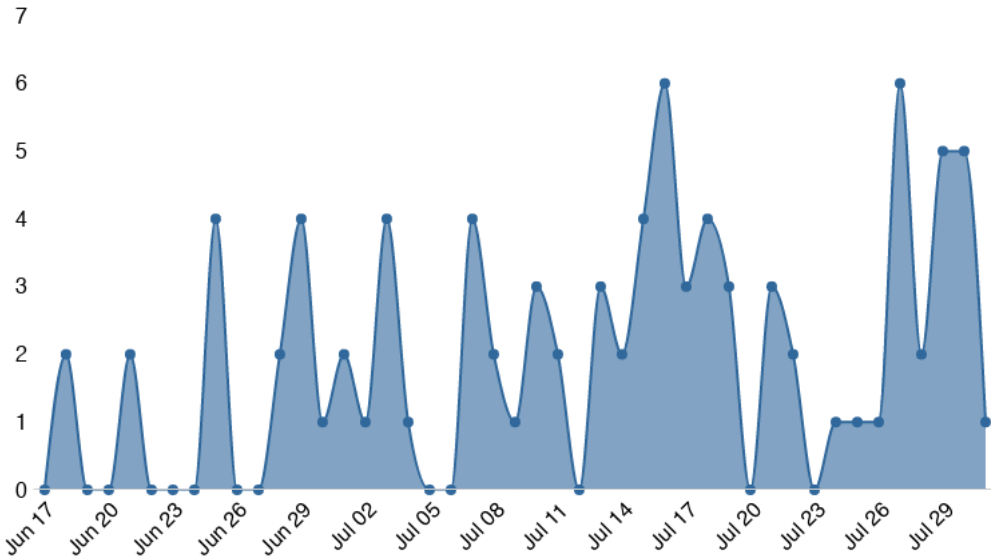


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

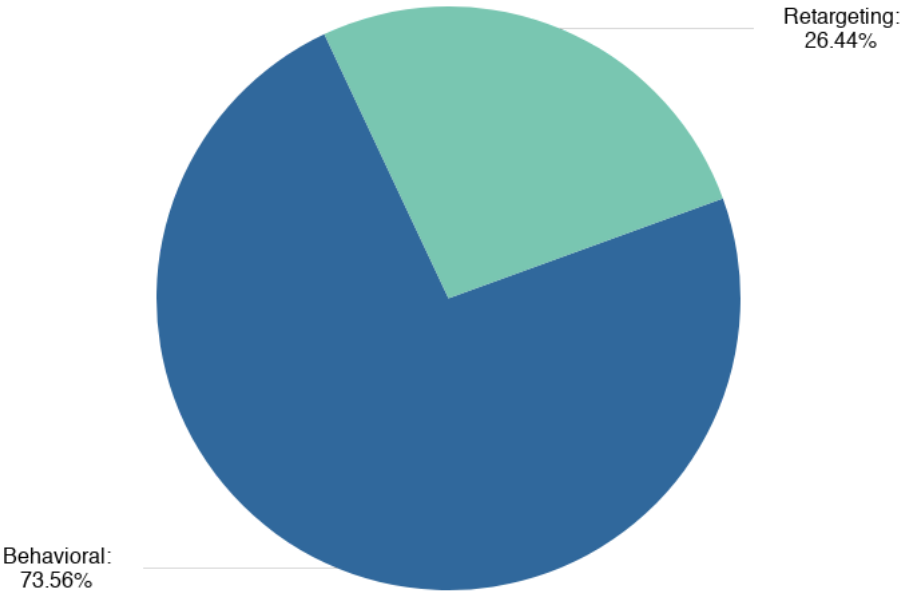
CTV View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Beech Bend Homepage Visits	87

