

Digital Marketing Report

Impressions

How many ads were served:

309,172

Clicks

Times a user clicked on an ad

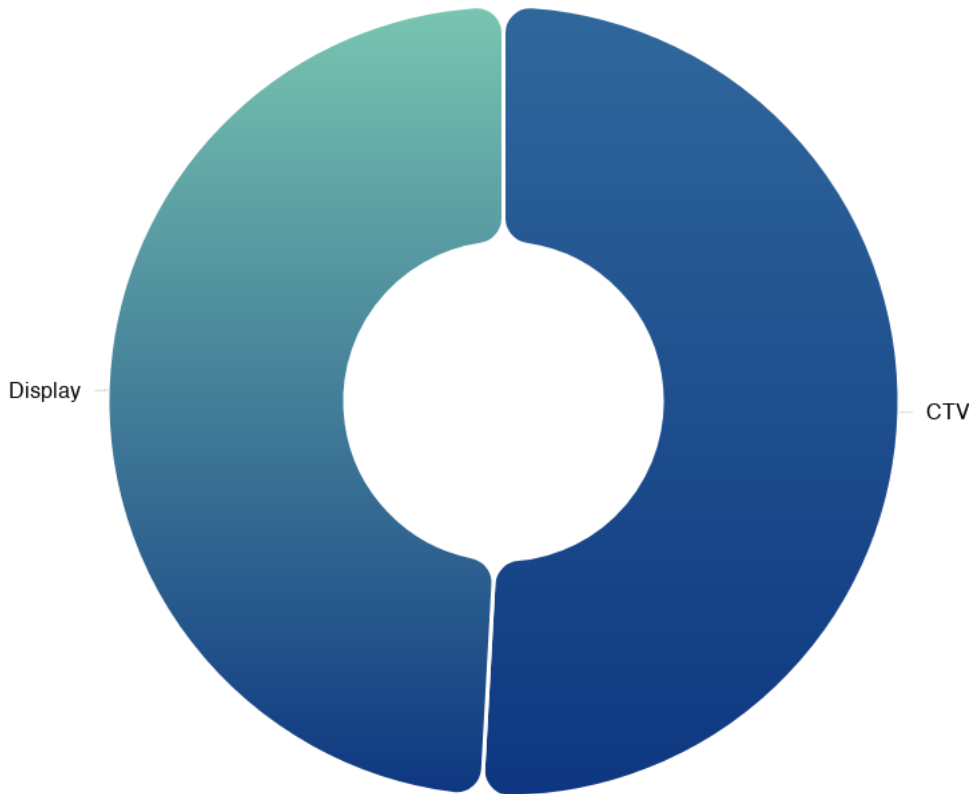
1,952

Click-Through Rate

(Clicks/Impressions) x 100

1.29%

Your Product Breakout by Impressions



CTV Completion Rate

99.07%

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

1.35%

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

X the National Average

18.36

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.



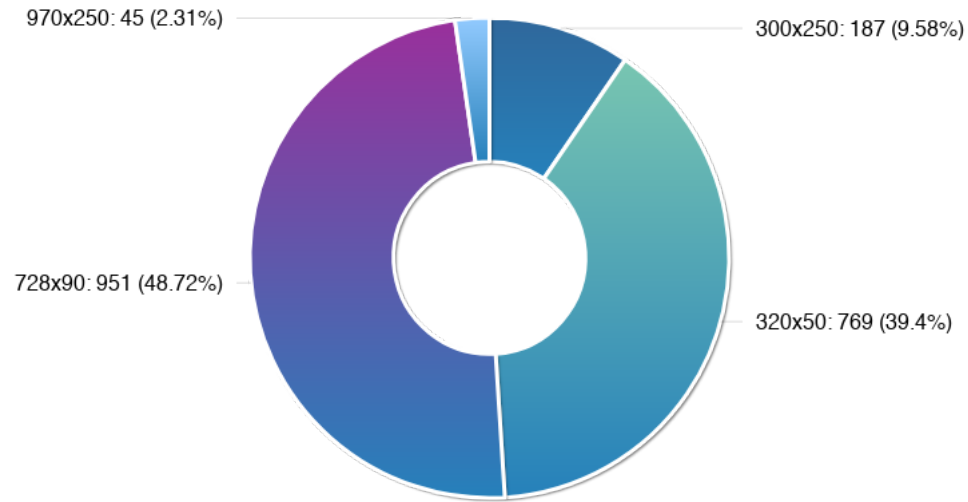
Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
International Brotherhood of Electrical Workers, Local Union 611 - Electricians/DIYers/Outdoor Enthusiasts Behavioral Display REACH	102,407	1,756	1.71%	24.50
International Brotherhood of Electrical Workers, Local Union 611 - Electricians/DIYers/Outdoor Enthusiasts Behavioral CTV	81,562	55	0.07%	0.96
International Brotherhood of Electrical Workers, Local Union 611 - AI CTV	74,216	49	0.07%	0.94
International Brotherhood of Electrical Workers, Local Union 611 - AI Display REACH	39,817	95	0.24%	3.41
International Brotherhood of Electrical Workers, Local Union 611 - Electricians/DIYers/Outdoor Enthusiasts Behavioral Display	5,731	85	1.48%	21.19
International Brotherhood of Electrical Workers, Local Union 611 - AI Display	2,786	15	0.54%	7.69
International Brotherhood of Electrical Workers, Local Union 611 - Retargeting CTV	1,522	0	0.00%	0.00
International Brotherhood of Electrical Workers, Local Union 611 - Geo-Retargeting Display	895	0	0.00%	0.00
International Brotherhood of Electrical Workers, Local Union 611 - Geo-Fencing Display	236	1	0.42%	6.05

