

Digital Marketing Report

Impressions

How many ads were served:

74,743

Clicks

Times a user clicked on an ad

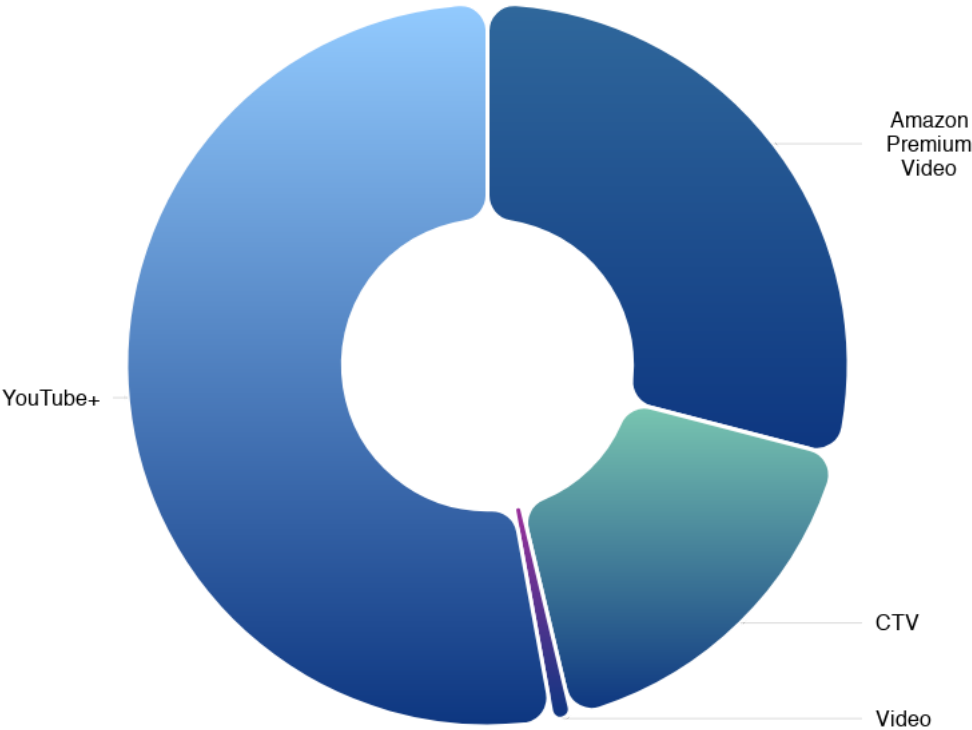
116

Click-Through Rate

$(\text{Clicks} / \text{Impressions}) \times 100$

0.47%

Your Product Breakout by Impressions



CTV Completion Rate

2.71%

Percentage of users who watched the video from start to finish

CTV Cost Per Completed View

1.49

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

Total Engagement Rate

0.57%

$(\text{Clicks} + \text{View-throughs}) / \text{Impressions} \times 100^*$

X the National Average

2.68

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%)
Fisher Tire - Vehicle Repair & Maintenance Categories YouTube+	38,773	11	0.03%	0.41
Fisher Tire - Farragut - Tire Gauge/Tire inflator/Michelin Products Amazon Video	20,975	95	0.45%	6.47
Fisher Tire - Farragut - Car Owners/Automotive/Car Care Behavioral Amazon CTV	10,744	0	0.00%	0.00
Fisher Tire - Farragut - Retargeting Amazon CTV	1,848	0	0.00%	0.00
Fisher Tire - Vehicle Wheels & Tires; Repair & Maintenance Youtube+	765	1	0.13%	1.87
Fisher Tire - Farragut - Retargeting Amazon Video	746	7	0.94%	13.40
Fisher Tire - Automobile Enthusiasts/Auto Parts and Repair/Tires Behavioral Video	555	1	0.18%	2.57
Fisher Tire - Automobile Enthusiasts/Auto Parts and Repair/Tires Behavioral CTV	252	1	0.40%	5.67
Fisher Tire - Geo-Retargeting Video	50	1	2.00%	28.57
Fisher Tire - Retargeting Video	35	0	0.00%	0.00

