

Digital Marketing Report

Impressions

How many ads were served:

33,343

CTV Completion Rate

99.03%

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%)
Unkel Joe's Woodshed - Seasonal Decor/Gifts/Candles/Toys Social Mirror CTV	15,505	22	0.14%	2.03
Unkel Joe's Woodshed - AI Social Mirror CTV	15,300	31	0.20%	2.89
Unkel Joe's Woodshed - Retargeting Social Mirror CTV	2,538	1	0.04%	0.56

Social Mirror CTV View-through Conversions

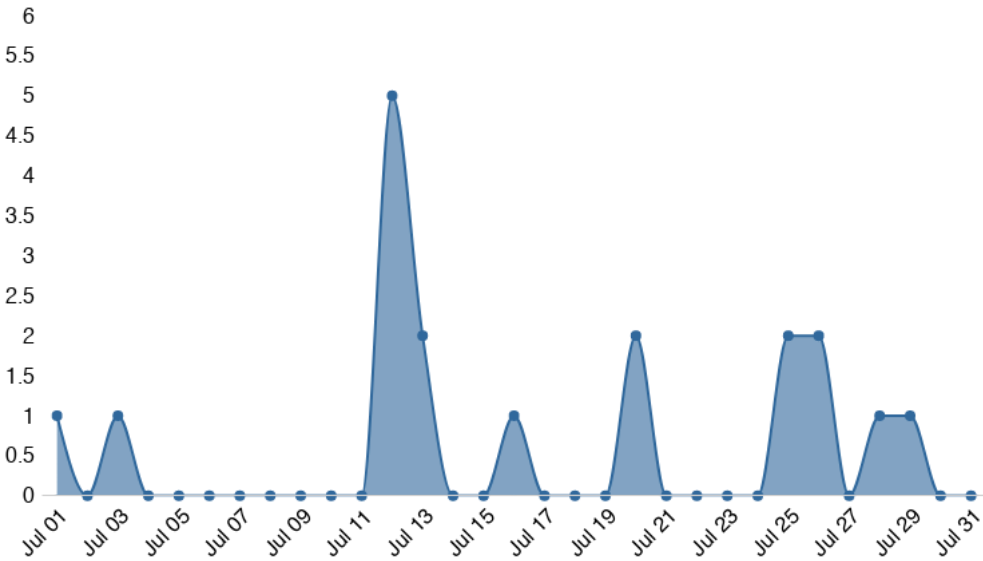


Times users saw an ad, did NOT click, but came to your site and visited a page or completed an action

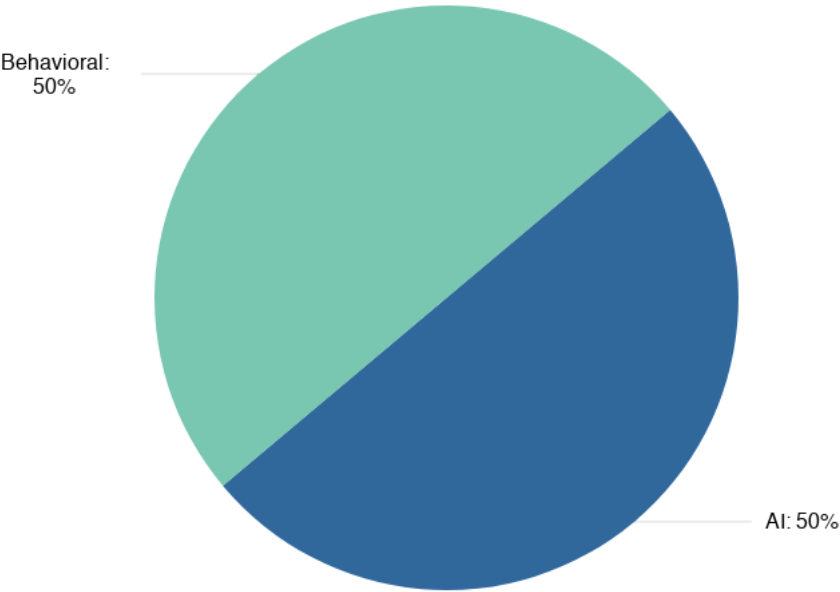
Social Mirror CTVView-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Unkel Joe's Woodshed Homepage Visits	17
Unkel Joe's Woodshed Christmas Page View	1

Social Mirror CTV View-through Conversions by Day



Top Social Mirror CTV View-through Conversions by Strategy



Social Mirror CTV Creative Performance

Preview Image	Creative Name	Impressions ↓	Video Completion Rate
Thumbnail not available	Unkel Joe's Woodshed_Social Mirror OTT_3.18.26_Your Destination for Gifts, Collectibles, & Outdoor Gear	33,343	99.03%

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.	18,594	23	0.12%
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.	14,749	31	0.21%

Top CTV Publishers

Publisher Image	Publisher Name	Impressions↓	Completion Rate
	SAMSUNG TV PLUS	3,612	96.46%
	Vizio - Vizio WatchFree+	3,201	99.22%
	Tubi - Movies & TV Shows	2,488	97.71%
	Telly - The Truly Smart TV	2,026	99.72%
	The Roku Channel	1,718	98.00%
	Tubi - Free Movies & TV	863	94.22%

	Roku - Tubi	570	99.42%
	DIRECTV	361	99.36%
	Amazon Fire TV	336	96.74%
	Xfinity TV - Tubi	161	99.82%

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.