

Digital Marketing Report

Impressions

How many ads were served:

848,224

Clicks

Times a user clicked on an ad

450

Click-Through Rate

(Clicks/Impressions) x 100

0.11%

Your Product Breakout by Impressions



CTV Completion Rate

38.35%

Percentage of users who watched the video from start to finish

CTV Cost Per Completed View

0.11

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

Total Engagement Rate

0.11%

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

X the National Average

1.38

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%)
CGCN - Hilcorp - YouTube Channels	300,220	274	0.09%	1.30
CGCN - Hilcorp - Adults 18+ Behavioral Amazon OTT	217,509	3	0.00%	0.02
CGCN - Hilcorp - AI Video - June	165,183	176	0.11%	1.52
CGCN - Hilcorp - AI CTV - June	147,790	5	0.00%	0.05
CGCN - Hilcorp - Adults 18+ Behavioral Amazon Prime OTT	17,522	0	0.00%	0.00



Video Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Thumbnail not available	CGCN - Hilcorp_Pt Thompson 30s_-16LUFS Streaming_Master_5.28.26.mp4	165,183	176	0.11%	1.52

Video Completion Performance by Line Item

Line Item Name	25% Completed ↓	50% Completed	75% Completed	100% Completed
CGCN - Hilcorp - AI Video - June	74.33%	66.96%	61.55%	48.47%



Connected TV (CTV) Creative Performance

Preview Image	Creative Name	Impressions	Video Completion Rate ↓
Thumbnail not available	CGCN - Hilcorp_Pt Thompson 30s_-16LUFS Streaming_Master_5.28.26.mp4	147,790	98.91%

Connected TV (CTV) Completion Performance by Strategy

Strategy	25% Completion Rate	50% Completion Rate	75% Completion Rate	100% Completion Rate ↓
CGCN - Hilcorp - AI CTV - June	100.00%	99.61%	99.20%	98.91%



YouTube+ Creative Performance

Ad (Headline)	Impressions ↓	Clicks	Completion Rate	Cost Per Completed View
CGCN - Hilcorp_Hilcorp - Pt Thomson	300,212	274	31.15%	0.13

YouTube+ Video Completion Performance by Creative

Ad (Headline)	25% Completed ↓	50% Completed	75% Completed	100% Completed
CGCN - Hilcorp_Hilcorp - Pt Thomson	53.21%	38.00%	33.59%	31.15%



Amazon Premium OTT Creative Performance

Creative Name	Preview Link	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
CGCN - Hilcorp_Pt Thompson 30s_-16LUFS Streaming_Master_5.28.26.mp4	View Preview	235,031	3	0.00%	0.02

Amazon Premium OTT Video Completion Performance by Creative

Creative Name	25% Completed ↓	50% Completed	75% Completed	100% Completed
CGCN - Hilcorp_Pt Thompson 30s_-16LUFS Streaming_Master_5.28.26.mp4	98.94%	98.38%	98.03%	97.10%



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.	444,060	35	0.01%
Mobile	A portable electronic device that can connect to the internet.	246,913	310	0.13%
Desktop	A personal computing device that remains stationary at one location.	94,113	67	0.07%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	40,942	44	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.	21,710	2	0.01%
Set Top Box	A console device that connects to a TV and provides streaming content, such as Apple TV 4k or Amazon Fire Cube.	82	0	0.00%



Site and App Performance

Name	Impressions ↓	Clicks	CTR
Tubi - Movies & TV Shows	14,313	14	0.10%
adn.com	7,164	0	0.00%
juneauempire.com	4,981	1	0.02%
Tubi - Watch Movies & TV Shows	4,963	3	0.06%
Pluto TV - Live TV and Movies	4,741	3	0.06%
latimes.com	4,432	0	0.00%
nypost.com	3,123	11	0.35%
Tubi - Free Movies & TV	2,564	3	0.12%
legacy.com	2,469	0	0.00%
weather.com	2,122	0	0.00%
foxnews.com	1,795	2	0.11%
alaskasnewssource.com	1,751	11	0.63%
genius.com	1,290	0	0.00%
cozycrafts.tv	1,228	0	0.00%
dailymail.com	1,214	2	0.16%
merriam-webster.com	1,212	0	0.00%
jocooks.com	955	0	0.00%
huffpost.com	932	0	0.00%
apnews.com	919	0	0.00%
Pinterest	919	2	0.22%



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	217,404	3	0.00%
Prime Video	OTT impressions served on Amazon Prime while streaming TV and movies on connected TV devices	17,627	0	0.00%



