

Digital Marketing Report

Impressions

How many ads were served:

57,460

Clicks

Times a user clicked on an ad

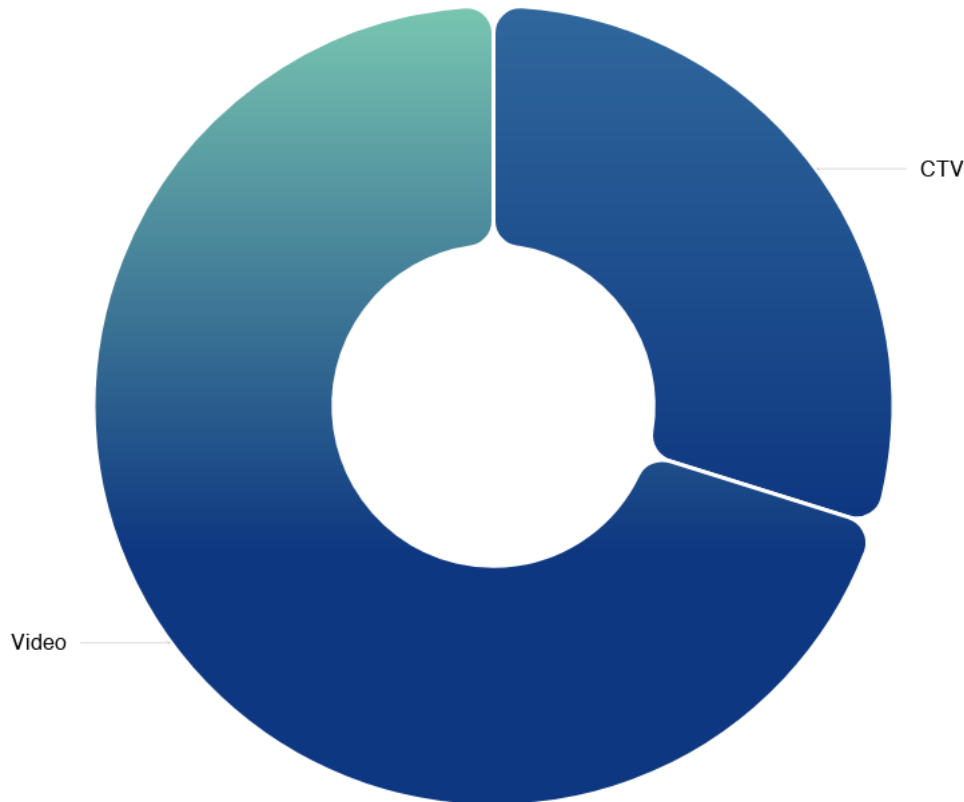
97

Click-Through Rate

(Clicks/Impressions) x 100

0.24%

Your Product Breakout by Impressions



CTV Completion Rate

98.39%

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

0.24%

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

X the National Average

3.44

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 Hilly - Keyword Video	21,967	68	0.31%	4.42
Adoptions From The Heart Hilly - Low Income/Pregnant/Maternity Behavioral Video	17,975	29	0.16%	2.30
Adoptions From The Heart Hilly - Low Income/Pregnant/Maternity Behavioral OTT	16,025	5	0.03%	0.45
Adoptions From The Heart Hilly - Retargeting OTT	1,118	0	0.00%	0.00
Adoptions From The Heart Hilly - Retargeting Video	375	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	19,959	51	0.26%	3.65
	Adoptions From The Heart_10.1_AFTH_HEART_30HD	20,358	46	0.23%	3.23

Video Completion Performance by Line Item

Line Item Name	25% Completed ↓	50% Completed	75% Completed	100% Completed
Adoptions From The Heart Hilly - Low Income/Pregnant/Maternity Behavioral Video	75.25%	69.86%	66.19%	58.89%
Adoptions From The Heart Hilly - Keyword Video	71.33%	65.39%	59.23%	47.66%
Adoptions From The Heart Hilly - Retargeting Video	69.07%	59.20%	56.27%	46.93%

Connected TV (CTV) Creative Performance

Preview Image	Creative Name	Impressions	Video Completion Rate ↓
	Adoptions From The Heart_10.1_AFTH_HEART_30HD	8,667	98.42%
Thumbnail not available	Adoptions From The Heart_10.1_AFTH_SIGNS_30HD	8,476	98.37%

Connected TV (CTV) Completion Performance by Strategy

Strategy	25% Completion Rate	50% Completion Rate	75% Completion Rate	100% Completion Rate ↓
Adoptions From The Heart Hilly - Retargeting OTT	100.00%	99.64%	99.46%	99.01%
Adoptions From The Heart Hilly - Low Income/Pregnant/Maternity Behavioral OTT	100.00%	99.72%	99.48%	98.35%

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	29,397	70	0.24%
Connected TV	An internet enabled device that provides streaming content directly on the TV, without the use of an external streaming device.	10,044	1	0.01%
Desktop	A personal computing device that remains stationary at one location.	9,056	22	0.24%
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.	7,099	4	0.06%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	1,864	5	0.27%