Video View-through Conversions

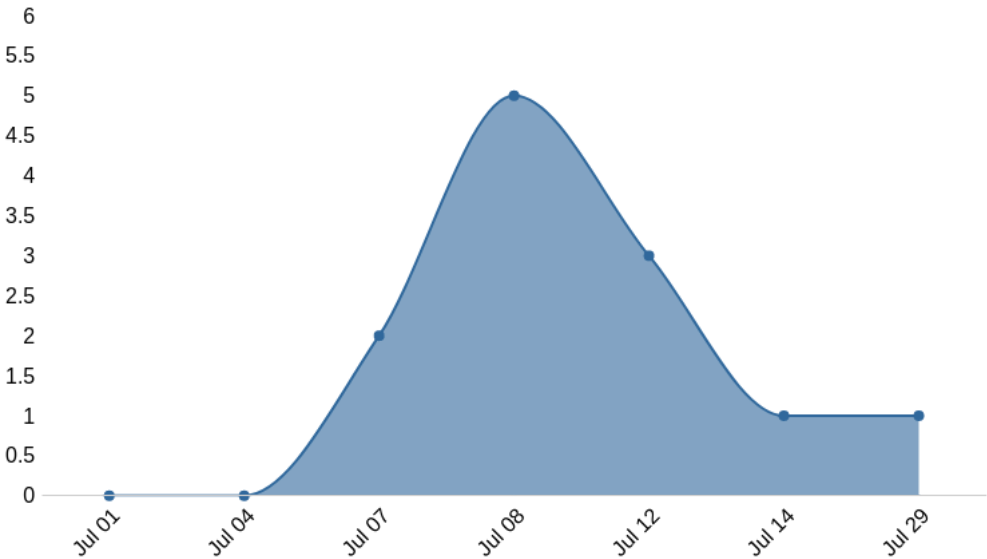


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

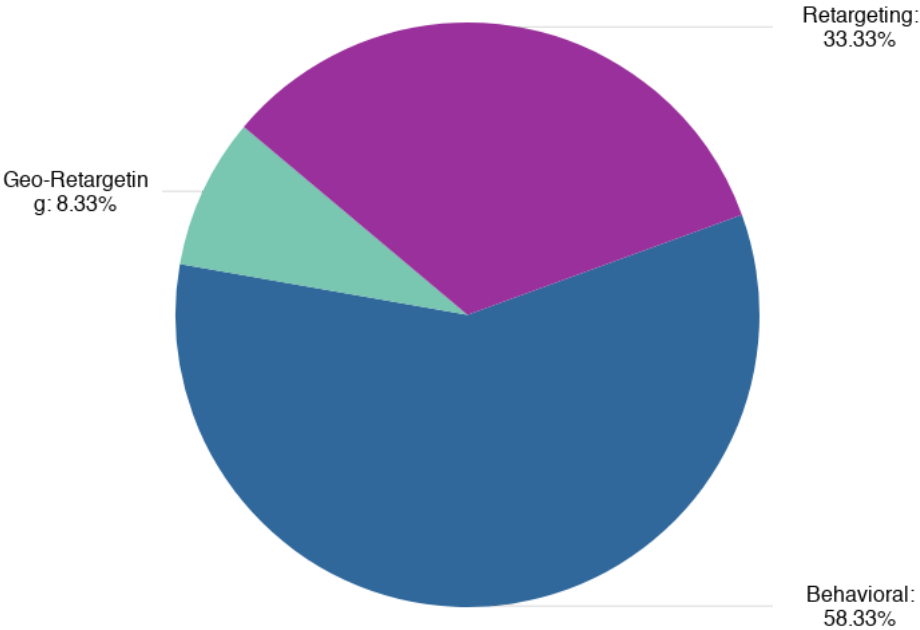
Video View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Fisher Tire Homepage Visits	7
Fisher Tire Shop For Tires Click Conversion	2
Fisher Tire Phone 588-9922 Click Conversion	1
Fisher Tire Phone 687-5121 Click Conversion	1
Fisher Tire Phone 691-5858 Click Conversion	1

