

Digital Marketing Report

Impressions

How many ads were served:

196,091

Clicks

Times a user clicked on an ad

627

Click-Through Rate

$(\text{Clicks}/\text{Impressions}) \times 100$

0.49%

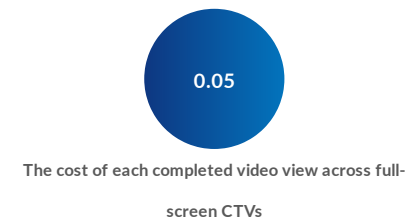
Your Product Breakout by Impressions



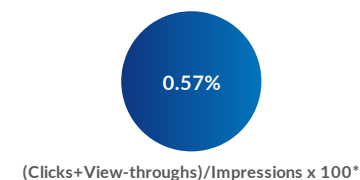
CTV Completion Rate



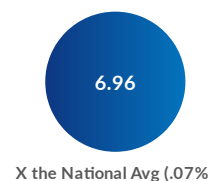
CTV Cost Per Completed View



Total Engagement Rate



X the National Average



*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%)
Timberland FCU - Financial Services/Auto & Vehicles/Business & Finance TikTok	70,779	155	0.22%	3.13
Timberland FCU - Auto Loan/Banks & Bank Services/Checking Account CTV	36,379	33	0.09%	1.30
Timberland FCU - September - Interested in Personal Finance/Financial Services Amazon Video	25,501	462	1.81%	25.88
Timberland FCU - Retargeting CTV	18,356	1	0.01%	0.08
Timberland FCU - Auto Loan/Banks & Bank Services/Checking Account Online Audio	16,934	4	0.02%	0.34
Timberland FCU - AI Online Audio	15,559	6	0.04%	0.55
Timberland FCU - September - Interested in Personal Finance/Financial Services Amazon OTT	12,583	3	0.02%	0.34

