

Digital Marketing Report

Impressions

How many ads were served:

36,669

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%)
Charlottesville Area Transit Pupil - B2B Truck Driver/Bus Driver/Job Seeker Behavioral CTV	18,423	9	0.05%	0.70
Charlottesville Area Transit Pupil - AI CTV	18,246	6	0.03%	0.47

Connected TV (CTV) Creative Performance

Preview Image	Creative Name	Impressions	Video Completion Rate ↓
	Charlottesville Area Transit Pupil_30 second school bus hiring.mp4	36,669	98.46%

Connected TV (CTV) Completion Performance by Strategy

Strategy	25% Completion Rate	50% Completion Rate	75% Completion Rate	100% Completion Rate ↓
Charlottesville Area Transit Pupil - AI CTV	100.00%	99.40%	98.99%	98.56%
Charlottesville Area Transit Pupil - B2B Truck Driver/Bus Driver/Job Seeker Behavioral CTV	100.00%	99.21%	98.84%	98.35%

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
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.	18,977	12	0.06%
Connected TV	An internet enabled device that provides streaming content directly on the TV, without the use of an external streaming device.	17,692	3	0.02%

Top CTV Publishers

Publisher Image		Publisher Name	Impressions↓	Completion Rate
		Telly - The Truly Smart TV	5,919	99.16%
		DIRECTV	2,245	99.03%
		SAMSUNG TV PLUS	2,163	96.63%
		Vizio - Vizio WatchFree+	1,970	98.56%
		Philo TV	238	98.03%
		Tubi - Free Movies & TV	166	99.76%

	Pluto TV - Live TV and Movies	115	97.63%
	DIRECTV STREAM	66	98.90%
	Philo: Shows, Movies, and Live TV	61	98.64%
	WSLS 10 News	43	100.00%

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.