Video View-through Conversions by Day



Top Video View-through Conversions by Strategy



CTV View-through Conversions

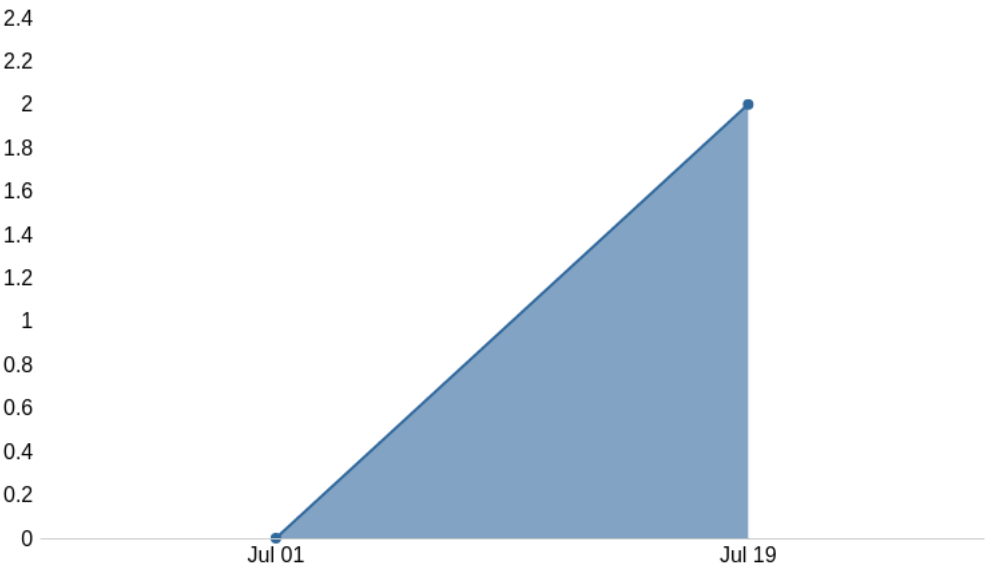


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

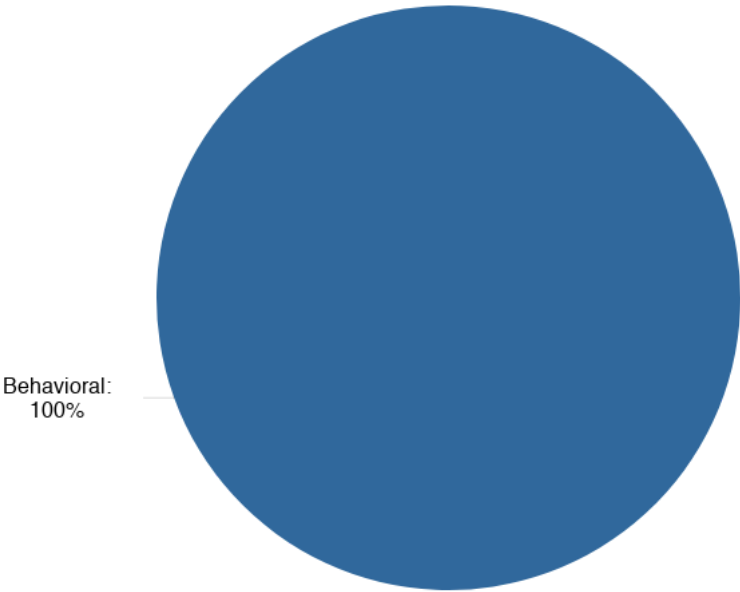
CTVView-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Fisher Tire Homepage Visits	2

