

Digital Marketing Report

Impressions

How many ads were served:

39,250

CTV Completion Rate

97.63%

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



Social
Mirror 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

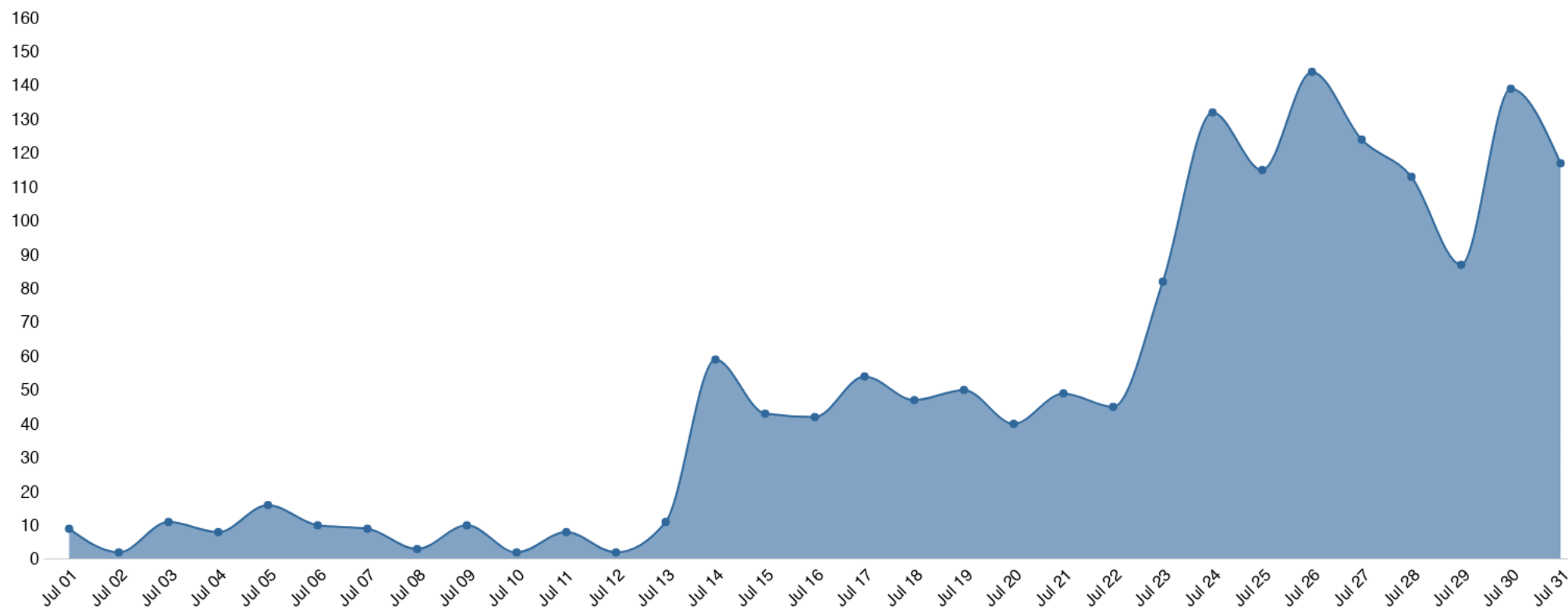
Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Belmont Park Social Mirror OTT - AI Social Mirror OTT	21,486	8	0.04%	0.53
Belmont Park Social Mirror OTT - Behavioral Social Mirror OTT	12,120	25	0.21%	2.95
Belmont Park Social Mirror OTT - Custom Audience Matching Social Mirror OTT	2,743	9	0.33%	4.69
Belmont Park Social Mirror OTT - Custom Audience Lookalike Social Mirror OTT	1,459	5	0.34%	4.90
Belmont Park Social Mirror OTT - Retargeting Social Mirror OTT	1,442	12	0.83%	11.89

QR Code Scan Performance

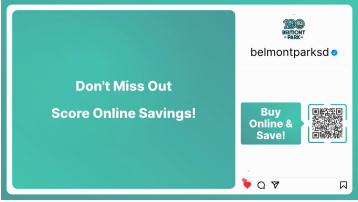
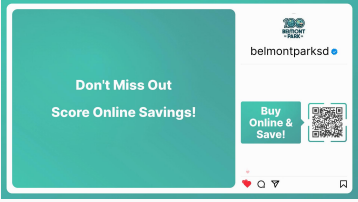
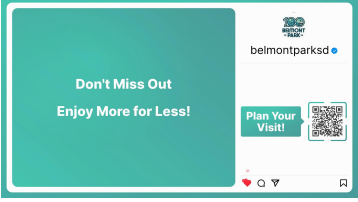
1,583

Times users saw an ad on their TV screen and scanned the QR Code on their mobile device

QR Code Performance Day by Day



Social Mirror CTV Creative Performance

Preview Image	Creative Name	Impressions ↓	Video Completion Rate
	Belmont_Park Social Mirror OTT_7.1_Belmont JUNE 1080p 15 sec.mov	21,288	97.00%
	Belmont_Park Social Mirror OTT_7.1_Belmont Park JUNE 30 sec.mov	5,323	99.34%
	Belmont_Park Social Mirror OTT_7.14_Belmont Park JUNE 30 sec.mov_Plan Your Visit	3,838	99.10%
	Belmont_Park Social Mirror OTT_7.14_Belmont Park JUNE 30 sec.mov_Wristbands	3,638	98.80%