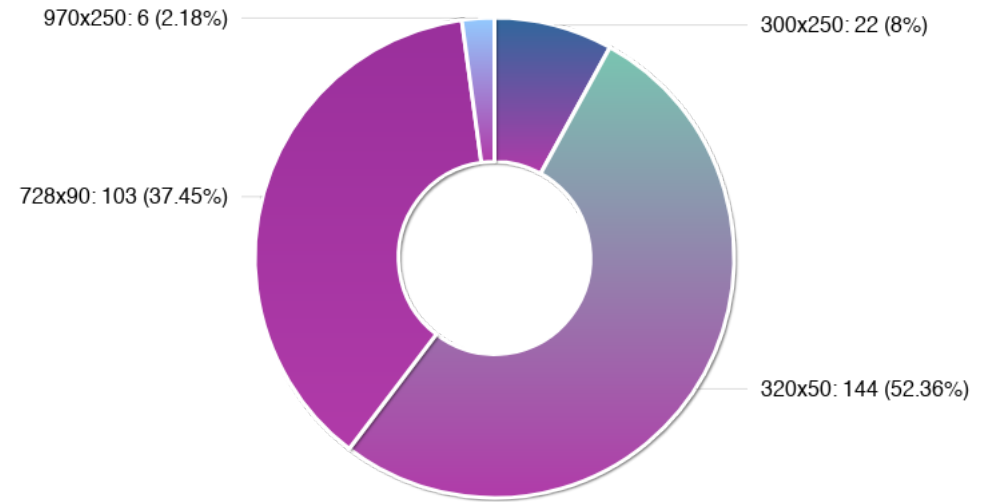
Display Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	International Brotherhood of Electrical Workers, Local Union 611_IBEW (728 x 90 px).png_728x90	58,366	951	1.63%	23.28
	International Brotherhood of Electrical Workers, Local Union 611_IBEW (320 x 50 px).png_320x50	58,065	769	1.32%	18.92
Thumbnail not available	International Brotherhood of Electrical Workers, Local Union 611_IBEW (300 x 250 px)-2.png_300x250	25,757	187	0.73%	10.37
	International Brotherhood of Electrical Workers, Local Union 611_IBEW (970 x 250 px).png_970x250	9,684	45	0.46%	6.64

Display Click Performance by Ad Size



Display Conversion Performance by Ad Size



Connected TV (CTV) Creative Performance

Preview Image	Creative Name	Impressions	Video Completion Rate ↓
Thumbnail not available	International Brotherhood of Electrical Workers, Local Union 611_LightUpNewMexico Spouse 2_4-7.mp4	40,890	99.16%
Thumbnail not available	International Brotherhood of Electrical Workers, Local Union 611_LightUpNewMexico Apprenticeship 1.mp4	44,611	99.15%
	International Brotherhood of Electrical Workers, Local Union 611_LightUpNewMexico nonmembers 4-7.mp4	35,481	99.01%
Thumbnail not available	International Brotherhood of Electrical Workers, Local Union 611_LightUpNewMexico nonmembers 2_4-7.mp4	36,318	98.92%

Connected TV (CTV) Completion Performance by Strategy

Strategy	25% Completion Rate	50% Completion Rate	75% Completion Rate	100% Completion Rate ↓
International Brotherhood of Electrical Workers, Local Union 611 - Retargeting CTV	100.00%	99.93%	99.80%	99.74%
International Brotherhood of Electrical Workers, Local Union 611 - AI CTV	100.00%	99.66%	99.44%	99.14%
International Brotherhood of Electrical Workers, Local Union 611 - Electricians/DIYers/Outdoor Enthusiasts Behavioral CTV	100.00%	99.58%	99.33%	98.99%



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.	107,319	64	0.06%
Mobile	A portable electronic device that can connect to the internet.	99,788	1,615	1.62%
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.	49,981	40	0.08%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	26,207	172	0.66%
Desktop	A personal computing device that remains stationary at one location.	25,877	165	0.64%



