



Digital Marketing Report

Impressions

How many ads were served:

58,187

Clicks

Times a user clicked on an ad

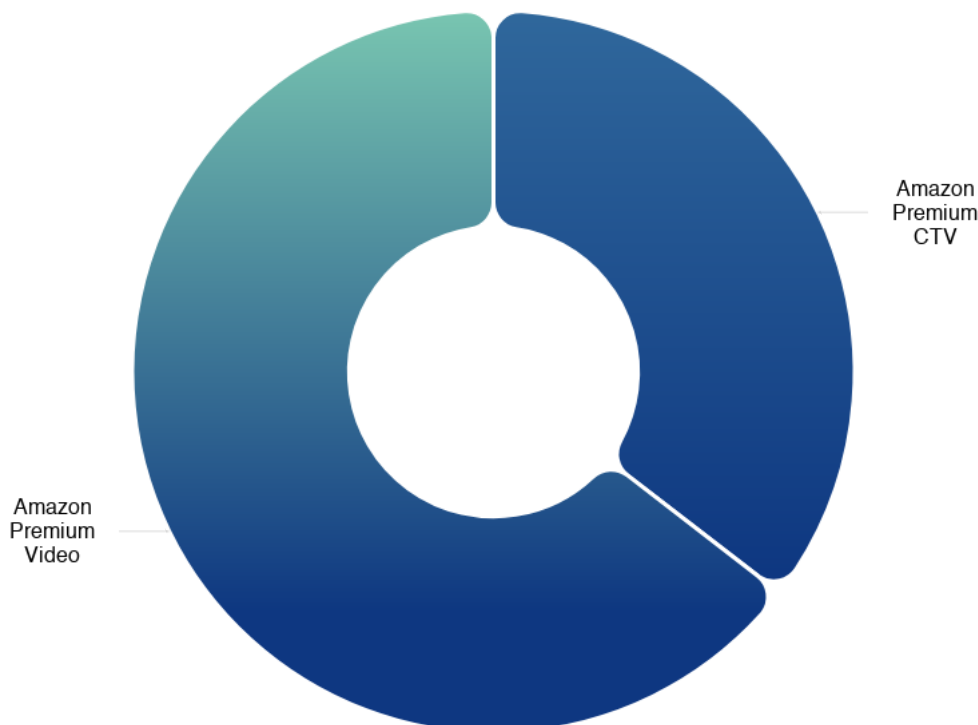
861

Click-Through Rate

(Clicks/Impressions) x 100

2.29%

Your Product Breakout by Impressions



CTV Completion Rate

0.48%

Percentage of users who watched the video from start to finish

CTV Cost Per Completed View

8.49

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

Total Engagement Rate

2.29%

(Clicks+View-throughs)/Impressions x 100*

X the National Average

32.75

X the National Avg (.07%)

*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%)
Window World of Bloomington, Illinois #25378 - 2023 - Weatherproofing Window Insulation Kits/Under Door Draft Stoppers Behavioral Amazon Video	37,556	861	2.29%	32.75
Window World of Bloomington, Illinois #25378 - 2023 - Weatherproofing Window Insulation Kits/Under Door Draft Stoppers Behavioral Amazon OTT	20,631	7	0.03%	0.48



Amazon Premium Video Creative Performance

Creative Name	Preview Link	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Invest in your Home.m4v	View Preview	18,892	429	2.27%	32.44
Window_World_Top_3_25.mp4	View Preview	18,664	432	2.31%	33.07

Amazon Premium Video Completion Performance by Creative

Creative Name	25% Completed ↓	50% Completed	75% Completed	100% Completed
Invest in your Home.m4v	75.82%	47.63%	41.20%	37.01%
Window_World_Top_3_25.mp4	75.74%	47.57%	40.72%	36.39%



Amazon Premium OTT Creative Performance

Creative Name	Preview Link	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Invest in your Home.m4v	View Preview	8,645	4	0.05%	0.66
Window_World_Top_3_25.mp4	View Preview	6,090	0	0.00%	0.00
Window World Small World 25 (1).mov	View Preview	5,896	3	0.05%	0.73

Amazon Premium OTT Video Completion Performance by Creative

Creative Name	25% Completed ↓	50% Completed	75% Completed	100% Completed
Window_World_Top_3_25.mp4	98.73%	98.08%	97.85%	97.03%
Invest in your Home.m4v	98.69%	98.22%	98.00%	97.29%
Window World Small World 25 (1).mov	98.68%	98.22%	97.91%	97.19%



Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	33,730	752	2.23%
Connected TV	An internet enabled device that provides streaming content directly on the TV, without the use of an external streaming device.	20,580	7	0.03%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	2,588	105	4.06%
Desktop	A personal computing device that remains stationary at one location.	1,240	4	0.32%
Set Top Box	A console device that connects to a TV and provides streaming content, such as Apple TV 4k or Amazon Fire Cube.	39	0	0.00%
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.	8	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	58,586	875	1.49%
Prime Video	OTT impressions served on Amazon Prime while streaming TV and movies on connected TV devices	14	0	0.00%



Amazon Premium Site and App Performance

Name	Impressions ↓	Clicks	CTR
Paramount EyeQ	10,526	0	0.00%
roku (ID: 151908)	1,875	0	0.00%
Fox Sports- DVC (ID: 96b04a0c563f4492808d27e5865d6c91)	1,393	0	0.00%
glance.com	1,075	1	0.09%
Block Blast Adventure Master (ID: com.block.juggle)	1,066	46	4.32%
Samsung TV Plus- STV (ID: bdbb37fe63084b938641ad092cb4e684)	888	0	0.00%
LG Default VAST APP (ID: cdd8c3a4b39740ed96a959cde729f07f)	865	3	0.35%
Tile Explorer - Triple Match (ID: com.oakever.tiletrip)	684	23	3.36%
Vizio Watchfree Plus (ID: bd3ffe4fc652462197bb866858e57315)	644	0	0.00%
fandom.com	641	2	0.31%
themusicman.uk	616	23	3.73%
Samsung Instant Plays (ID: com.sec.android.app.samsungapps)	614	9	1.47%
atlantablackstar.com	569	17	2.99%
The Roku Channel (ID: b8d023537b9c4e73a150eb75b7d1c3d9)	552	0	0.00%
LG Channels App STV (ID: 67c6300ce87b45eea0b6c4cb4b9a1e70)	493	1	0.20%
yahoo.com	470	1	0.21%
Block Mania - Block Puzzle (ID: com.puzzle.block.mania.puzzle)	463	21	4.54%
Samsung Instant Plays (ID: fa3ae8e5f32f425b9138dcd784f04827)	450	7	1.56%
Woodoku - Block Puzzle Games (ID: com.tripledot.woodoku)	431	14	3.25%
Amazon Publisher Services	414	6	1.45%

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.