

Digital Marketing Report

Impressions

How many ads were served:

41,381

CTV Completion Rate

99.00%

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



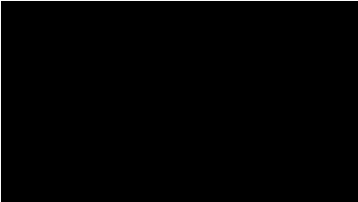
CTV

**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%)
Redding Rancheria - Business Owners/Small Business Owners B2B OTT	41,381	36	0.09%	1.24

Connected TV (CTV) Creative Performance

Preview Image	Creative Name	Impressions	Video Completion Rate ↓
	Redding Rancheria PTPOP KIXE Mercy.mov	10,561	99.13%
	Redding Rancheria 2026 Tribal Health Fair FIX (1).mov	9,203	99.01%
	Redding Rancheria Turtle Bay NorCal Think.mov	10,512	98.95%
	Redding Rancheria PTPOP Community Fund Raising Shasta.mov	11,105	98.92%

Connected TV (CTV) Completion Performance by Strategy

Strategy	25% Completion Rate	50% Completion Rate	75% Completion Rate	100% Completion Rate ↓
Redding Rancheria - Business Owners/Small Business Owners B2B OTT	100.00%	99.53%	99.32%	99.00%

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.	28,601	19	0.07%
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.	12,780	17	0.13%

Top CTV Publishers

Publisher Image		Publisher Name	Impressions↓	Completion Rate
		Telly - The Truly Smart TV	17,323	99.38%
		SAMSUNG TV PLUS	3,670	93.16%
		Vizio - Vizio WatchFree+	1,951	99.61%
		The Roku Channel	830	99.02%
		Tubi - Movies & TV Shows	479	88.06%
		Tubi - Free Movies & TV	456	99.02%

	DirecTV	260	99.52%
	Roku - Tubi	152	100.00%
	Pluto TV - Live TV and Movies	102	98.78%
	Pluto TV	95	97.92%



Avg Reach per Day



Avg Frequency per Day

Reach and Frequency Performance by Day

Date ↑	Reach	Frequency
Jul 01, 2026	256	2.55
Jul 02, 2026	223	2.83
Jul 03, 2026	238	2.73
Jul 04, 2026	383	2.35
Jul 05, 2026	412	2.37
Jul 06, 2026	328	2.63
Jul 07, 2026	297	2.78
Jul 08, 2026	260	3.04
Jul 09, 2026	229	4.66
Jul 10, 2026	234	6.85
Jul 11, 2026	186	7.39
Jul 12, 2026	272	5.11
Jul 13, 2026	256	7.43
Jul 14, 2026	248	4.71
Jul 15, 2026	261	4.72
Jul 16, 2026	134	7.39
Jul 17, 2026	275	4.54
Jul 18, 2026	147	7.11
Jul 19, 2026	230	5.18
Jul 20, 2026	200	5.78
Jul 21, 2026	192	6.89
Jul 22, 2026	259	4.55
Jul 23, 2026	140	8.18
Jul 24, 2026	122	10.17

Jul 25, 2026	208	5.50
Jul 26, 2026	186	5.82
Jul 27, 2026	238	4.13
Jul 28, 2026	258	3.57
Jul 29, 2026	315	3.41
Jul 30, 2026	263	4.52
Jul 31, 2026	273	5.76

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



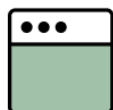
Live Chat



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.