BARCK+ Zip Code Performance

Zip Code	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
92101	2,331	1	0.04%	0.61
92114	1,729	2	0.12%	1.65
92154	1,567	1	0.06%	0.91
91913	1,179	1	0.08%	1.21
92020	1,067	0	0.00%	0.00
91977	951	0	0.00%	0.00
92139	920	0	0.00%	0.00
91910	919	0	0.00%	0.00
92126	910	0	0.00%	0.00
91911	908	1	0.11%	1.57
92109	715	2	0.28%	4.00
92025	701	0	0.00%	0.00
92104	700	0	0.00%	0.00
92115	671	2	0.30%	4.26
92027	626	0	0.00%	0.00
92103	613	0	0.00%	0.00
91942	598	0	0.00%	0.00
92084	581	0	0.00%	0.00
92111	558	0	0.00%	0.00
92107	555	0	0.00%	0.00



Device Performance

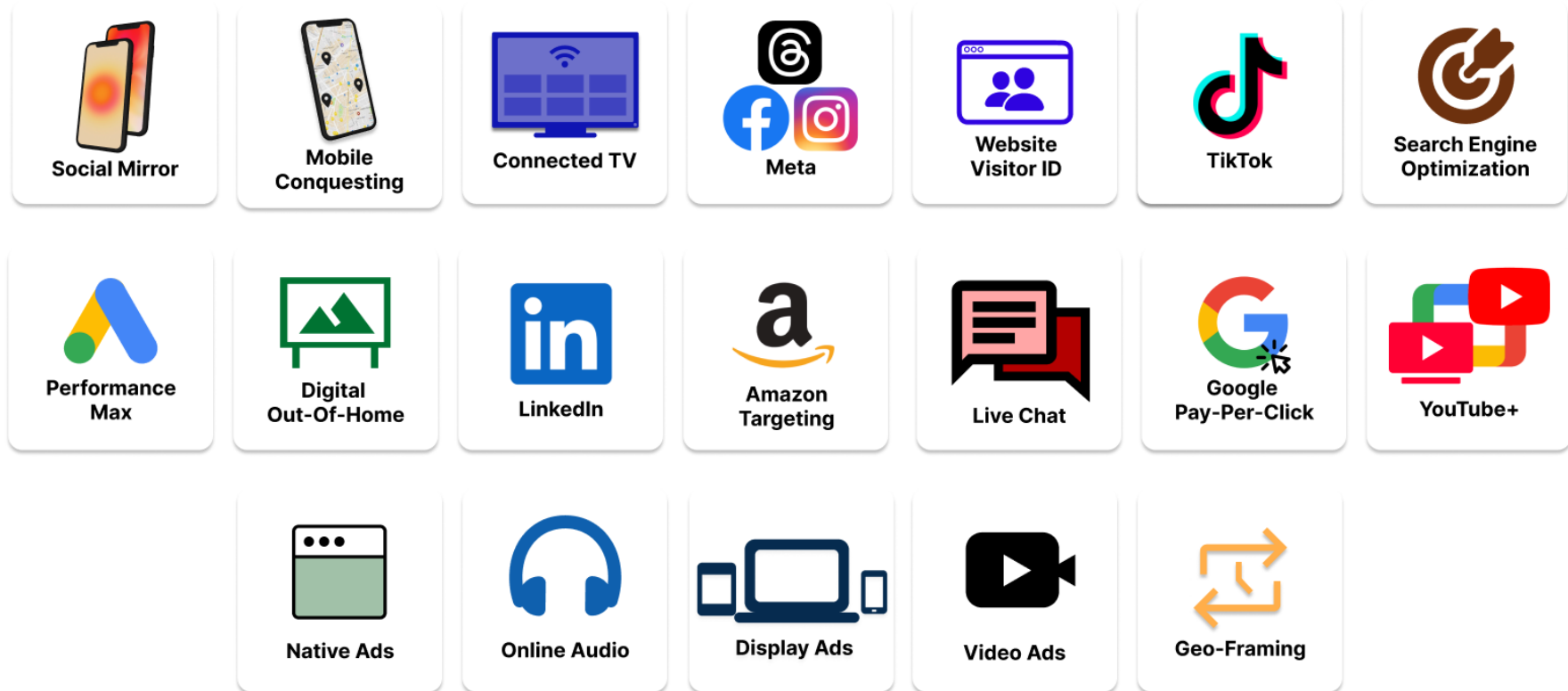
Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Connected TV	An internet enabled device that provides streaming content directly on the TV, without the use of an external streaming device.	25,230	36	0.14%
Streaming Device	A stick/dongle device that connects to a TV and provides streaming content, such as a Fire TV Stick, Roku Streaming Stick, and Google Chromecast.	14,020	23	0.16%

Top CTV Publishers

Publisher Image	Publisher Name	Impressions↓	Completion Rate
	SAMSUNG TV PLUS	6,911	87.86%
	Tubi - Free Movies & TV	1,919	69.35%
	Vizio - Vizio WatchFree+	1,706	97.64%
	Telly - The Truly Smart TV	1,573	99.97%
	The Roku Channel	741	98.61%
	Tubi - Movies & TV Shows	598	95.40%

	DISH Anywhere	452	96.26%
	Xfinity TV - Tubi	262	97.19%
	Sling TV	221	99.19%
	Dailymotion: Explore and watch videos	206	97.39%

All available products in our *toolbox*.



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