CTV View-through Conversions

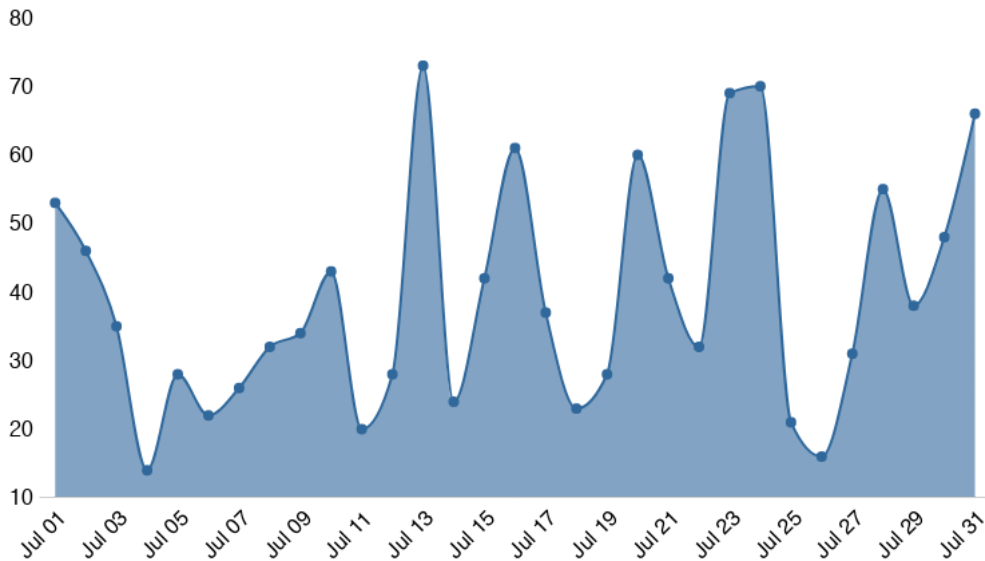
1,217

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

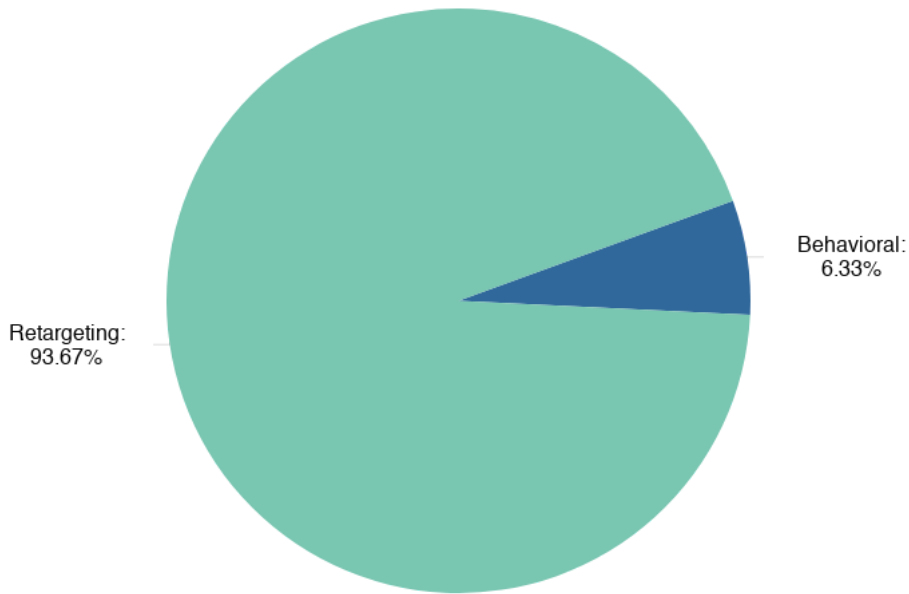
CTV View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Timberland FCU Homepage Visits	1,115
Timberland FCU Get a Loan Page View	63
Timberland FCU Find an Account Page View	26
Timberland FCU Become a Member Page View	13

