

Digital Marketing Report

Impressions

How many ads were served:

77,129

CTV Completion Rate

99.85%

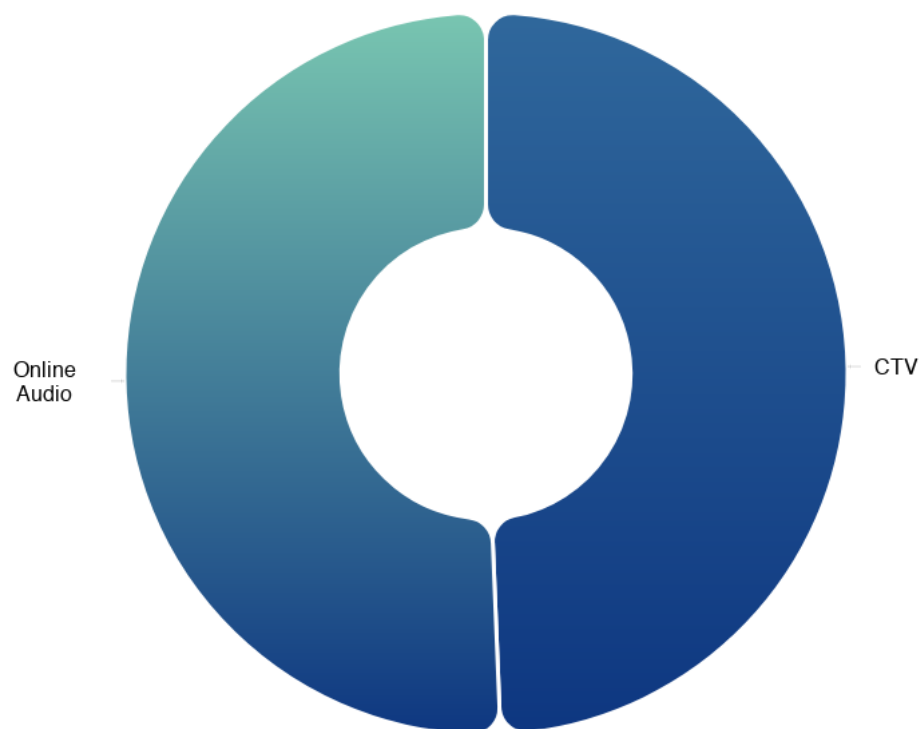
Percentage of users who watched the video from start
to finish

CTV Cost Per Completed View

\$0.04

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

Your Product Breakout by Impressions



**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%)
Congressman Mike Kelly - Military Veterans/Conservative Voters Online Audio	39,059	0	0.00%	0.00
Congressman Mike Kelly - Military Veterans/Conservative Voters CTV	38,070	1	0.00%	0.04



Connected TV (CTV) Creative Performance

Preview Image	Creative Name	Impressions	Video Completion Rate ↓
Thumbnail not available	Congressman Mike Kelly_6.10_060226 rep mike kelly a250 TV FULL (30) 4K (1).mp4	38,070	99.85%

Connected TV (CTV) Completion Performance by Strategy

Strategy	25% Completion Rate	50% Completion Rate	75% Completion Rate	100% Completion Rate ↓
Congressman Mike Kelly - Military Veterans/Conservative Voters CTV	99.95%	99.89%	99.86%	99.85%



Online Audio Creative Performance

Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Congressman Mike Kelly_6.9_June 2026 -- Rep Mike Kelly America250 Radio Ad (Matt outro) (30).mp3	19,642	0	0.00%	0.00
Congressman Mike Kelly_6.9_June 2026 -- Rep Mike Kelly America250 Radio Ad (Reagan outro) (30).mp3	19,417	0	0.00%	0.00

Device Performance

Device		Impressions ↓	Clicks	CTR
Device Name	Description			
Connected TV	An internet enabled device that provides streaming content directly on the TV, without the use of an external streaming device.	36,704	0	0.00%
Mobile	A portable electronic device that can connect to the internet.	32,035	0	0.00%
Set Top Box	A console device that connects to a TV and provides streaming content, such as Apple TV 4k or Amazon Fire Cube.	5,343	1	0.02%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	1,590	0	0.00%
CONNECTED_DEVICE	---	1,008	0	0.00%
Desktop	A personal computing device that remains stationary at one location.	211	0	0.00%
Game Console	A device primarily used for playing video games, but can also be used to stream content through apps.	1	0	0.00%

Top CTV TV Devices

Device Make	Impressions ↓	Video Completion Rate
Samsung	572	98.00%
LG	386	99.89%
Vizio	171	100.00%
Amazon	28	100.00%
Onn	25	100.00%

Top CTV Streaming Devices

Device Make	Impressions ↓	Video Completion Rate
Roku	934	99.20%
Amazon	252	99.33%
Apple	74	98.57%
Sky	31	100.00%
DirecTV	19	100.00%

Top Online Audio Device Makes

Device Make	Impressions ↓	Clicks	CTR
Apple	14,789	0	0.00%
(1)	7,825	0	0.00%
Samsung	6,968	0	0.00%
Google	3,495	0	0.00%
Motorola	2,153	0	0.00%
Amazon	1,294	0	0.00%
Roku	666	0	0.00%
Orbic	437	0	0.00%
Sonos	252	0	0.00%
Huawei	167	0	0.00%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
tunein.com	11,605	0	0.00%
consumable.com	7,641	0	0.00%
missionmedia.ai	5,868	0	0.00%
audiomob.io	4,587	0	0.00%
Forza Football - Live Scores	4,374	0	0.00%
AUDIOMOB_MS	3,852	0	0.00%
pocketfm.com	2,698	0	0.00%
Consumable Streaming 2	2,051	0	0.00%
take1ads.com	1,713	0	0.00%
TuneIn Radio: Music & Sports	1,181	0	0.00%
cumulusmedia.com	624	0	0.00%
TuneIn - MS NOW - s297990	602	0	0.00%
www.pocketfm.com	552	0	0.00%
k105country.com	406	0	0.00%
CNN - 20407	376	0	0.00%
jamx.ai	290	0	0.00%
iheart.com	243	0	0.00%
PRODUCT CATCHALL TuneIn - audio midroll (cross-border) MP3/Streamguys	233	0	0.00%
TuneIn Radio	232	0	0.00%
Calm - Aggregate Publisher - All	204	0	0.00%

Top CTV Publishers

Publisher Image	Publisher Name	Impressions↓	Completion Rate
	SAMSUNG TV PLUS	349	0.00%
	Samsung TV	213	0.00%
	Plex	55	0.00%
	Plex: Stream Movies, Shows, Live TV, Music, and More	38	0.00%
	Vizio - Vizio WatchFree+	29	0.00%
	ESPN	27	0.00%

	Sling TV - ESPN	14	0.00%
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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.