

Digital Marketing Report

Impressions

How many ads were served:

80,555

Clicks

Times a user clicked on an ad

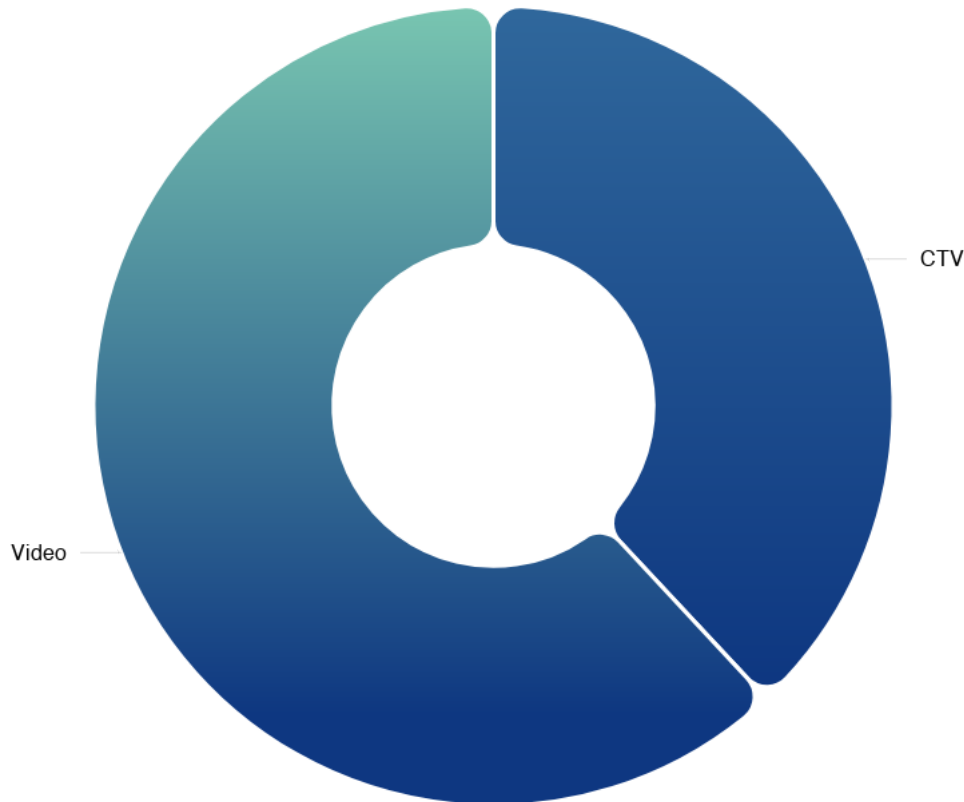
64

Click-Through Rate

(Clicks/Impressions) x 100

0.13%

Your Product Breakout by Impressions



CTV Completion Rate

98.95%

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

0.13%

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

X the National Average

1.83

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 Richmond - Low Income/Pregnant/Maternity Behavioral OTT	21,925	6	0.03%	0.39
Adoptions From The Heart Richmond - Keyword Video	21,335	24	0.11%	1.61
Adoptions From The Heart Richmond - Low Income/Pregnant/Maternity Behavioral Video	19,867	21	0.11%	1.51
Adoptions From The Heart Richmond - Retargeting OTT	8,729	0	0.00%	0.00
Adoptions From The Heart Richmond - Retargeting Video	8,699	19	0.22%	3.12

Video Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	Adoptions From The Heart_10.1_AFTH_HEART_30HD	24,944	34	0.14%	1.95
Thumbnail not available	Adoptions From The Heart_10.1_AFTH_SIGNS_30HD	24,957	30	0.12%	1.72

Video Completion Performance by Line Item

Line Item Name	25% Completed ↓	50% Completed	75% Completed	100% Completed
Adoptions From The Heart Richmond - Low Income/Pregnant/Maternity Behavioral Video	79.95%	74.69%	70.37%	62.71%
Adoptions From The Heart Richmond - Retargeting Video	79.68%	71.55%	65.73%	55.39%
Adoptions From The Heart Richmond - Keyword Video	68.07%	63.03%	59.21%	50.15%

Connected TV (CTV) Creative Performance

Preview Image	Creative Name	Impressions	Video Completion Rate ↓
	Adoptions From The Heart_10.1_AFTH_HEART_30HD	15,325	99.01%
Thumbnail not available	Adoptions From The Heart_10.1_AFTH_SIGNS_30HD	15,329	98.89%

Connected TV (CTV) Completion Performance by Strategy

Strategy	25% Completion Rate	50% Completion Rate	75% Completion Rate	100% Completion Rate ↓
Adoptions From The Heart Richmond - Retargeting OTT	100.00%	99.77%	99.54%	99.17%
Adoptions From The Heart Richmond - Low Income/Pregnant/Maternity Behavioral OTT	100.00%	99.71%	99.48%	98.86%

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	35,179	51	0.14%
Connected TV	An internet enabled device that provides streaming content directly on the TV, without the use of an external streaming device.	19,140	0	0.00%
Desktop	A personal computing device that remains stationary at one location.	12,892	13	0.10%
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.	11,514	6	0.05%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	1,830	0	0.00%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
nypost.com	6,517	6	0.09%
Pluto TV - Live TV and Movies	1,911	0	0.00%
abcnews.com	1,894	1	0.05%
warcraftlogs.com	1,417	2	0.14%
thedodo.com	1,201	1	0.08%
vox.com	953	0	0.00%
dailymail.com	694	0	0.00%
dailypassport.com	668	5	0.75%
stylecraze.com	546	0	0.00%
theverge.com	496	0	0.00%
zacks.com	495	0	0.00%
wtvr.com	427	0	0.00%
thrillist.com	351	0	0.00%
theguardian.com	336	0	0.00%
thehive.com	315	2	0.63%
w3schools.com	270	0	0.00%
wtkr.com	268	0	0.00%
bustle.com	252	0	0.00%
buzzfeed.com	247	0	0.00%
themirror.com	243	0	0.00%

Top CTV Publishers

Publisher Image	Publisher Name	Impressions↓	Completion Rate
	Telly - The Truly Smart TV	6,161	99.74%
	SAMSUNG TV PLUS	4,932	99.45%
	DIRECTV	2,632	99.14%
	Vizio - Vizio WatchFree+	1,867	99.70%
	Amazon Fire TV	1,275	98.72%
	Pluto TV - Live TV and Movies	371	99.03%

	DIRECTV STREAM	113	100.00%
	The CW	78	100.00%
	Plex	57	100.00%
	Tubi - Movies & TV Shows	37	97.50%

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.