

Digital Marketing Report

Impressions

How many ads were served:

25,042

Clicks

Times a user clicked on an ad

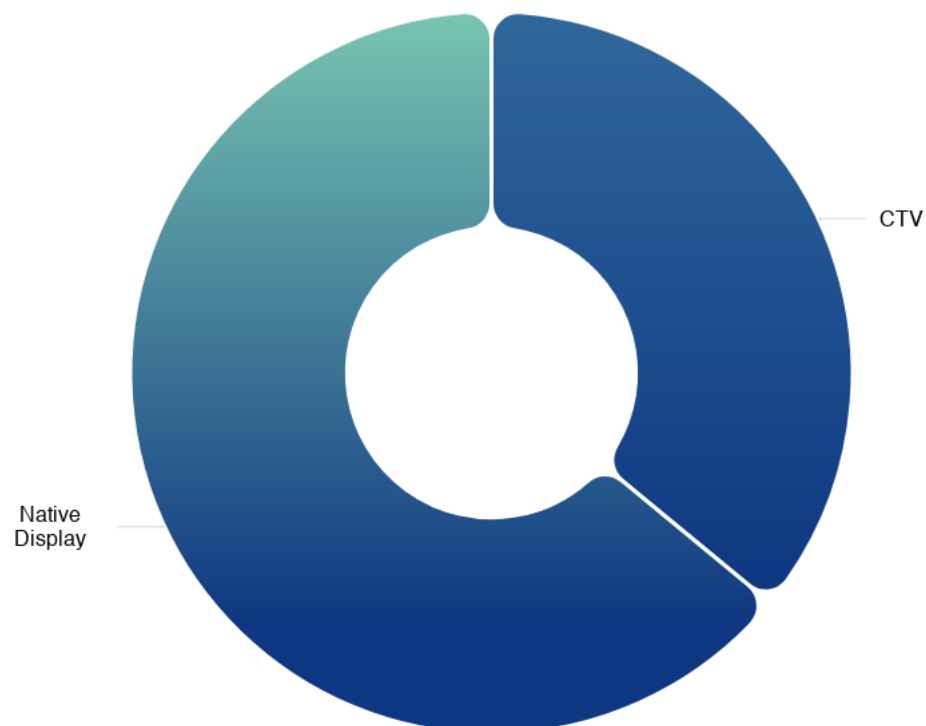
22

Click-Through Rate

(Clicks/Impressions) x 100

0.14%

Your Product Breakout by Impressions



CTV Completion Rate

99.15%

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

Total Engagement Rate

0.14%

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

X the National Average

1.96

X the National Avg (.07%)

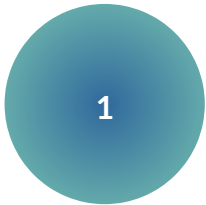
*Note: CTR and Total Engagement Rate do not include impressions or view-throughs from CTV, YouTube, or PMax campaigns. For TikTok campaigns, Total Engagement Rate includes both Click Conversions and View-throughs due to differences in Conversion tracking.



Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Foxfield Racing LLC - 35+/Horse Racing/Sporting Events Behavioral Native	15,373	22	0.14%	2.04
Foxfield Racing LLC - 35+/Horse Racing/Sporting Events Behavioral CTV	4,616	2	0.04%	0.62
Foxfield Racing LLC - AI CTV	4,290	4	0.09%	1.33
Foxfield Racing LLC - Retargeting Native	659	0	0.00%	0.00
Foxfield Racing LLC - Retargeting CTV	104	0	0.00%	0.00

