

Digital Marketing Report

Impressions

How many ads were served:

137,296

Clicks

Times a user clicked on an ad

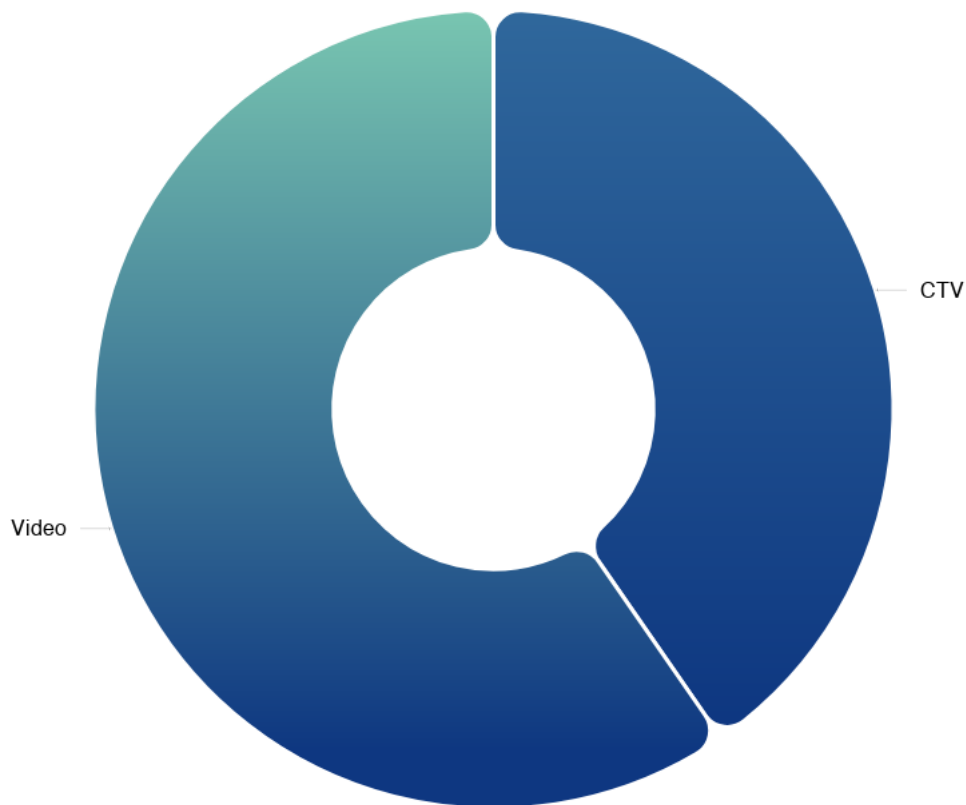
353

Click-Through Rate

(Clicks/Impressions) x 100

0.43%

Your Product Breakout by Impressions



CTV Comple on Rate

100.00%

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

0.44%

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

X the National Average

6.16

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%)
Russell Law -Age 20-45/Law/Accidents Video	80,189	350	0.44%	6.24
Russell Law - Age 20-45/Law/Accidents CTV	54,096	10	0.02%	0.26
Russell Law - Retargeting Video	1,683	3	0.18%	2.55
Russell Law - Retargeting CTV	1,328	0	0.00%	0.00

Video View-through Conversions

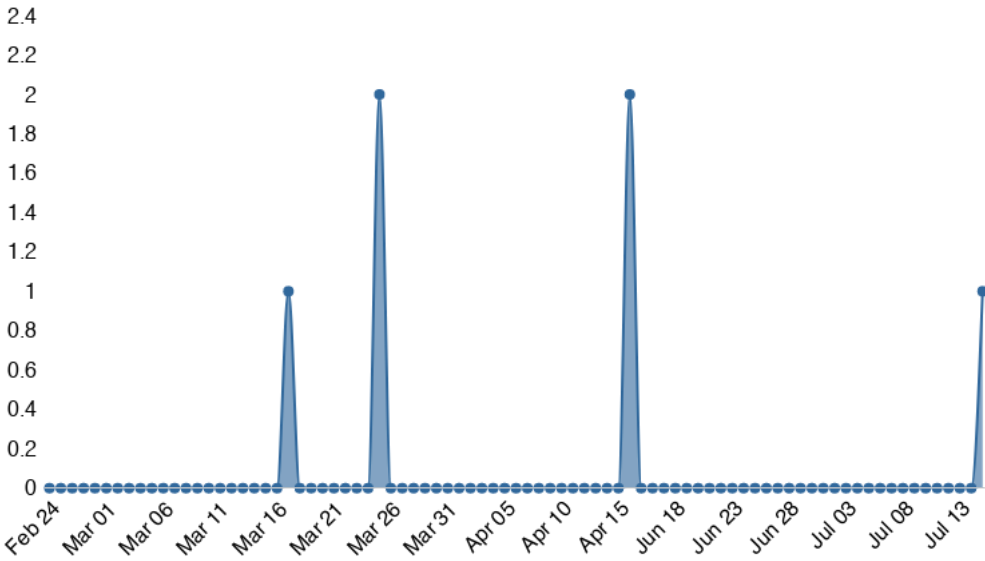


Times users saw an ad, did NOT click, but came to your site and visited a page or completed an action