CTV View-through Conversions by Day



Top CTV View-through Conversions by Strategy



Online Audio View-through Conversions

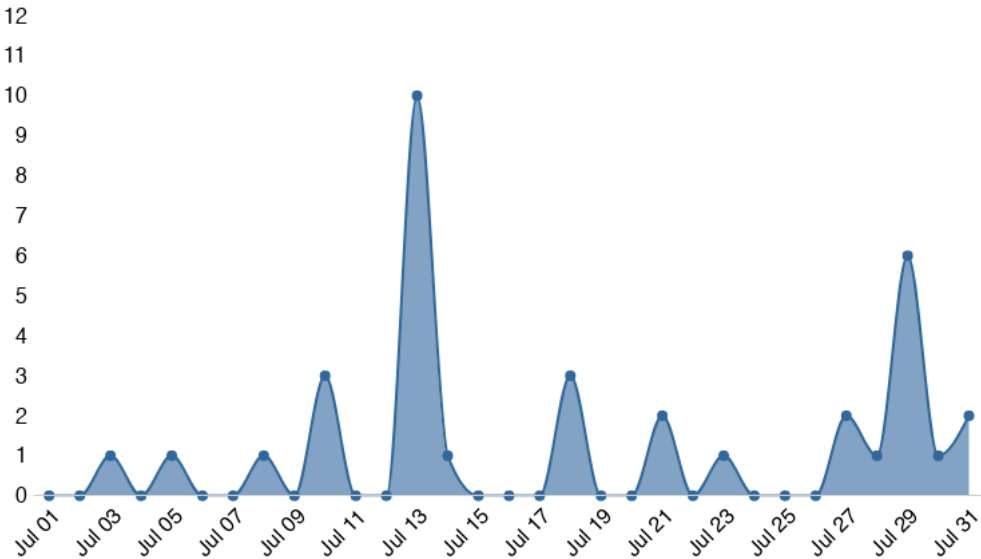


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

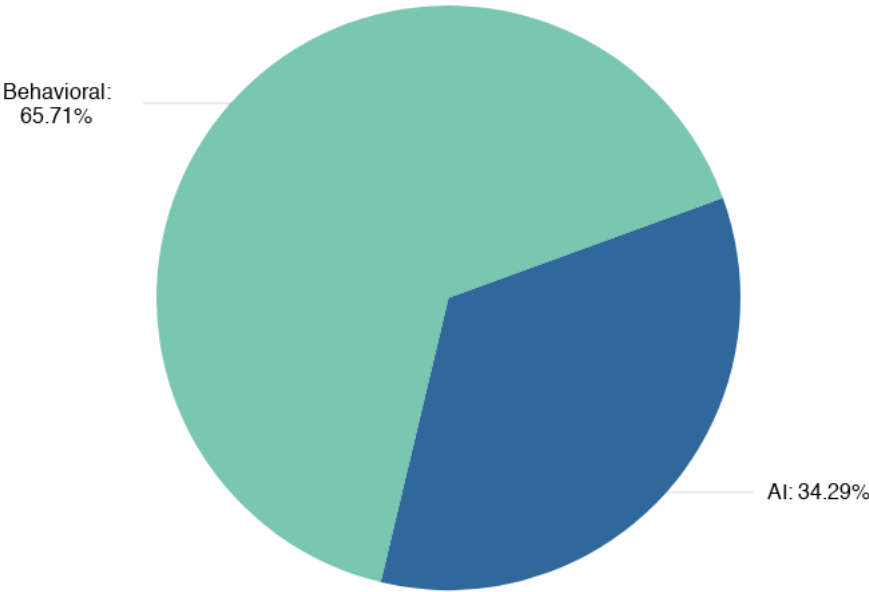
Online Audio View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Timberland FCU Homepage Visits	32
Timberland FCU Get a Loan Page View	3

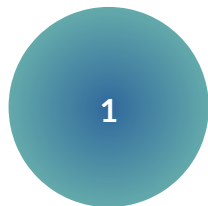
Online Audio View-through Conversions by Day



Top Online Audio View-through Conversions by Strategy



Amazon Premium Video + CTV Click Conversions

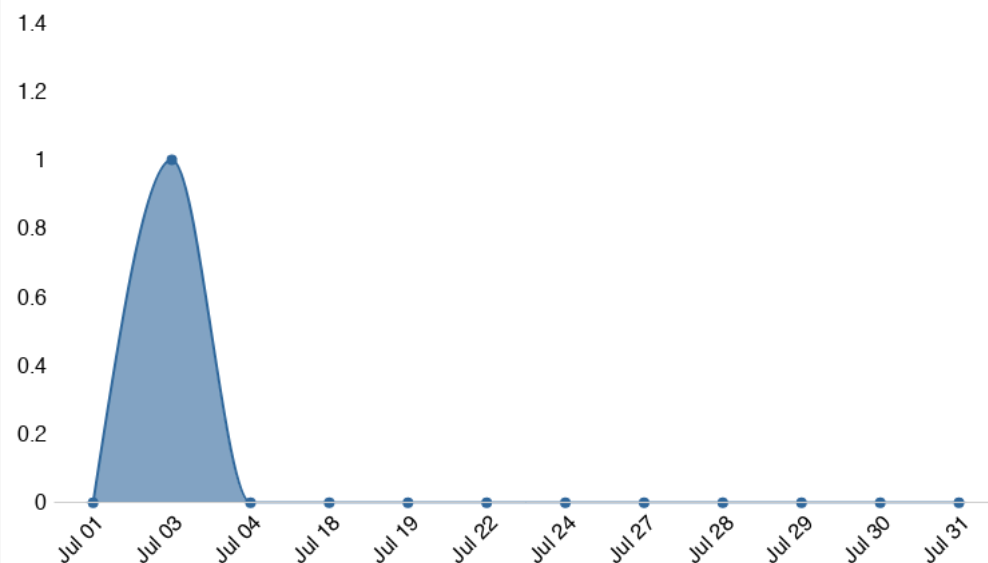


Times users clicked on an ad leading to your site and visited a page or completed an action