Site and App Performance

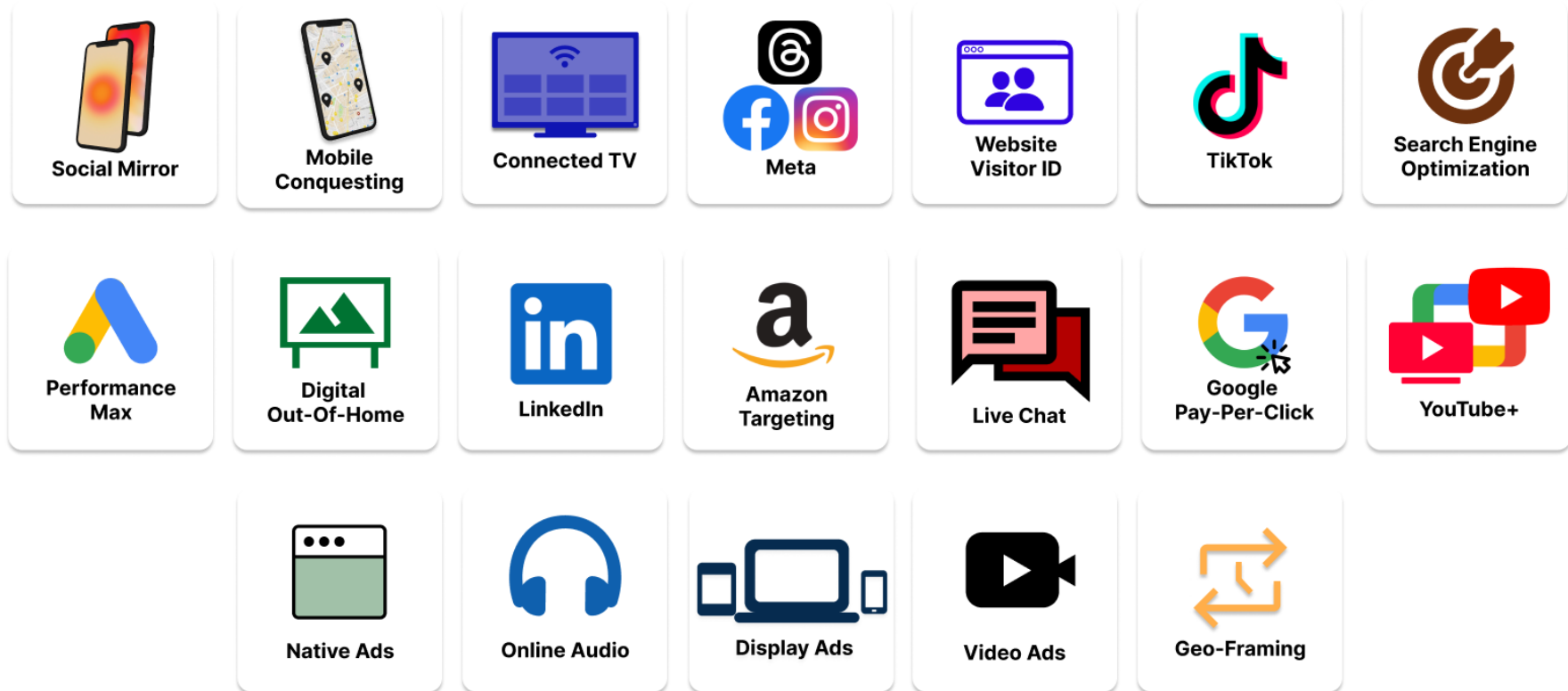
Name	Impressions ↓	Clicks	CTR
nypost.com	3,277	2	0.06%
vox.com	1,346	0	0.00%
abcnews.com	1,007	2	0.20%
lancasteronline.com	787	1	0.13%
Pluto TV - Live TV and Movies	712	1	0.14%
travelquiz.com	650	0	0.00%
igvofficial.com	579	0	0.00%
thedodo.com	373	0	0.00%
newrepublic.com	360	0	0.00%
6abc.com	322	0	0.00%
the-sun.com	316	0	0.00%
warcraftlogs.com	312	0	0.00%
cheddar.tv	274	0	0.00%
thehive.com	268	1	0.37%
petmaximalist.com	245	1	0.41%
w3schools.com	227	1	0.44%
huffpost.com	206	0	0.00%
dailymail.com	187	0	0.00%
questgamelab.com	182	3	1.65%
northcentralpa.com	177	0	0.00%

Top CTV Publishers

Publisher Image	Publisher Name	Impressions↓	Completion Rate
	Telly - The Truly Smart TV	3,257	93.27%
	SAMSUNG TV PLUS	1,567	99.15%
	DIRECTV	1,109	99.44%
	Vizio - Vizio WatchFree+	1,051	99.36%
	Pluto TV - Live TV and Movies	512	96.42%
	The CW	211	99.03%

	Plex - Stream for Free - Free Movies and TV	59	100.00%
	Sling TV - Watch Live Sports, News & Entertainment + Stream Free Movies, TV Shows & On Demand on Freestream	44	97.92%
	Dailymotion: Explore and watch videos	32	84.33%
	LG Channel App	28	100.00%

All available products in our *toolbox*.



? Your account team is [here to help](#) - reach out with any questions or to explore new ideas.