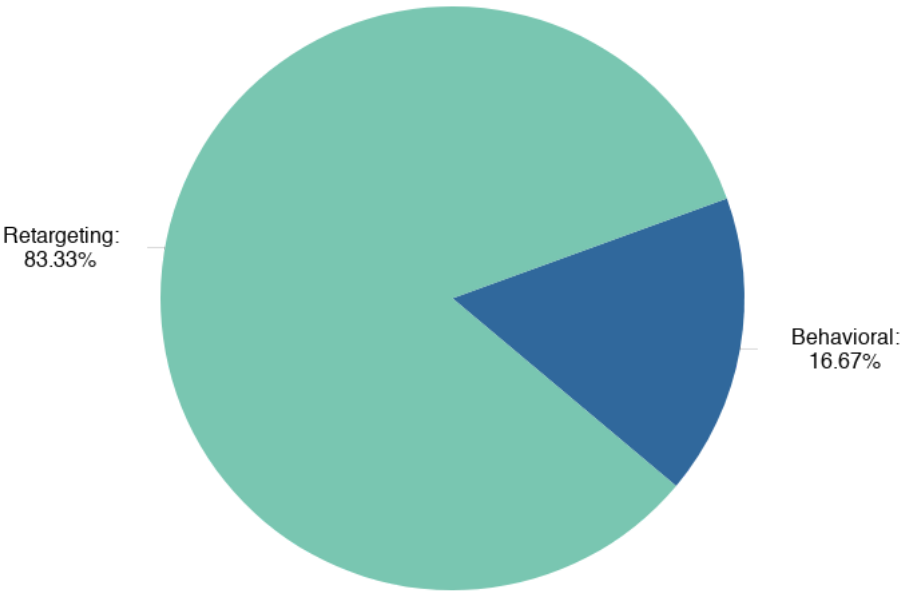
Video View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Russell Law About Us Page View	3
Russell Law Homepage Visits	3

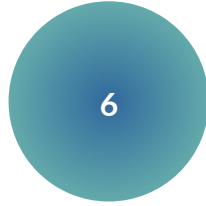
Video View-through Conversions by Day



Top Video View-through Conversions by Strategy



CTV View-through Conversions

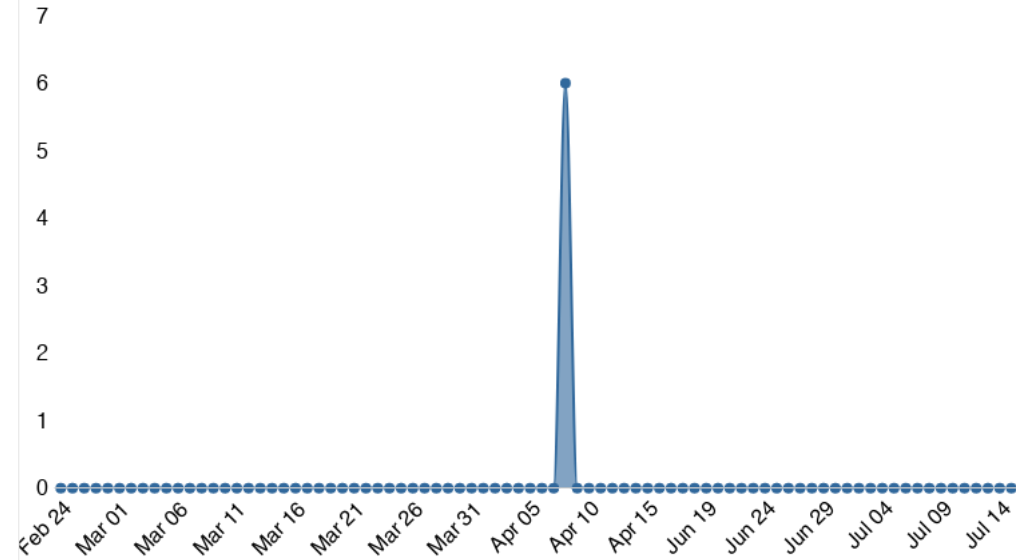


Times users saw an ad, did NOT click, but came to your site and visited a page
 or completed an action