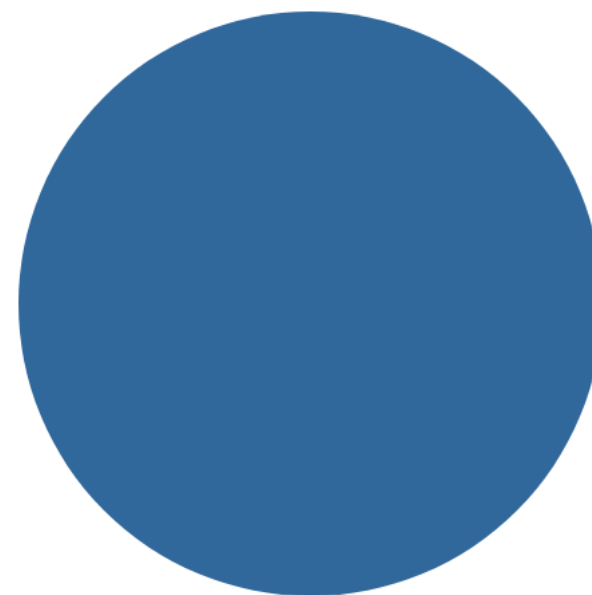
Amazon Premium Video + CTV Click Conversion Performance

Conversion Name	Click Conversions ↓
Timberland FCU Find an Account Page View	1

Amazon Premium Video + CTV Click Conversions by Day

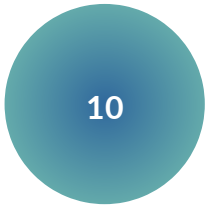


Top Amazon Premium Video + CTV Click Conversions by Strategy



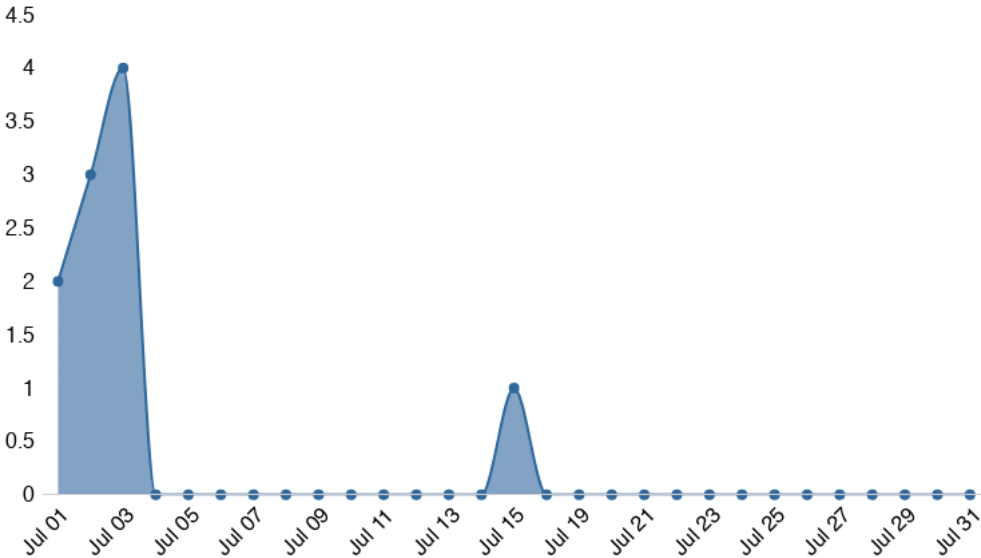
Behavioral:
100%

Amazon Premium Video + CTV View-through Conversions

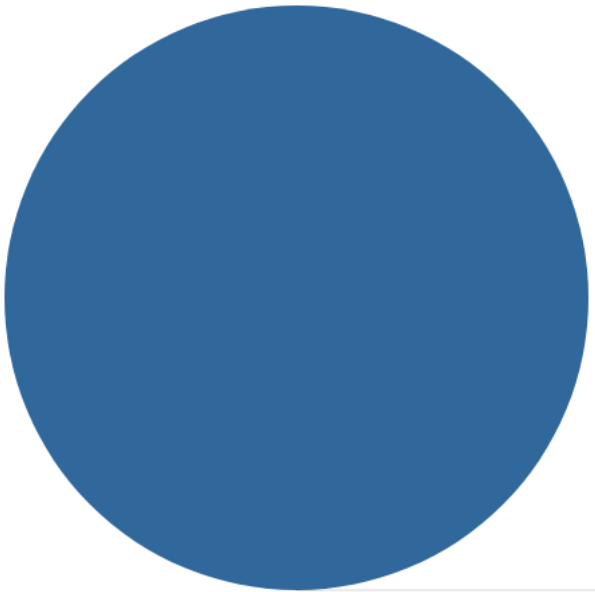