Amazon Prime Video Genre Performance



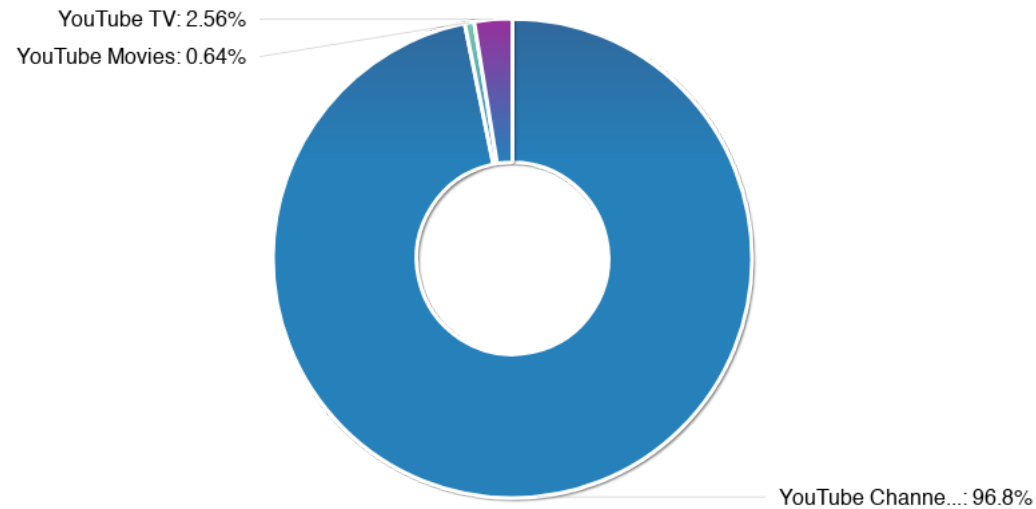
All Genres: 100%



Amazon Premium Site and App Performance

Name	Impressions ↓	Clicks	CTR
The Roku Channel (ID: b8d023537b9c4e73a150eb75b7d1c3d9)	33,171	0	0.00%
Paramount EyeQ	29,144	0	0.00%
Samsung TV Plus- STV (ID: bdbb37fe63084b938641ad092cb4e684)	28,180	0	0.00%
TubiTV Fire TV (ID: 032687ceb1a8439090576d9b4d5c2d50)	15,814	0	0.00%
TubiTV Roku (ID: 8edddb2c6be548f496c4fff9664963f8)	15,717	0	0.00%
DirecTV Default VAST (ID: 30428e69a4fd408c853f6a552043b745)	6,149	0	0.00%
TubiTV Samsung (ID: 50bb963e50be43f6b8a7ed4a76ea0f16)	5,989	0	0.00%
TCL MovieArk (ID: 9da9fd6507b44d52b8a6c25f29f320b1)	5,650	0	0.00%
FireTV Channels (ID: firetv-video-news)	5,011	0	0.00%
TubiTV AndroidTV (ID: 317e494490ef4bdba1ac1410c144e587)	4,653	0	0.00%
PV Fire TV (ID: b94d934eb5984fb8b161a5d292610c87)	4,588	0	0.00%
PRIME_VIDEO_ADS_SAMSUNG_TV (ID: 67e0c74cce444e99c8e00fe7d445093)	4,497	0	0.00%
TubiTV Vizio (ID: a6df27177889402bad6dba059e043d41)	4,475	0	0.00%
LG Channels App STV (ID: 67c6300ce87b45eea0b6c4cb4b9a1e70)	4,472	0	0.00%
amazon.com	4,417	0	0.00%
PRIME_VIDEO_ADS_FIRE_TV (ID: 7e944acd56594310bc41d19f03766435)	4,029	0	0.00%
Samsung Content Network (3P App Inventory) (ID: 9c0733fddb75432397fbd2de0de51fe0)	3,690	0	0.00%
FAST Channels App (ID: 058a32bdeb8944e3acf89e3084f8880d)	3,293	0	0.00%
PRIME_VIDEO_ADS_CHANNEL_ROKU_TV (ID: 48c38e27ff914ab982373e57c4157aa3)	3,226	0	0.00%
TubiTV LGTV (ID: 3f354a175de44f55a1e570e0e65d8552)	3,108	0	0.00%

YouTube+ Placement Performance



Top 10 YouTube Channel Performance

Placement Display Name	Impressions ↓	Clicks	CTR
ABC News	814	0	0.00%
ABS-CBN News	714	0	0.00%
Joe Bartolozzi	598	2	0.33%
FOX Sports	510	0	0.00%
Fox News	443	0	0.00%
MeidasTouch	441	0	0.00%
The Daily Show	387	0	0.00%
Joe Bart Games	384	0	0.00%
GMA News	345	0	0.00%
Ms Rachel - Toddler Learning Videos	340	1	0.29%



Top 10 YouTube TV Channel Performance

Placement Display Name	Impressions ↓
(YouTube TV) FOX News	1,044
(YouTube TV) MS NOW	846
(YouTube TV) CNN	553
(YouTube TV) Hallmark TV	378
(YouTube TV) ESPN	197
(YouTube TV) CNBC	171
(YouTube TV) Investigation Discovery	132
(YouTube TV) FOX Business	80
(YouTube TV) Discovery	72
(YouTube TV) GREAT	71

Top CTV Publishers

Publisher Image	Publisher Name	Impressions↓	Completion Rate
	Vizio - Vizio WatchFree+	11,903	99.33%
	DIRECTV	9,735	99.07%
	SAMSUNG TV PLUS	5,116	98.18%
	Tubi - Free Movies & TV	2,184	98.03%
	The Roku Channel	2,109	95.54%
	Sling TV	974	99.62%

		Pluto TV - Live TV and Movies	953	96.64%
		Pluto TV	519	98.13%
		DIRECTV STREAM	459	99.88%
		Philo: Shows, Movies, and Live TV	423	99.48%

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.