

Digital Marketing Report

Impressions

How many ads were served:

23,921

CTV Completion Rate

0.42%

Percentage of users who watched the video from start
to finish

CTV Cost Per Completed View

9.73

The cost of each completed video view across full-
screen CTVs

Your Product Breakout by Impressions



CTV

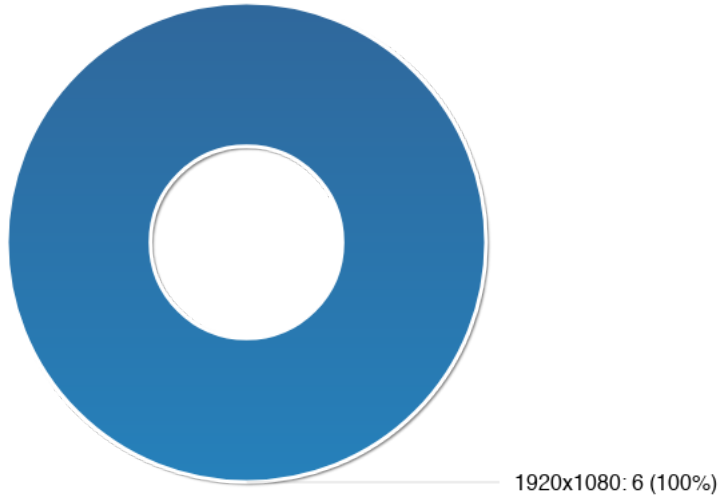
**Note: CTR and Total Engagement Rate do not include impressions or view-throughs from CTV, YouTube, or PMax campaigns. For TikTok campaigns, Total Engagement Rate includes both Click Conversions and View-throughs due to differences in Conversion tracking.*



Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Country in the Park - Bonneville Sacramento - Baseball/Country Music Behavioral Amazon CTV	23,921	6	0.03%	0.36

Amazon Premium Display Click Performance by Ad Size



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.	23,716	4	0.02%
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.	57	0	0.00%
Set Top Box	A console device that connects to a TV and provides streaming content, such as Apple TV 4k or Amazon Fire Cube.	2	0	0.00%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	1	0	0.00%



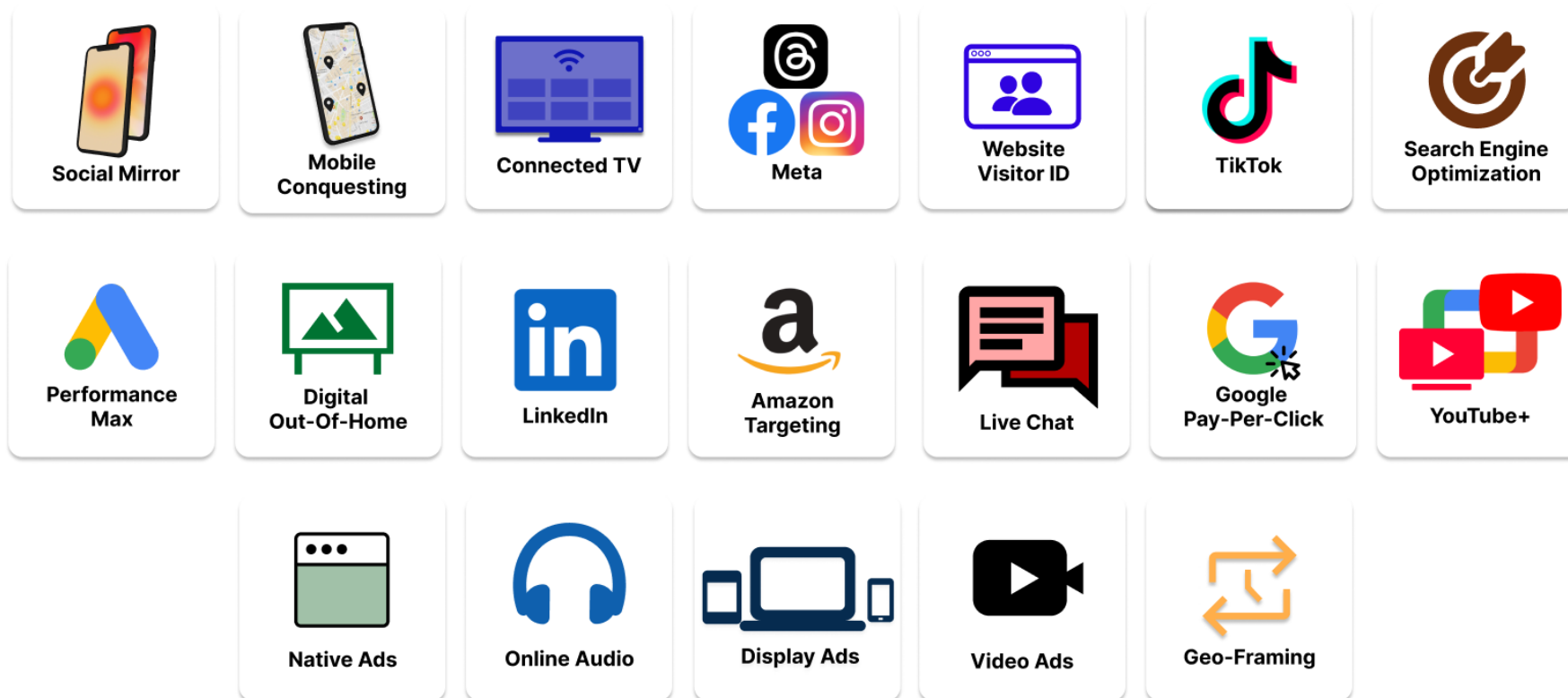
Amazon Inventory Source Performance

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	23,920	6	0.03%
Prime Video	OTT impressions served on Amazon Prime while streaming TV and movies on connected TV devices	1	0	0.00%

Amazon Premium Site and App Performance

Name	Impressions ↓	Clicks	CTR
TubiTV Fire TV (ID: 032687ceb1a8439090576d9b4d5c2d50)	12,976	0	0.00%
Samsung TV Plus- STV (ID: bdbb37fe63084b938641ad092cb4e684)	2,905	2	0.07%
FireTV Channels (ID: firetv-video-news)	1,650	0	0.00%
PV Fire TV (ID: b94d934eb5984fb8b161a5d292610c87)	1,040	0	0.00%
amazon.com	1,024	0	0.00%
roku (ID: 151908)	879	0	0.00%
48c38e27ff914ab982373e57c4157aa3	698	0	0.00%
67e0c74ccec444e99c8e00fe7d445093	516	0	0.00%
af6dd00ac1bb49bda30486540ed75442	476	1	0.21%
978f8d21171a406e97631c41202c0dbc	401	0	0.00%
c5a49fcb92144b23985b355a138fbf32	294	0	0.00%
Vix US Prime Video Channel VOD	236	1	0.42%
IMDbTV (ID: 238ffe83c5ba9a6eed1bf2b28f625a40)	176	0	0.00%
Paramount EyeQ	152	0	0.00%
aefae0fbcb4d4a4bb27734e32b72cb39	124	0	0.00%
339043f979d94b7c9403dcb5810b6040	103	0	0.00%
Vix US DVC Live Linear (ID: 78c0b76d2ad24098847c0d8734916d39)	80	0	0.00%
TubiTV Roku (ID: 8edddb2c6be548f496c4fff9664963f8)	40	0	0.00%
cec92be4aadb42e9b1dfc189c056555d	30	0	0.00%
AMC US DVC Fast Channels HV (ID: 0323457d9f6149e3b058e113213b64e0)	16	0	0.00%

All available products in our *toolbox*.



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