Native View-through Conversions

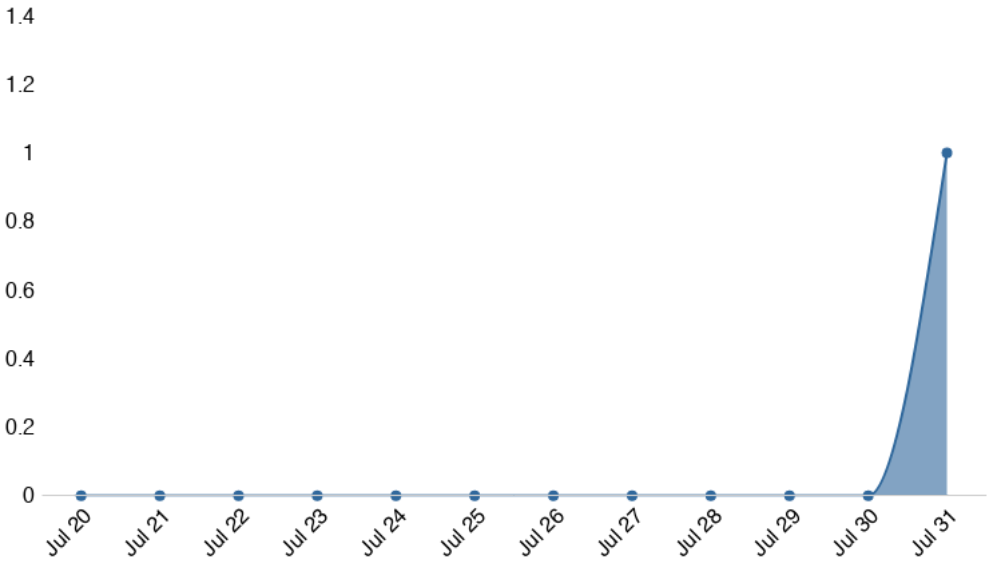


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

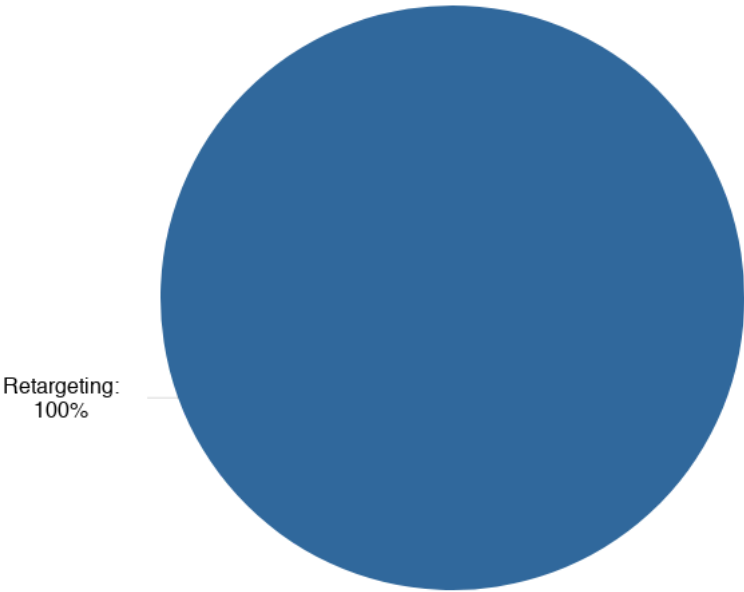
Native View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Foxfield Racing LLC Homepage Visits	1