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

Amazon Premium Video + CTV View-through Conversions by Day



Top Amazon Premium Video + CTV View-through Conversions by Strategy



Behavioral:
100%

Amazon Premium Video + CTV View-through Conversion Performance

Conversion Name	View-through Conversions ↓
Timberland FCU Homepage Visits	10

TikTok Likes



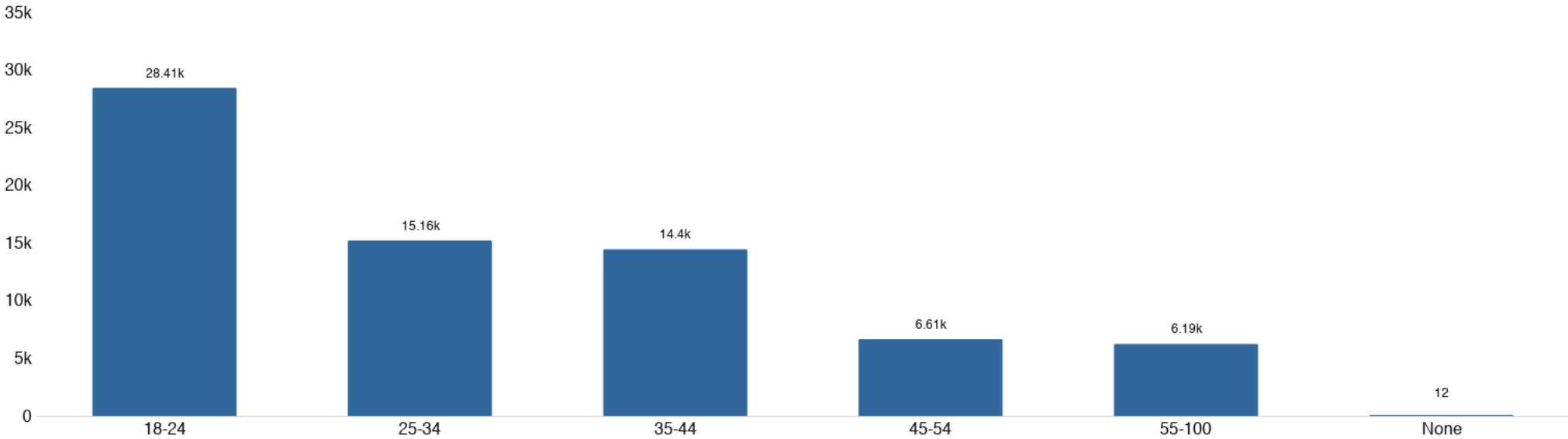
The number of likes your video creative received