CTV View-through Conversions by Day



Top CTV View-through Conversions by Strategy



YouTube+ View-Through Conversions

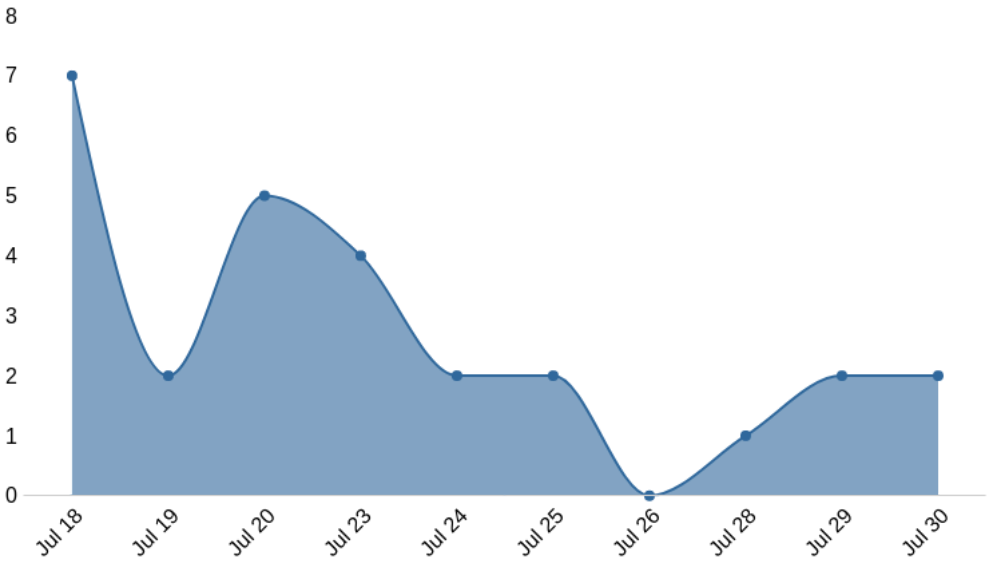


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

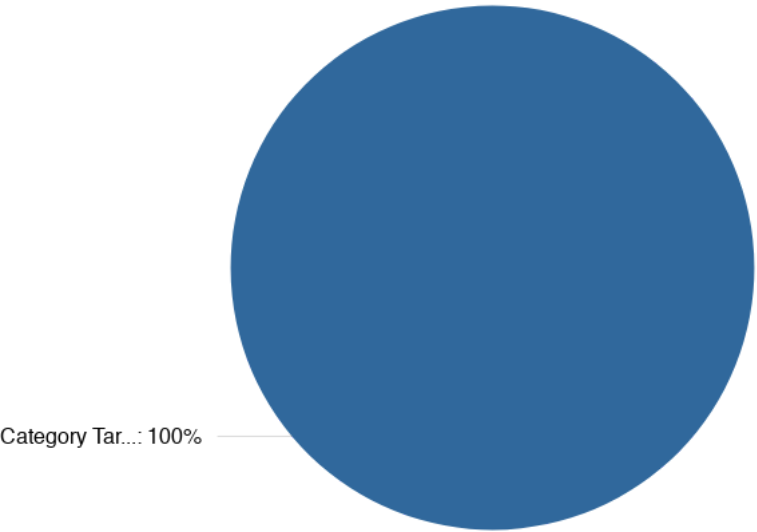
YouTube+ View-Through Conversion Performance Breakout

Conversion Name	View-throughs ↓
Fisher Tire Homepage Visits	24
Fisher Tire Schedule a Repair Click Conversion	2
Fisher Tire Shop For Tires Click Conversion	1