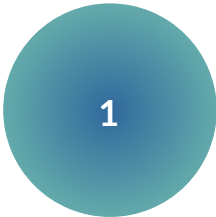
CTV View-through Conversions by Day



Top CTV View-through Conversions by Strategy

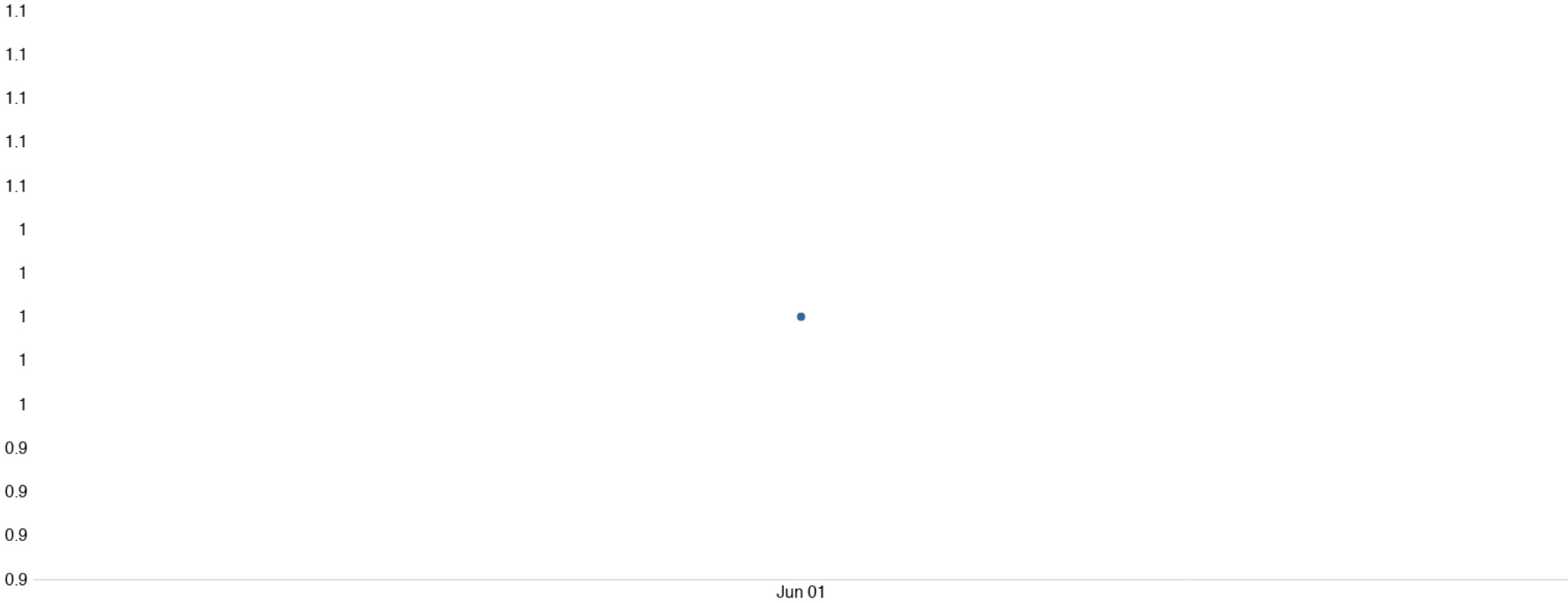


QR Code Scan Performance



Times users saw an ad on their TV screen and scanned the QR Code on their mobile device

QR Code Performance Day by Day



Connected TV (CTV) Creative Performance

Preview Image	Creative Name	Impressions	Video Completion Rate ↓
Thumbnail not available	Beech Bend_BB QR code.mp4	138,624	99.09%

Connected TV (CTV) Completion Performance by Strategy

Strategy	25% Completion Rate	50% Completion Rate	75% Completion Rate	100% Completion Rate ↓
Beech Bend - Retargeting CTV	100.00%	99.85%	99.62%	99.46%
Beech Bend - Parents/Family Fun/Theme Park Behavioral CTV	100.00%	99.72%	99.44%	99.08%

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.	83,593	24	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.	55,031	4	0.01%

Top CTV Publishers

Publisher Image	Publisher Name	Impressions↓	Completion Rate
	Vizio - Vizio WatchFree+	13,031	96.86%
	Telly - The Truly Smart TV	11,328	98.34%
	DIRECTV	10,045	97.67%
	SAMSUNG TV PLUS	8,337	96.57%
	Pluto TV - Live TV and Movies	5,424	99.17%
	The Roku Channel	3,869	97.78%

	Tubi - Free Movies & TV	1,103	94.30%
	Tubi - Movies & TV Shows	1,097	98.34%
	Xfinity TV - Pluto TV	963	98.27%
	Pluto TV	904	97.70%

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.