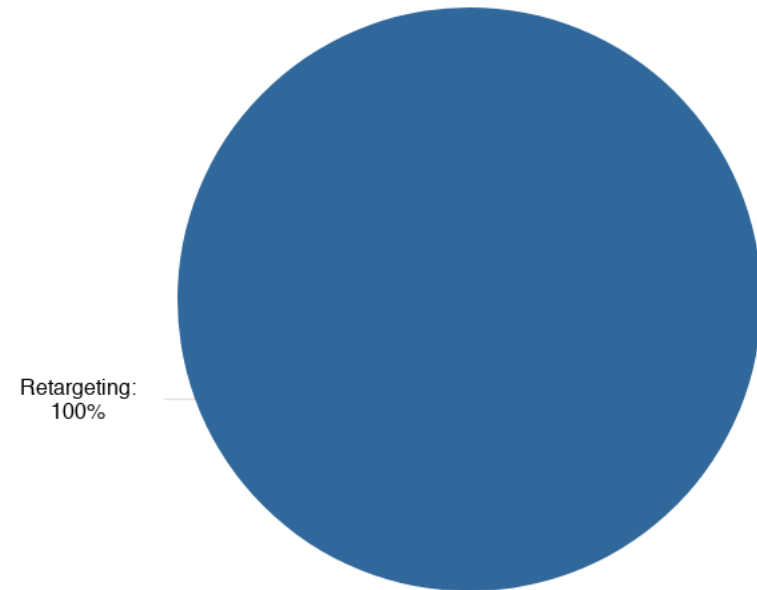
CTV View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Russell Law Contact Page View	3
Russell Law Homepage Visits	3

CTV View-through Conversions by Day



Top CTV View-through Conversions by Strategy



Video Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Thumbnail not available	Russell Law_1.16_SF4408RL_RussellLaw- Edward_WorkersComp.mp4	41,906	192	0.46%	6.55
Thumbnail not available	Russell Law_1.16_SF4409RL_RussellLaw- Nick_WorkersComp.mp4	39,966	161	0.40%	5.75

Video Completion Performance by Line Item

Line Item Name	25% Completed ↓	50% Completed	75% Completed	100% Completed
Russell Law -Age 20-45/Law/Accidents Video	88.34%	86.96%	85.28%	76.07%
Russell Law - Retargeting Video	76.59%	75.40%	72.37%	69.22%

Connected TV (CTV) Creative Performance

Preview Image	Creative Name	Impressions	Video Completion Rate ↓
Thumbnail not available	Russell Law_1.16_SF4408RL_RussellLaw-Edward_WorkersComp.mp4	28,654	100.00%
Thumbnail not available	Russell Law_1.16_SF4409RL_RussellLaw-Nick_WorkersComp.mp4	26,770	100.00%

Connected TV (CTV) Completion Performance by Strategy

Strategy	25% Completion Rate	50% Completion Rate	75% Completion Rate	100% Completion Rate ↓
Russell Law - Age 20-45/Law/Accidents CTV	100.00%	100.00%	96.57%	100.00%
Russell Law - Retargeting CTV	100.00%	98.50%	91.09%	100.00%

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	67,523	274	0.41%
Connected TV	An internet enabled device that provides streaming content directly on the TV, without the use of an external streaming device.	44,188	1	0.00%
Desktop	A personal computing device that remains stationary at one location.	11,641	65	0.56%
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.	11,236	9	0.08%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	2,708	14	0.52%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
cheddar.tv	2,752	0	0.00%
wtaj.com	2,462	33	1.34%
steelersdepot.com	2,092	1	0.05%
reuters.com	1,051	0	0.00%
usatoday.com	870	5	0.57%
pixcams.com	865	0	0.00%
pickerwheel.com	759	0	0.00%
nypost.com	693	0	0.00%
foxnews.com	667	5	0.75%
buzzfeed.com	587	0	0.00%
statecollege.com	554	0	0.00%
livenewsot.com	546	9	1.65%
abc27.com	493	11	2.23%
mocoshow.com	484	0	0.00%
russianmachineneverbreaks.com	476	0	0.00%
merriam-webster.com	467	0	0.00%
concertarchives.org	465	0	0.00%
6abc.com	446	1	0.22%
pensburgh.com	435	0	0.00%
winnersandwhiners.com	415	0	0.00%

Top CTV Publishers

Publisher Image	Publisher Name	Impressions ↓	Completion Rate
	Telly - The Truly Smart TV	11,772	90.83%
	Vizio - Vizio WatchFree+	10,259	99.97%
	LG Channels Entertainment	2,537	99.97%
	Frndly TV	1,791	99.47%
	Plex - Free Movies & TV	1,448	94.87%
	Philo	1,255	99.72%

	SAMSUNG TV PLUS	1,090	100.00%
	WPXI Channel 11 News Pittsburgh	645	96.26%
	Pluto TV - Live TV and Movies	555	98.92%
	Amazon Fire TV	526	98.84%

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.