Site and App Performance

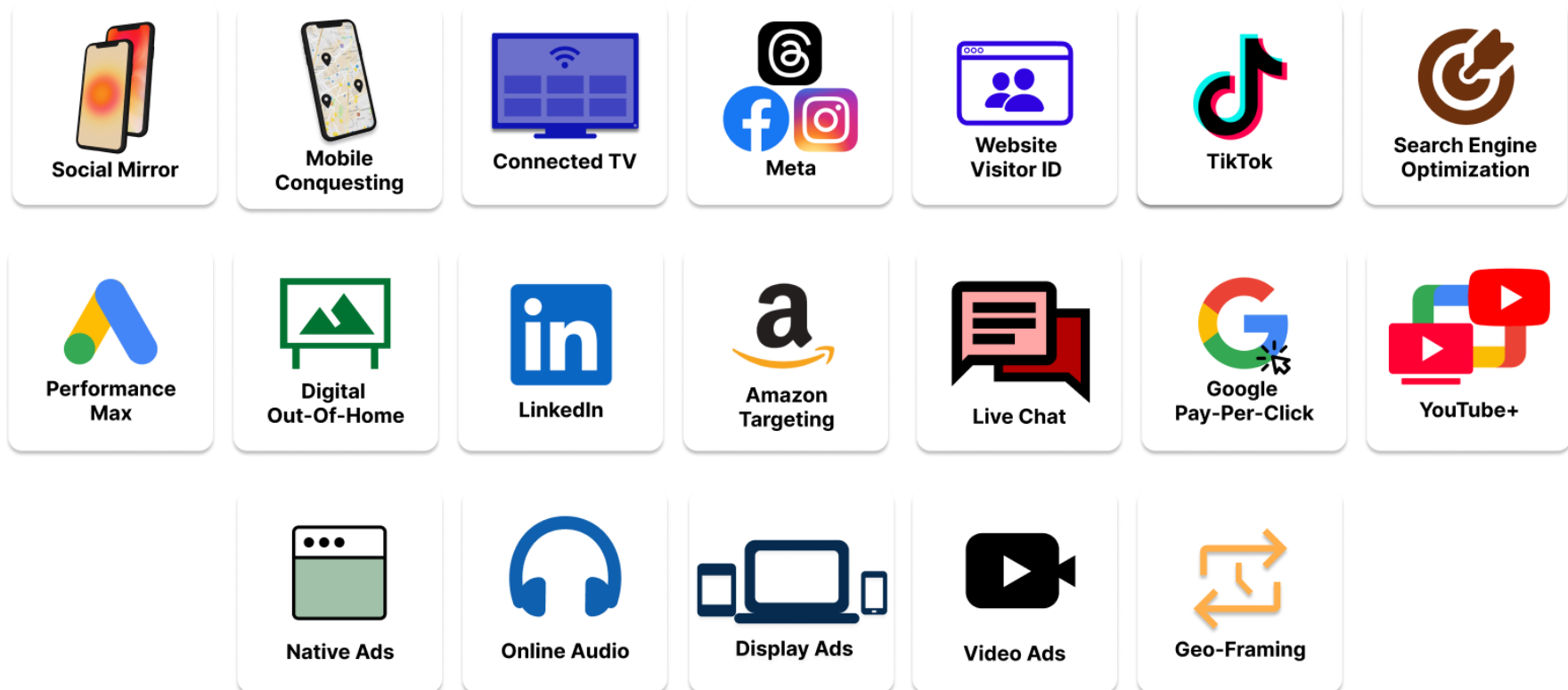
Name	Impressions ↓	Clicks	CTR
imdb.com	9,401	2	0.02%
T-Mobile Play	7,321	168	2.29%
arcamax.com	2,766	9	0.33%
kvoa.com	1,565	10	0.64%
themirror.com	1,036	8	0.77%
Solitaire	893	9	1.01%
Spider Solitaire	688	3	0.44%
themompack.com	650	1	0.15%
nypost.com	602	10	1.66%
tvty.us	471	0	0.00%
usatoday.com	430	3	0.70%
Daily Block - Brain Game	424	1	0.24%
diario.mx	394	4	1.02%
realclearpolitics.com	384	2	0.52%
cookandsharerecipes.com	382	2	0.52%
kob.com	363	0	0.00%
The Scoop	313	1	0.32%
eluniversal.com	301	0	0.00%
USSSA	295	3	1.02%
huffpost.com	278	2	0.72%

Top CTV Publishers

Publisher Image	Publisher Name	Impressions↓	Completion Rate
	Tubi - Movies & TV Shows	44,382	99.40%
	SAMSUNG TV PLUS	17,136	96.84%
	Vizio - Vizio WatchFree+	11,533	99.47%
	Telly - The Truly Smart TV	8,400	99.74%
	The Roku Channel	5,962	96.27%
	Tubi - Free Movies & TV	5,299	91.91%

	Roku - Tubi	834	99.83%
	Xfinity TV - Pluto TV	805	98.26%
	Sling TV	594	98.09%
	DISH Anywhere	571	89.73%

All available products in our *toolbox*.



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