YouTube+ View-Through Conversions by Day



Top YouTube+ View-Through Conversions by Strategy

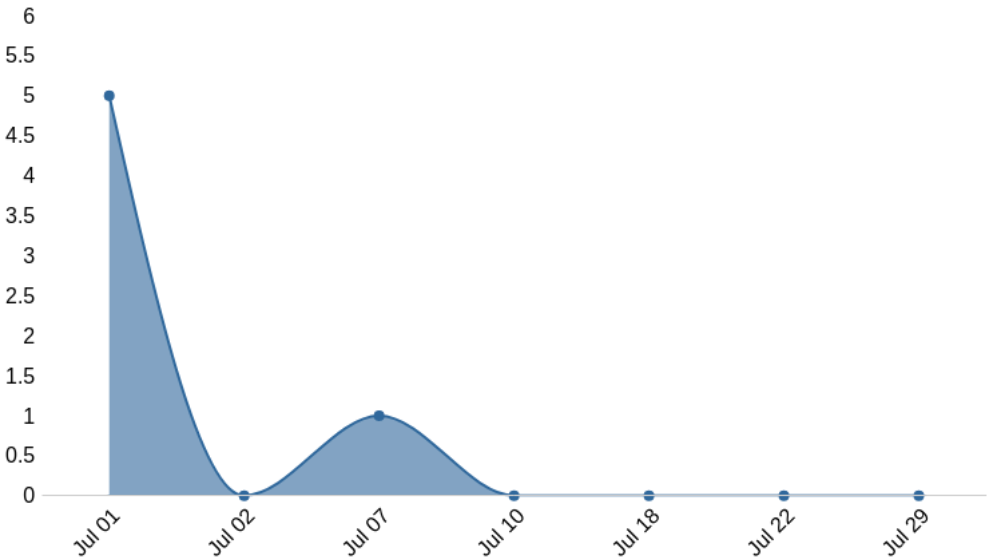


Amazon Premium Video + CTV View-through Conversions



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

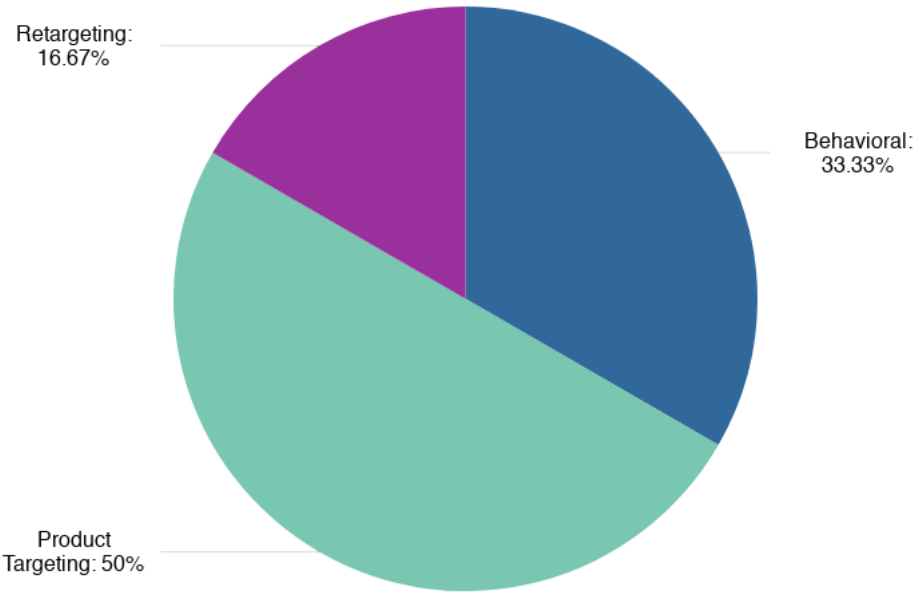
Amazon Premium Video + CTV View-through Conversions by Day



Amazon Premium Video + CTV View-through Conversion Performance

Conversion Name	View-through Conversions ↓
Fisher Tire Homepage Visits	5
Fisher Tire Shop For Tires Click Conversion	1

Top Amazon Premium Video + CTV View-through Conversions by Strategy



Video Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Thumbnail not available	Fisher Tire Co_1948--1x30--9-2-2025--wtznfox43.mp4	640	2	0.31%	4.46

