

Digital Marketing Report

Impressions

How many ads were served:

60,492

Clicks

Times a user clicked on an ad

371

Click-Through Rate

(Clicks/Impressions) x 100

1.05%

Your Product Breakout by Impressions



CTV Completion Rate

98.93%

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

1.05%

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

X the National Average

14.95

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 N. Jersey - Low Income/Pregnant/Maternity Behavioral OTT	19,041	7	0.04%	0.53
Adoptions From The Heart N. Jersey - Keyword Video	14,960	168	1.12%	16.04
Adoptions From The Heart N. Jersey - Low Income/Pregnant/Maternity Behavioral Video	14,512	125	0.86%	12.31
Adoptions from the Heart N. Jersey - Retargeting OTT	6,004	0	0.00%	0.00
Adoptions From The Heart N. Jersey - Retargeting Video	5,975	78	1.31%	18.65

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	18,154	229	1.26%	18.02
	Adoptions From The Heart_10.1_AFTH_HEART_30HD	17,293	142	0.82%	11.73

Video Completion Performance by Line Item

Line Item Name	25% Completed ↓	50% Completed	75% Completed	100% Completed
Adoptions From The Heart N. Jersey - Low Income/Pregnant/Maternity Behavioral Video	73.09%	62.23%	54.64%	41.41%
Adoptions From The Heart N. Jersey - Retargeting Video	72.25%	64.99%	59.23%	49.02%
Adoptions From The Heart N. Jersey - Keyword Video	68.70%	62.02%	57.27%	48.39%

Connected TV (CTV) Creative Performance

Preview Image	Creative Name	Impressions	Video Completion Rate ↓
	Adoptions From The Heart_10.1_AFTH_HEART_30HD	12,597	98.93%
Thumbnail not available	Adoptions From The Heart_10.1_AFTH_SIGNS_30HD	12,448	98.93%

Connected TV (CTV) Completion Performance by Strategy

Strategy	25% Completion Rate	50% Completion Rate	75% Completion Rate	100% Completion Rate ↓
Adoptions from the Heart N. Jersey - Low Income/Pregnant/Maternity Behavioral OTT	100.00%	99.73%	99.43%	98.98%
Adoptions from the Heart N. Jersey - Retargeting OTT	100.00%	99.51%	99.20%	98.78%

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	27,074	271	1.00%
Connected TV	An internet enabled device that provides streaming content directly on the TV, without the use of an external streaming device.	16,401	0	0.00%
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.	8,644	7	0.08%
Desktop	A personal computing device that remains stationary at one location.	7,132	88	1.23%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	1,241	12	0.97%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
nypost.com	1,775	0	0.00%
newrepublic.com	846	2	0.24%
amny.com	739	1	0.14%
aiutility.online	459	38	8.28%
imamother.com	416	0	0.00%
Pinterest	339	0	0.00%
abcnews.com	293	0	0.00%
calmjourney.website	287	63	21.95%
salon.com	263	5	1.90%
cheddar.tv	262	0	0.00%
longislandpress.com	243	1	0.41%
worldpopulationreview.com	243	0	0.00%
arcamax.com	215	5	2.33%
huffpost.com	178	0	0.00%
spacedaily.com	175	1	0.57%
reuters.com	174	0	0.00%
biblegateway.com	165	0	0.00%
topzonewell.com	150	3	2.00%
igvofficial.com	146	0	0.00%
wrestlecrap.com	137	0	0.00%

Top CTV Publishers

Publisher Image	Publisher Name	Impressions↓	Completion Rate
	SAMSUNG TV PLUS	5,147	98.93%
	Telly - The Truly Smart TV	4,277	99.80%
	Vizio - Vizio WatchFree+	1,227	99.17%
	Amazon Fire TV	1,058	98.22%
	Pluto TV - Live TV and Movies	892	99.33%
	DIRECTV	477	99.52%

	The CW	408	99.88%
	TCL Channel	168	97.38%
	Dailymotion: Explore and watch videos	132	93.21%
	LG Channel App	58	100.00%

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.