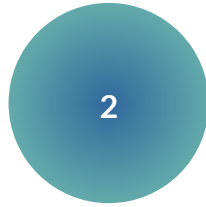
Native View-through Conversions by Day



Top Native View-through Conversions by Strategy



CTV View-through Conversions

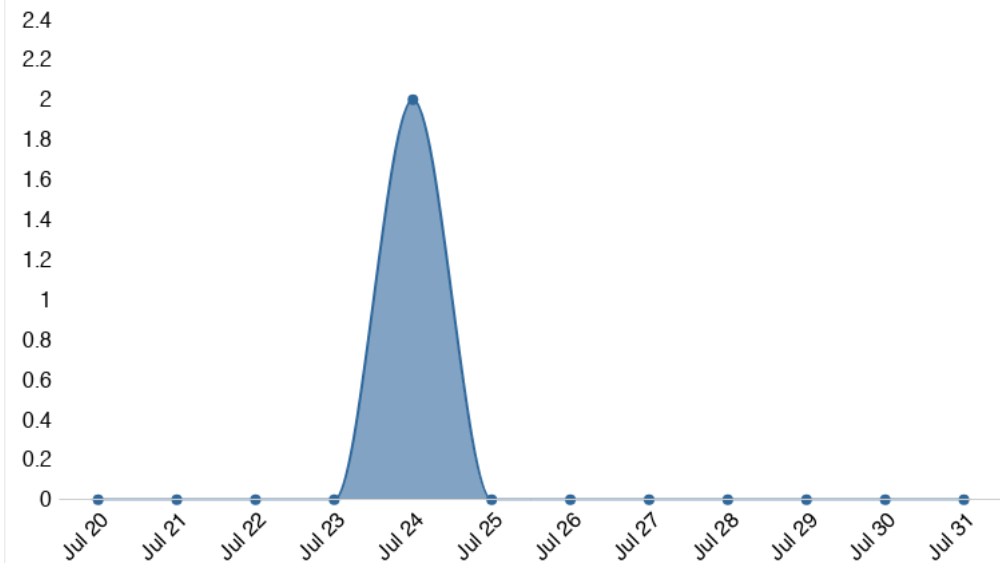


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

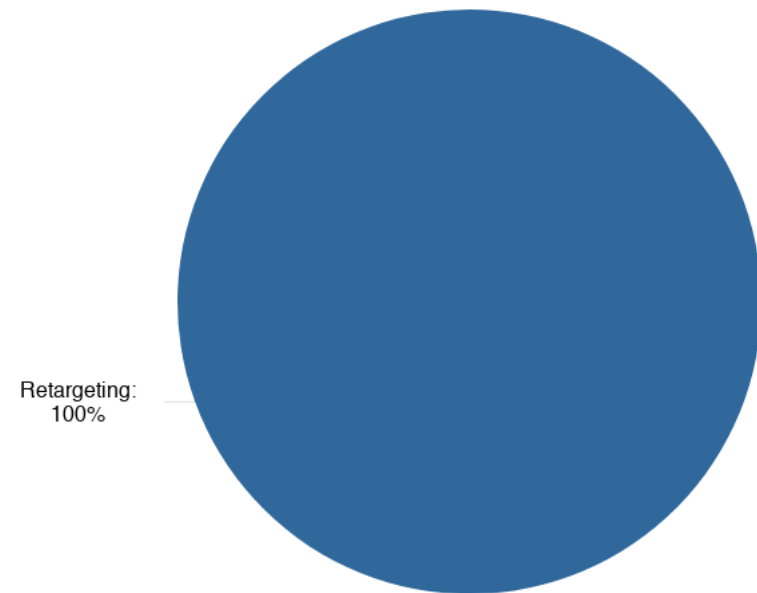
CTV View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Foxfield Racing LLC Homepage Visits	2

CTV View-through Conversions by Day



Top CTV View-through Conversions by Strategy



Native Display Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	Foxfield Racing LLC_Fall Races Image 2	7,815	15	0.19%	2.74
	Foxfield Racing LLC_Fall Races Image 1	8,217	7	0.09%	1.22

Connected TV (CTV) Creative Performance

Preview Image	Creative Name	Impressions	Video Completion Rate ↓
	Foxfield Racing LLC_FOXF0726NEW15V1.mp4	5,594	99.16%
	Foxfield Racing LLC_FOXF0726NEW30V1.mp4	3,416	99.14%

Connected TV (CTV) Completion Performance by Strategy

Strategy	25% Completion Rate	50% Completion Rate	75% Completion Rate	100% Completion Rate ↓
Foxfield Racing LLC - Retargeting CTV	100.00%	100.00%	100.00%	100.00%
Foxfield Racing LLC - AI CTV	100.00%	99.77%	99.49%	99.28%
Foxfield Racing LLC - 35+/Horse Racing/Sporting Events Behavioral CTV	100.00%	99.45%	99.19%	99.02%

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	10,311	19	0.18%
Connected TV	An internet enabled device that provides streaming content directly on the TV, without the use of an external streaming device.	4,726	5	0.11%
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.	4,284	1	0.02%
Desktop	A personal computing device that remains stationary at one location.	4,176	3	0.07%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	1,545	0	0.00%