Video Completion Performance by Line Item

Line Item Name	25% Completed ↓	50% Completed	75% Completed	100% Completed
Fisher Tire - Automobile Enthusiasts/Auto Parts and Repair/Tires Behavioral Video	78.74%	69.73%	63.96%	48.83%
Fisher Tire - Geo-Retargeting Video	70.00%	60.00%	50.00%	40.00%
Fisher Tire - Retargeting Video	57.14%	48.57%	45.71%	25.71%

Connected TV (CTV) Creative Performance

Preview Image	Creative Name	Impressions	Video Completion Rate ↓
Thumbnail not available	Fisher Tire Co_1948--1x30--9-2-2025--wtnzfox43.mp4	252	98.40%

Connected TV (CTV) Completion Performance by Strategy

Strategy	25% Completion Rate	50% Completion Rate	75% Completion Rate	100% Completion Rate ↓
Fisher Tire - Automobile Enthusiasts/Auto Parts and Repair/Tires Behavioral CTV	100.00%	100.00%	99.60%	98.40%

YouTube+ Creative Performance

Ad (Headline)	Impressions ↓	Clicks	Completion Rate	Cost Per Completed View
Fisher Tire_Fisher Tire Co	39,538	12	96.80%	0.04

YouTube+ Video Completion Performance by Creative

Ad (Headline)	25% Completed ↓	50% Completed	75% Completed	100% Completed
Fisher Tire_Fisher Tire Co	97.96%	97.34%	97.00%	96.80%

Amazon Premium Display Conversion Performance by Ad Size



Amazon Premium Video Creative Performance

Creative Name	Preview Link	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Fisher Tire_Fisher Tire Co--1948--1x30--9-2-2025--wtznzfox43.mp4_OLV	View Preview	21,721	102	0.47%	6.71

Amazon Premium Video Completion Performance by Creative

Creative Name	25% Completed ↓	50% Completed	75% Completed	100% Completed
Fisher Tire_Fisher Tire Co--1948--1x30--9-2-2025--wtznzfox43.mp4_OLV	73.24%	60.45%	53.98%	46.75%

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.	50,467	12	0.02%
Mobile	A portable electronic device that can connect to the internet.	17,570	98	0.56%
Desktop	A personal computing device that remains stationary at one location.	4,881	4	0.08%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	1,672	3	0.18%
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.	135	0	0.00%
Set Top Box	A console device that connects to a TV and provides streaming content, such as Apple TV 4k or Amazon Fire Cube.	2	0	0.00%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
wordhikehelp.com	98	0	0.00%
wate.com	82	1	1.22%
thehabitat.com	17	0	0.00%
afrotech.com	11	0	0.00%
rhymezone.com	11	0	0.00%
clock.zone	10	0	0.00%
freetheocean.com	10	0	0.00%
wvlt.tv	10	0	0.00%
astrology.com	7	0	0.00%
kirbiecravings.com	7	0	0.00%
livingwellforseniors.com	7	0	0.00%
twz.com	7	0	0.00%
BeReal. Your friends for real.	6	0	0.00%
morethankyounotes.com	6	0	0.00%
ratracerebellion.com	6	0	0.00%
backyardchickens.com	5	0	0.00%
boxing247.com	5	0	0.00%
irv2.com	5	0	0.00%
rezepty.com	5	0	0.00%
visualcapitalist.com	5	0	0.00%