TikTok Profile Visits

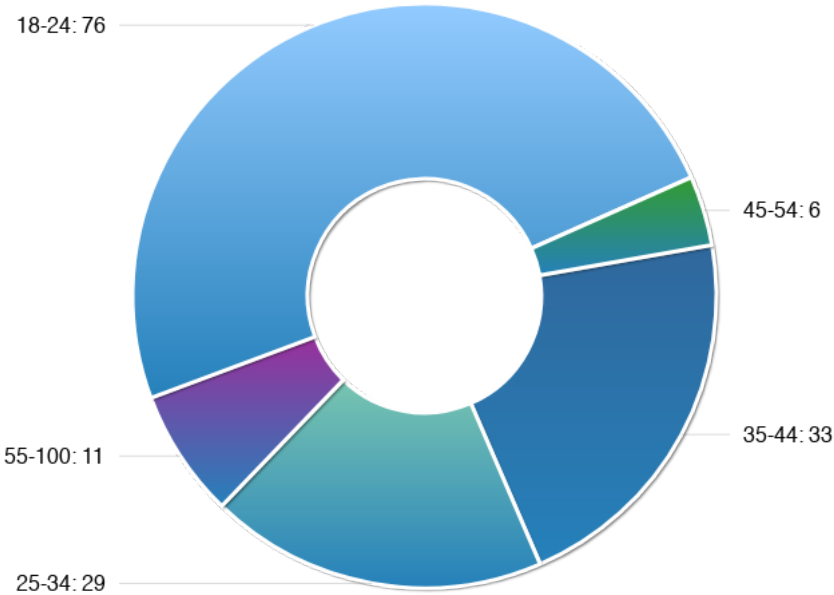


The number of profile visits the ad drove

Impression Performance by Age



Click Performance by Age



Impression Performance by Gender





Connected TV (CTV) Creative Performance

Preview Image	Creative Name	Impressions	Video Completion Rate ↓
Thumbnail not available	Timberland FCU_1.14_25.03 - Timberland FCU - 30s Video - Draft03	27,574	99.18%
Thumbnail not available	Timberland FCU_1.14_Corrected ATM 1920X1080_30s_	27,161	98.96%

Connected TV (CTV) Completion Performance by Strategy

Strategy	25% Completion Rate	50% Completion Rate	75% Completion Rate	100% Completion Rate ↓
Timberland FCU - Retargeting CTV	100.00%	99.70%	99.51%	99.28%
Timberland FCU - Auto Loan/Banks & Bank Services/Checking Account CTV	100.00%	99.71%	99.35%	98.96%



Online Audio Creative Performance

Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Timberland FCU_5.22_M_TFCU_Strike Out Auto Rate_5 12 26 REV.mp3	32,493	10	0.03%	0.44

Online Audio Completion Performance by Line Item

Line Item Name	25% Completed ↓	50% Completed	75% Completed	100% Completed
Timberland FCU - AI Online Audio	94.20%	93.57%	93.20%	92.71%
Timberland FCU - Auto Loan/Banks & Bank Services/Checking Account Online Audio	94.17%	92.42%	90.94%	89.62%

Amazon Premium Video Creative Performance

Creative Name	Preview Link	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Timberland FCU_25.03 - Timberland FCU - 30s Video - Draft03.mp4_OLV	View Preview	12,827	244	1.90%	27.17
Timberland FCU_1.14.26_Corrected ATM 1920X1080_30s_.mp4_OLV	View Preview	12,674	218	1.72%	24.57
Unallocated	No Preview Available	0	0	-	-

Amazon Premium Video Completion Performance by Creative

Creative Name	25% Completed ↓	50% Completed	75% Completed	100% Completed
Timberland FCU_1.14.26_Corrected ATM 1920X1080_30s_.mp4_OLV	72.01%	53.23%	46.40%	38.69%
Timberland FCU_25.03 - Timberland FCU - 30s Video - Draft03.mp4_OLV	70.52%	52.03%	45.41%	37.72%

Amazon Premium OTT Creative Performance

Creative Name	Preview Link	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Timberland FCU_1.14.26_Corrected ATM 1920X1080_30s_.mp4	View Preview	6,422	1	0.02%	0.22
Timberland FCU_25.03 - Timberland FCU - 30s Video - Draft03.mp4	View Preview	6,161	2	0.03%	0.46

Amazon Premium OTT Video Completion Performance by Creative

Creative Name	25% Completed ↓	50% Completed	75% Completed	100% Completed
Timberland FCU_25.03 - Timberland FCU - 30s Video - Draft03.mp4	99.38%	99.17%	98.97%	98.28%
Timberland FCU_1.14.26_Corrected ATM 1920X1080_30s_.mp4	99.08%	98.87%	98.70%	98.18%

TikTok Creative Performance

Ad Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Timberland FCU_1.14_25.03 - Timberland FCU - 30s Video - Draft03.mp4	41,957	98	0.23%	3.34
Timberland FCU_1.14_V2_ATM_Reel 1.mp4_Timberland FCU_Corrected ATM 1920X1080_30s_.mp4	27,446	43	0.16%	2.24
Timberland FCU_1.14_V2_ATM_Reel 1.mp4_Timberland FCU_V2_ATM_Reel 1.mp4	1,376	14	1.02%	14.53

