

Digital Marketing Report

Impressions

How many ads were served:

36,468

CTV Completion Rate

99.38%

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



CTV

*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%)
Pit River Health Service XL Clinic - Behavioral OTT	18,377	42	0.23%	3.26
Pit River Health Service XL Clinic - AI OTT	18,091	96	0.53%	7.58

Connected TV (CTV) Creative Performance

Preview Image	Creative Name	Impressions	Video Completion Rate ↓
Thumbnail not available	Pit River Health Overview.mp4	18,811	99.42%
	Pit River Health PRH 5-25.mp4	17,657	99.34%

Connected TV (CTV) Completion Performance by Strategy

Strategy	25% Completion Rate	50% Completion Rate	75% Completion Rate	100% Completion Rate ↓
Pit River Health Service XL Clinic - AI OTT	100.00%	99.68%	99.49%	99.42%
Pit River Health Service XL Clinic - Behavioral OTT	100.00%	99.75%	99.52%	99.35%

Device Performance



Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Connected TV	An internet enabled device that provides streaming content directly on the TV, without the use of an external streaming device.	18,984	96	0.51%
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.	17,484	42	0.24%

Top CTV Publishers

Publisher Image		Publisher Name	Impressions↓	Completion Rate
		Tubi - Free Movies & TV	3,720	98.64%
		Vizio - Vizio WatchFree+	2,637	99.04%
		SAMSUNG TV PLUS	2,107	97.54%
		The Roku Channel	1,994	96.70%
		DirecTV	998	99.85%
		DISH Anywhere	798	96.66%

	Tubi - Movies & TV Shows	501	96.82%
	Roku - Tubi	428	99.48%
	Scripps News	378	96.58%
	Sling TV	166	99.36%



Avg Reach per Day



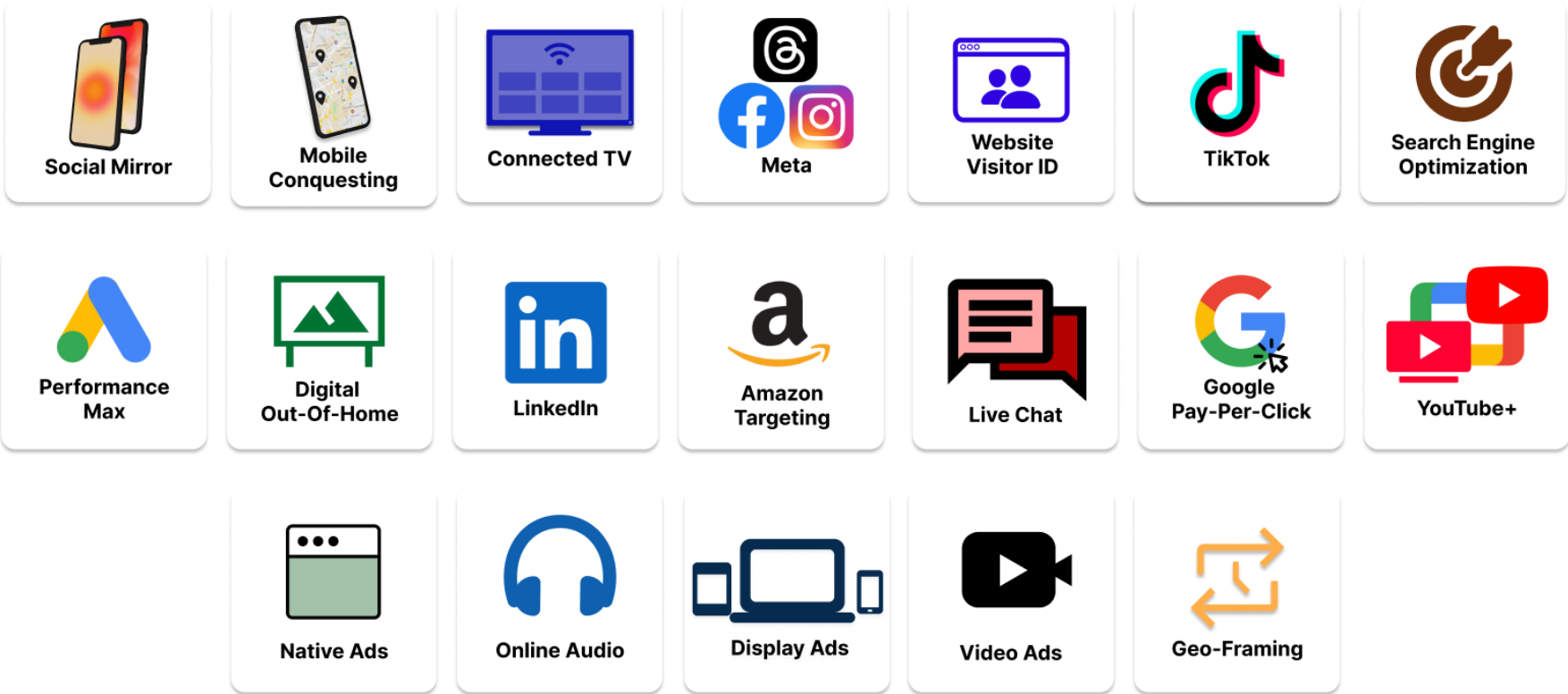
Avg Frequency per Day

Reach and Frequency Performance by Day

Date ↑	Reach	Frequency
Jul 01, 2026	318	3.23
Jul 02, 2026	284	3.02
Jul 03, 2026	433	2.24
Jul 04, 2026	324	2.48
Jul 05, 2026	385	2.41
Jul 06, 2026	373	2.49
Jul 07, 2026	436	2.41
Jul 08, 2026	370	2.57
Jul 09, 2026	437	2.37
Jul 10, 2026	575	2.13
Jul 11, 2026	496	2.30
Jul 12, 2026	424	2.82
Jul 13, 2026	332	2.71
Jul 14, 2026	320	3.11
Jul 15, 2026	369	2.58
Jul 16, 2026	346	2.76
Jul 17, 2026	362	3.11
Jul 18, 2026	364	2.67
Jul 19, 2026	369	2.94
Jul 20, 2026	324	2.82
Jul 21, 2026	345	2.69
Jul 22, 2026	359	2.69
Jul 23, 2026	315	2.95
Jul 24, 2026	341	3.13

Jul 25, 2026	350	2.54
Jul 26, 2026	337	2.47
Jul 27, 2026	345	2.76
Jul 28, 2026	416	2.64
Jul 29, 2026	330	3.52
Jul 30, 2026	436	2.65
Jul 31, 2026	374	2.56

All available products in our *toolbox*.



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