

Digital Marketing Report

Impressions

How many ads were served:

94,959

Clicks

Times a user clicked on an ad

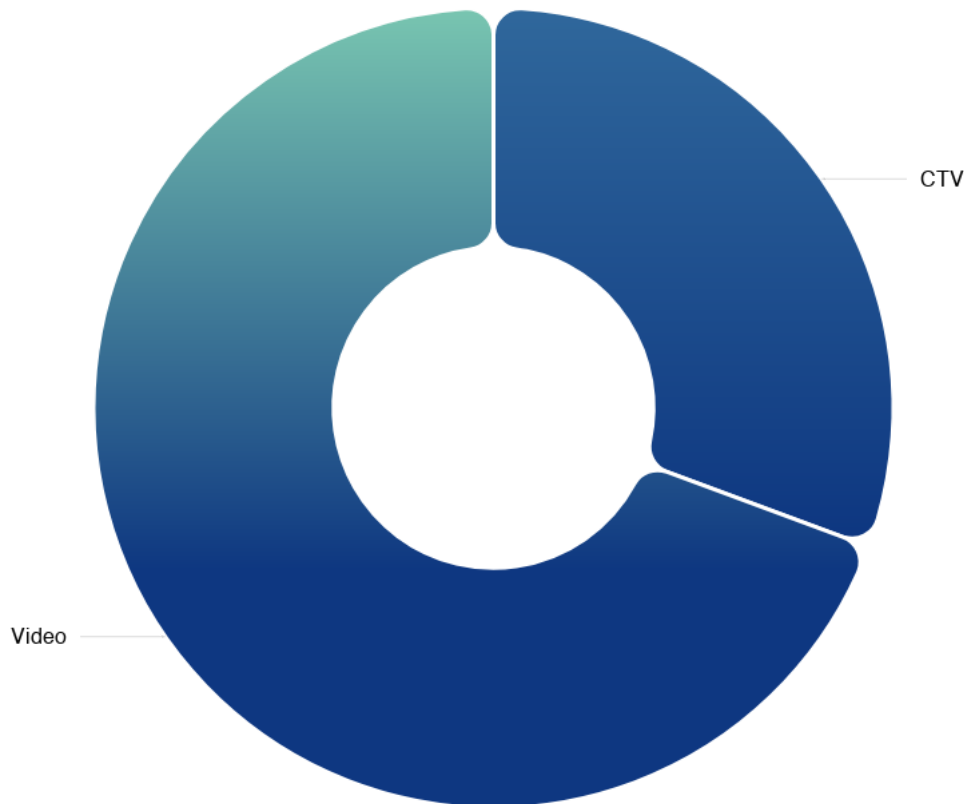
511

Click-Through Rate

(Clicks/Impressions) x 100

0.78%

Your Product Breakout by Impressions



CTV Completion Rate

99.16%

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

Total Engagement Rate

0.78%

(Clicks+View-throughs)/Impressions x 100*

X the National Average

11.08

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%)
Adoptions From The Heart Philly - Keyword Video	33,232	239	0.72%	10.27
Adoptions From The Heart Philly - Low Income/Pregnant/Maternity Behavioral Video	24,315	255	1.05%	14.98
Adoptions From The Heart Philly - Low Income/Pregnant/Maternity Behavioral OTT	23,129	8	0.03%	0.49
Adoptions From The Heart Philly - Retargeting Video	8,327	17	0.20%	2.92
Adoptions From The Heart Philly - Retargeting OTT	5,956	0	0.00%	0.00

Video Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Thumbnail not available	Adoptions From The Heart_10.1_AFTH_SIGNS_30HD	35,275	297	0.84%	12.03
	Adoptions From The Heart_10.1_AFTH_HEART_30HD	30,599	214	0.70%	9.99

Video Completion Performance by Line Item

Line Item Name	25% Completed ↓	50% Completed	75% Completed	100% Completed
Adoptions From The Heart Philly - Retargeting Video	79.04%	73.95%	70.00%	62.76%
Adoptions From The Heart Philly - Low Income/Pregnant/Maternity Behavioral Video	72.15%	65.05%	55.02%	41.81%
Adoptions From The Heart Philly - Keyword Video	71.95%	66.10%	61.03%	49.97%

Connected TV (CTV) Creative Performance

Preview Image	Creative Name	Impressions	Video Completion Rate ↓
Thumbnail not available	Adoptions From The Heart_10.1_AFTH_SIGNS_30HD	14,514	99.21%
	Adoptions From The Heart_10.1_AFTH_HEART_30HD	14,571	99.11%

Connected TV (CTV) Completion Performance by Strategy

Strategy	25% Completion Rate	50% Completion Rate	75% Completion Rate	100% Completion Rate ↓
Adoptions From The Heart Philly - Retargeting OTT	100.00%	99.78%	99.51%	99.26%
Adoptions From The Heart Philly - Low Income/Pregnant/Maternity Behavioral OTT	100.00%	99.78%	99.60%	99.13%

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	49,457	376	0.76%
Connected TV	An internet enabled device that provides streaming content directly on the TV, without the use of an external streaming device.	16,356	1	0.01%
Desktop	A personal computing device that remains stationary at one location.	13,761	113	0.82%
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.	12,729	7	0.05%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	2,656	22	0.83%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
nypost.com	5,225	0	0.00%
Pinterest	1,357	1	0.07%
abcnews.com	1,242	0	0.00%
newrepublic.com	1,072	0	0.00%
6abc.com	911	0	0.00%
spacedaily.com	750	0	0.00%
vox.com	734	0	0.00%
aiutility.online	666	67	10.06%
huffpost.com	579	0	0.00%
webhostingcenter.online	531	0	0.00%
themirror.com	458	0	0.00%
calmjourney.website	412	96	23.30%
thehive.com	383	3	0.78%
salon.com	364	0	0.00%
the-sun.com	357	1	0.28%
entervoo.com	324	1	0.31%
centsports.com	275	0	0.00%
cheddar.tv	271	1	0.37%
arcamax.com	265	1	0.38%
topzonewell.com	257	3	1.17%

Top CTV Publishers

Publisher Image	Publisher Name	Impressions↓	Completion Rate
	Telly - The Truly Smart TV	5,589	99.58%
	SAMSUNG TV PLUS	3,201	97.44%
	Vizio - Vizio WatchFree+	2,129	99.60%
	DIRECTV	1,302	99.55%
	Pluto TV - Live TV and Movies	538	98.34%
	The CW	344	99.50%

	Xfinity TV - Pluto TV	146	97.19%
	Amazon Fire TV	112	99.70%
	Plex	94	95.83%
	Comcast X1	85	97.11%

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.