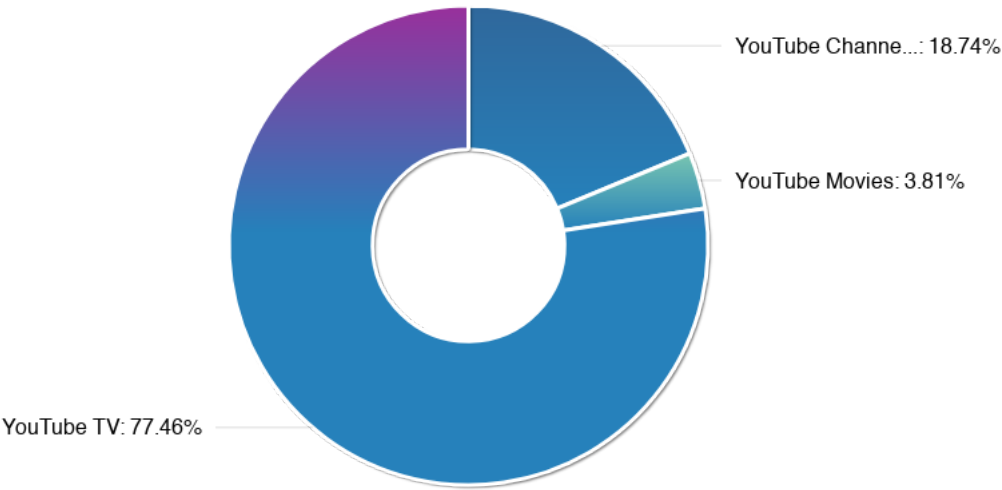
Amazon Inventory Source Performance

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	33,953	104	0.31%
TWITCH WEB VIDEO	Pre-roll/Mid-roll served on Twitch.TV, an Amazon-owned property on Desktop and Mobile devices	369	0	0.00%
TWITCH MOBILEAPP VIDEO	Pre-roll/Mid-roll served on the Twitch App, an Amazon-owned property on Desktop and Mobile devices	48	0	0.00%
Prime Video	OTT impressions served on Amazon Prime while streaming TV and movies on connected TV devices	44	0	0.00%

Amazon Premium Site and App Performance

Name	Impressions ↓	Clicks	CTR
Samsung TV Plus- STV (ID: bbdb37fe63084b938641ad092cb4e684)	4,509	0	0.00%
TubiTV Fire TV (ID: 032687ceb1a8439090576d9b4d5c2d50)	1,179	0	0.00%
nypost.com	1,009	2	0.20%
PV Fire TV (ID: b94d934eb5984fb8b161a5d292610c87)	838	0	0.00%
FireTV Channels (ID: firetv-video-news)	722	0	0.00%
amazon.com	643	0	0.00%
roku (ID: 151908)	634	0	0.00%
smartnews.com	633	0	0.00%
48c38e27ff914ab982373e57c4157aa3	619	0	0.00%
Paramount EyeQ	592	0	0.00%
knoxnews.com	583	2	0.34%
thehill.com	541	0	0.00%
yahoo.com	432	0	0.00%
The Roku Channel (ID: b8d023537b9c4e73a150eb75b7d1c3d9)	431	0	0.00%
67e0c74cce444e99c8e00fe7d445093	421	0	0.00%
twitch.tv	369	0	0.00%
978f8d21171a406e97631c41202c0dbc	312	0	0.00%
usatoday.com	312	2	0.64%
Candy Crush Saga (ID: com.king.candycrushsaga)	306	1	0.33%
af6dd00ac1bb49bda30486540ed75442	290	0	0.00%

YouTube+ Placement Performance



Top 10 YouTube Channel Performance

Placement Display Name	Impressions ↓	Clicks	CTR
GFAM	361	0	0.00%
CaseOh	183	0	0.00%
Midwest Safety	160	0	0.00%
Joe Bart Games	144	0	0.00%
Joe Bartolozzi	136	0	0.00%
GLIV	110	0	0.00%
Fox News	105	0	0.00%
SMii7Y	77	0	0.00%
SML	73	0	0.00%
AWE	58	0	0.00%

Top 10 YouTube TV Channel Performance

Placement Display Name	Impressions ↓
(YouTube TV) FOX News	4,315
(YouTube TV) MS NOW	1,668
(YouTube TV) CNN	1,273
(YouTube TV) ESPN	719
(YouTube TV) Hallmark TV	367
(YouTube TV) CNBC	354
(YouTube TV) Investigation Discovery	349
(YouTube TV) TV Land	192
(YouTube TV) GREAT	181
(YouTube TV) FOX Business	176

Top CTV Publishers

Publisher Image		Publisher Name	Impressions↓	Completion Rate
		DIRECTV	69	100.00%
		Telly - The Truly Smart TV	24	100.00%

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.