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	108,689	598	0.55%
Connected TV	An internet enabled device that provides streaming content directly on the TV, without the use of an external streaming device.	49,959	31	0.06%
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.	21,439	5	0.02%
Desktop	A personal computing device that remains stationary at one location.	8,743	7	0.08%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	4,304	19	0.44%
Connected Audio	An internet enabled device, like Smart Speakers, Connected Cars, or Streaming Boxes, that allow audio content.	749	0	0.00%
Media Player	A personal device, either mobile or stationary, that plays media, such as Smart Speakers and iPods.	11	0	0.00%
Unknown	---	0	0	-

Top Online Audio Device Makes

Device Make	Impressions ↓	Clicks	CTR
Apple	8,189	7	0.09%
Samsung	8,163	2	0.02%
Vizio	1,330	0	0.00%
Motorola	783	1	0.13%
Google	732	0	0.00%
Amazon	730	0	0.00%
Philips	245	0	0.00%
TCL	46	0	0.00%
Roku	42	0	0.00%
Hisense	8	0	0.00%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
Spotify: Play music & podcasts	6,996	3	0.04%
Spotify - Music and Podcasts	6,159	7	0.11%
libsyn.com	1,646	0	0.00%
wfmz.com	770	0	0.00%
rollingstone.com	739	0	0.00%
fortune.com	500	0	0.00%
live365.com	443	0	0.00%
rd.com	277	0	0.00%
wvnews.com	259	0	0.00%
robbreport.com	215	0	0.00%
tunein.com	158	0	0.00%
tasteofhome.com	122	0	0.00%
spotify.com	102	0	0.00%
idobi.com	86	0	0.00%
iheart.com	66	0	0.00%
bleav.com	41	0	0.00%
deadline.com	38	0	0.00%
gotradio.com	37	0	0.00%
greekreporter.com	31	0	0.00%
variety.com	26	0	0.00%

Amazon Inventory Source Performance

Inventory				
Inventory Type	Where your ads appear	Impressions ↓	Clicks	CTR
Amazon Publisher Services	Display, Video, and OTT Impressions served to a collection of comScore 100 publishers and high-quality sites that have a direct partner relationship with Amazon on Desktop, Mobile, and Connected TV devices	37,928	463	1.22%
TWITCH WEB VIDEO	Pre-roll/Mid-roll served on Twitch.TV, an Amazon-owned property on Desktop and Mobile devices	230	3	1.30%
Prime Video	OTT impressions served on Amazon Prime while streaming TV and movies on connected TV devices	3	0	0.00%
TWITCH MOBILEAPP VIDEO	Pre-roll/Mid-roll served on the Twitch App, an Amazon-owned property on Desktop and Mobile devices	1	0	0.00%

