

Digital Marketing Report

Impressions

How many ads were served:

69,461

CTV Completion Rate

99.23%

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%)
Beech Bend - Parents/Family Fun/Theme Park Behavioral CTV	68,726	16	0.02%	0.33
Beech Bend - Retargeting CTV	735	0	0.00%	0.00

CTV View-through Conversions

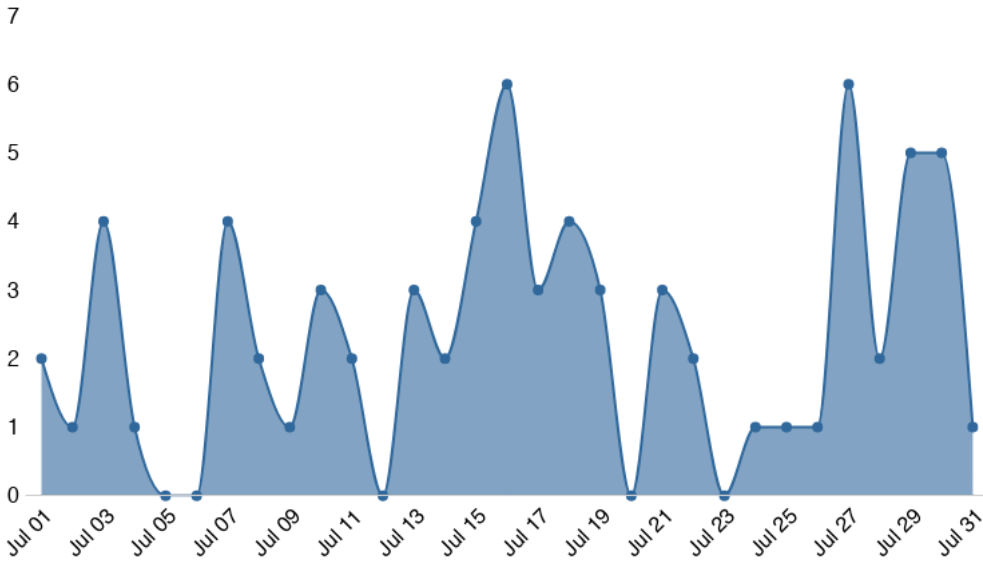


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

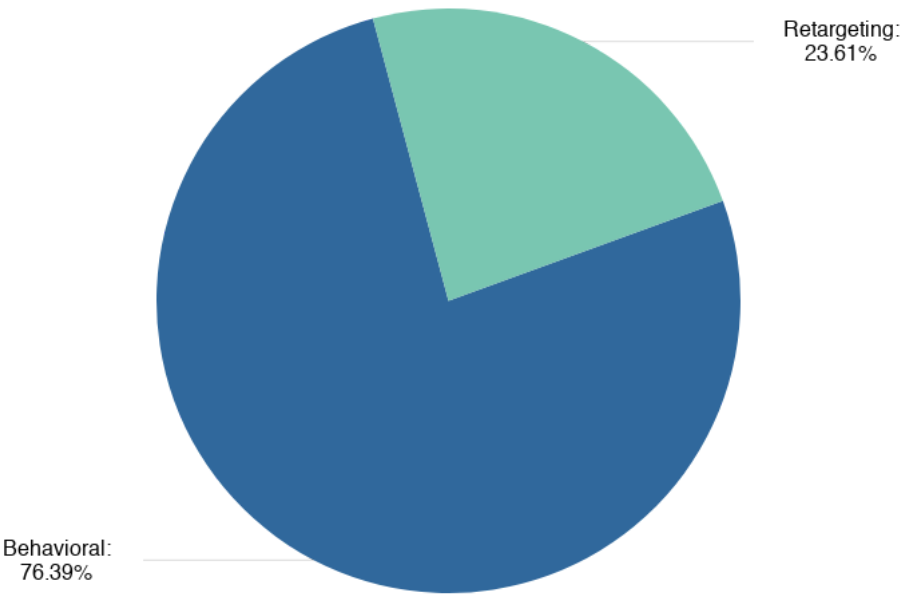
CTV View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Beech Bend Homepage Visits	72

CTV View-through Conversions by Day



Top CTV View-through Conversions by Strategy



Connected TV (CTV) Creative Performance

Preview Image	Creative Name	Impressions	Video Completion Rate ↓
Thumbnail not available	Beech Bend_BB QR code.mp4	69,461	99.23%

Connected TV (CTV) Completion Performance by Strategy

Strategy	25% Completion Rate	50% Completion Rate	75% Completion Rate	100% Completion Rate ↓
Beech Bend - Retargeting CTV	100.00%	99.86%	99.59%	99.45%
Beech Bend - Parents/Family Fun/Theme Park Behavioral CTV	100.00%	99.73%	99.49%	99.23%

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.	41,115	15	0.04%
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.	28,346	1	0.00%

Top CTV Publishers

Publisher Image	Publisher Name	Impressions ↓	Completion Rate
	Vizio - Vizio WatchFree+	7,036	95.26%
	DIRECTV	4,815	96.70%
	Telly - The Truly Smart TV	4,295	97.81%
	Pluto TV - Live TV and Movies	3,401	99.16%
	The Roku Channel	1,317	97.54%
	Tubi - Free Movies & TV	995	92.80%
	SAMSUNG TV PLUS	979	99.52%

				
		Tubi - Movies & TV Shows	979	98.96%
		Xfinity TV - Pluto TV	782	97.97%
		Pluto TV	636	97.27%

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.