Site and App Performance

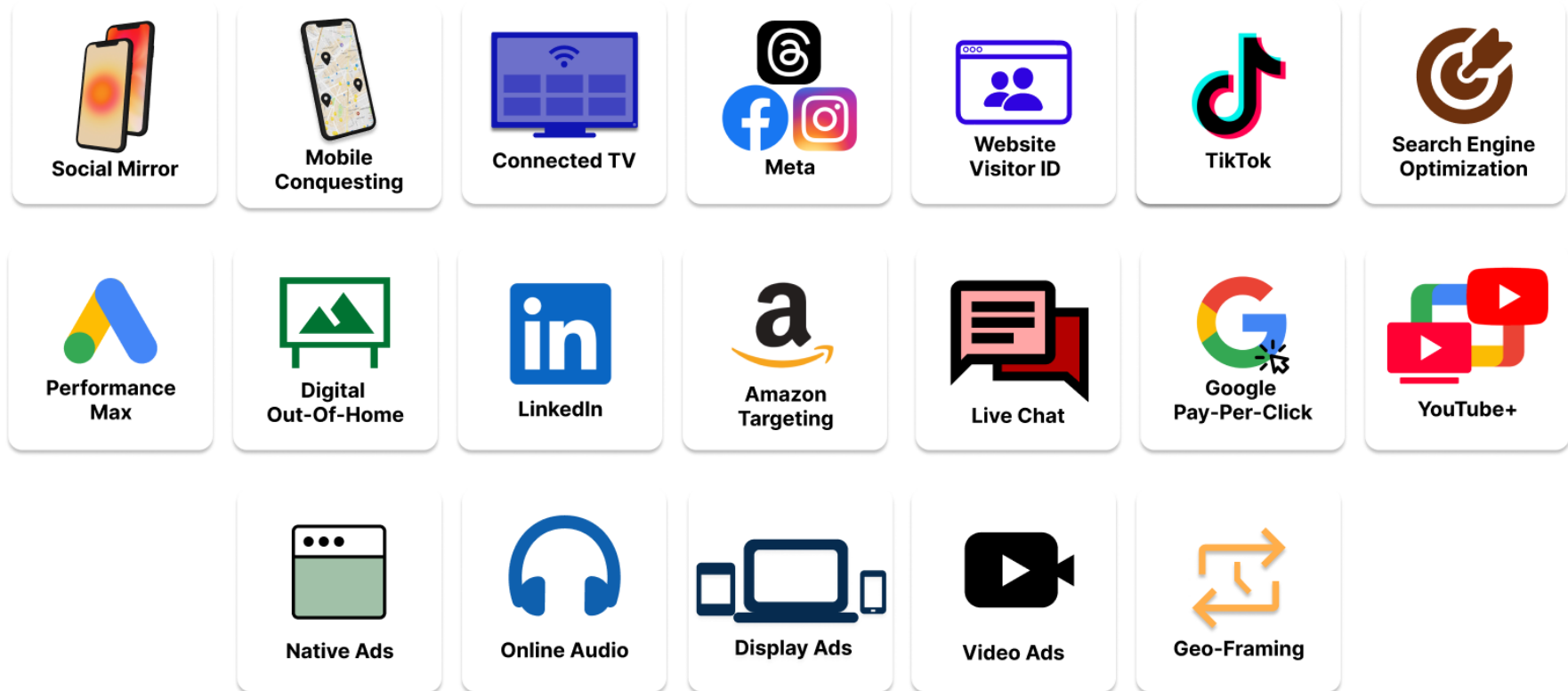
Name	Impressions ↓	Clicks	CTR
Yahoo Mail - Organized Email	1,776	1	0.06%
Life360: Live Location Sharing	1,146	6	0.52%
w3schools.com	1,058	1	0.09%
imdb.com	966	0	0.00%
nytimes.com	887	1	0.11%
biblegateway.com	805	0	0.00%
msn.com	626	0	0.00%
AOL Mail, News, Weather, Video	616	2	0.32%
tumblr.com	332	0	0.00%
bridgebase.com	259	0	0.00%
TREBEL: Music, MP3 & Podcasts	185	0	0.00%
usatoday.com	183	0	0.00%
mvotd.com	180	0	0.00%
wandertrivia.com	172	0	0.00%
washingtonpost.com	164	0	0.00%
theguardian.com	160	0	0.00%
espn.com	111	0	0.00%
tmz.com	99	0	0.00%
wsoc.tv	99	1	1.01%
ebay.com	97	0	0.00%

Top CTV Publishers

Publisher Image		Publisher Name	Impressions↓	Completion Rate
		Telly - The Truly Smart TV	1,625	99.26%
		SAMSUNG TV PLUS	1,060	99.16%
		Vizio - Vizio WatchFree+	245	99.85%
		Philo TV	69	100.00%
		DIRECTV	59	95.00%
		Pluto TV - Live TV and Movies	50	97.78%

	TCL Channel	42	100.00%
	The Roku Channel	42	100.00%
	WBTV First Alert Weather	23	0.00%
	Xfinity Stream	18	100.00%

All available products in our *toolbox*.



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