Amazon Premium Site and App Performance

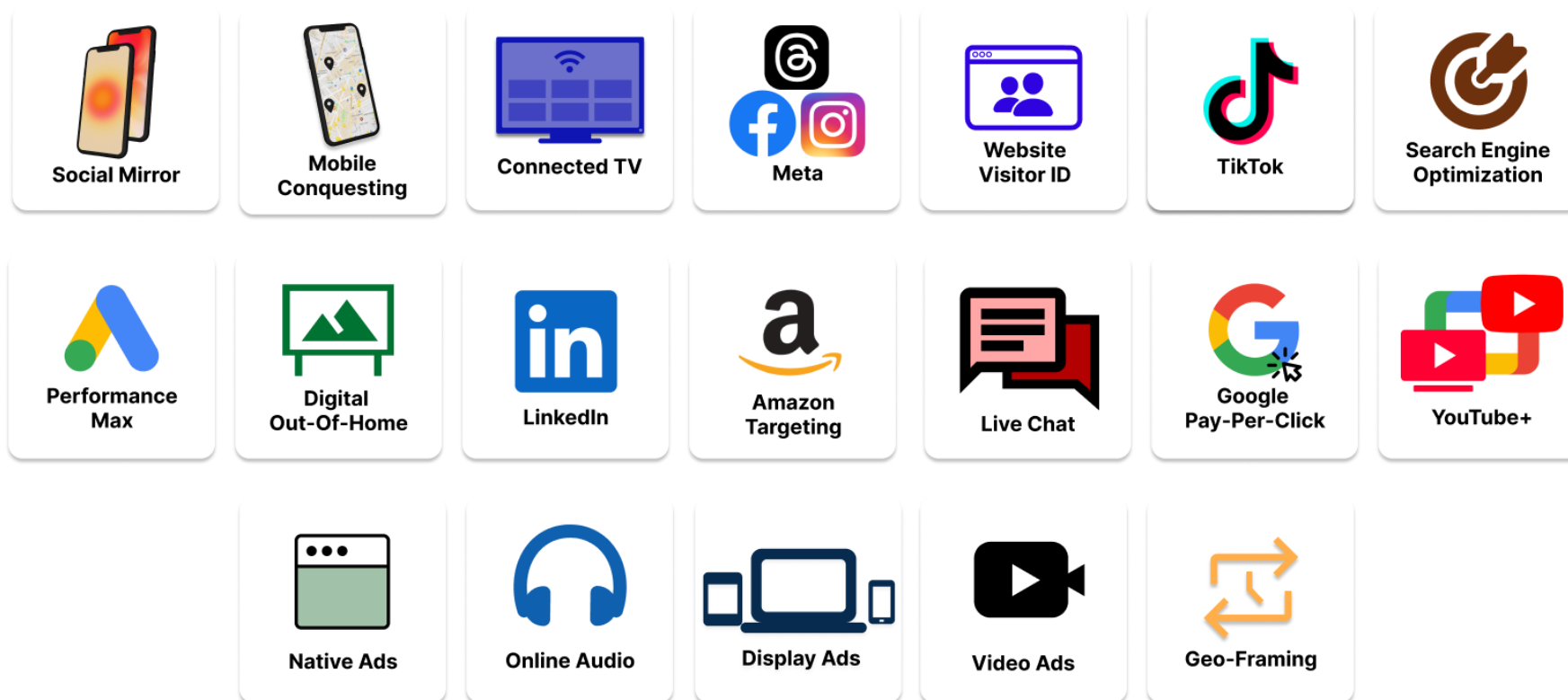
Name	Impressions ↓	Clicks	CTR
TubiTV Fire TV (ID: 032687ceb1a8439090576d9b4d5c2d50)	3,881	0	0.00%
Samsung TV Plus- STV (ID: bdbb37fe63084b938641ad092cb4e684)	3,655	2	0.05%
FireTV Channels (ID: firetv-video-news)	1,409	0	0.00%
thehill.com	1,384	1	0.07%
Hearts - Card Game Classic (ID: 1357131935)	795	38	4.78%
Solitaire Games #1 (ID: 1334311990)	720	49	6.81%
yahoo.com	718	1	0.14%
Spades * (ID: 1318181304)	655	24	3.66%
amazon.com	642	0	0.00%
48c38e27ff914ab982373e57c4157aa3	595	0	0.00%
fandom.com	587	3	0.51%
nypost.com	580	2	0.34%
roku (ID: 151908)	407	0	0.00%
centredaily.com	364	0	0.00%
Coin Sort (ID: 6446354191)	351	43	12.25%
978f8d21171a406e97631c41202c0dbc	324	0	0.00%
67e0c74cce444e99c8e00fe7d445093	298	0	0.00%
themicman.uk	292	9	3.08%
af6dd00ac1bb49bda30486540ed75442	283	0	0.00%
Block Blast Adventure Master (ID: com.block.juggle)	250	6	2.40%

Top CTV Publishers

Publisher Image		Publisher Name	Impressions↓	Completion Rate
		Tubi - Movies & TV Shows	10,108	91.58%
		Vizio - Vizio WatchFree+	5,088	72.08%
		SAMSUNG TV PLUS	4,732	87.08%
		DIRECTV	2,513	87.25%
		Tubi - Free Movies & TV	1,626	85.65%
		Roku - Tubi	1,285	68.57%

	Philo TV	638	91.84%
	DISH Anywhere	600	57.51%
	Sling TV	386	94.01%
	Pluto TV - Live TV and Movies	364	99.95%

All available products in our *toolbox*.



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