



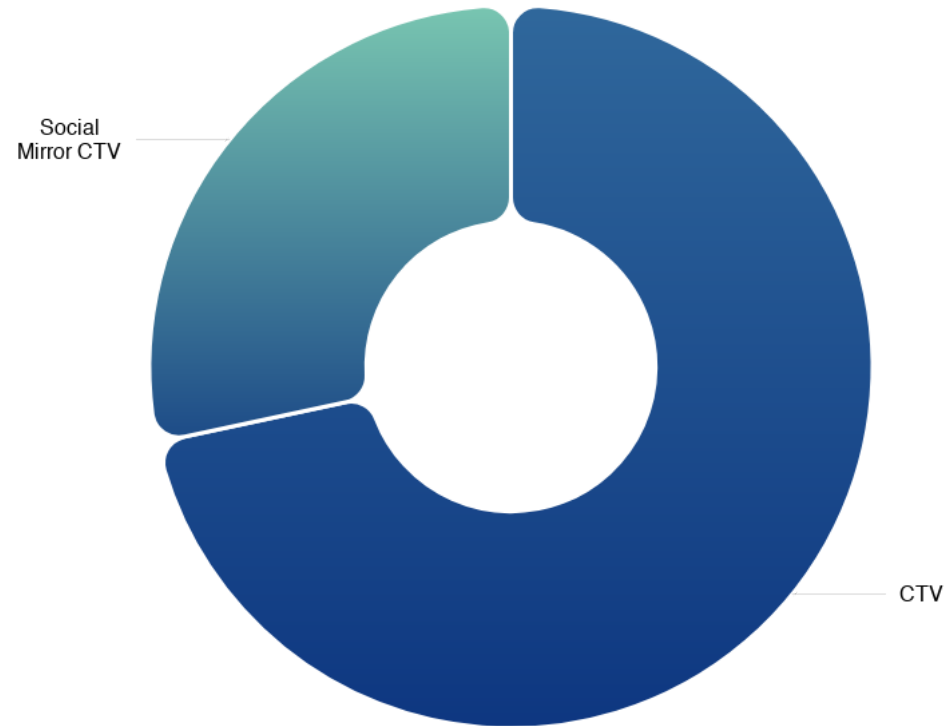
Digital Marketing Report

Impressions

How many ads were served:

50,106

Your Product Breakout by Impressions



**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%)
Charlottesville Gutter Pros - Age 35+/Roofing/HHI \$100K+ Behavioral CTV	35,635	30	0.08%	1.20
Charlottesville Gutter Pros - Age 35+/Roofing/HHI \$100K+ Behavioral Social Mirror CTV	14,207	12	0.08%	1.21
Charlottesville Gutter Pros - Retargeting CTV	262	0	0.00%	0.00
Charlottesville Gutter Pros - Retargeting Social Mirror CTV	2	0	0.00%	0.00



CTV View-through Conversions

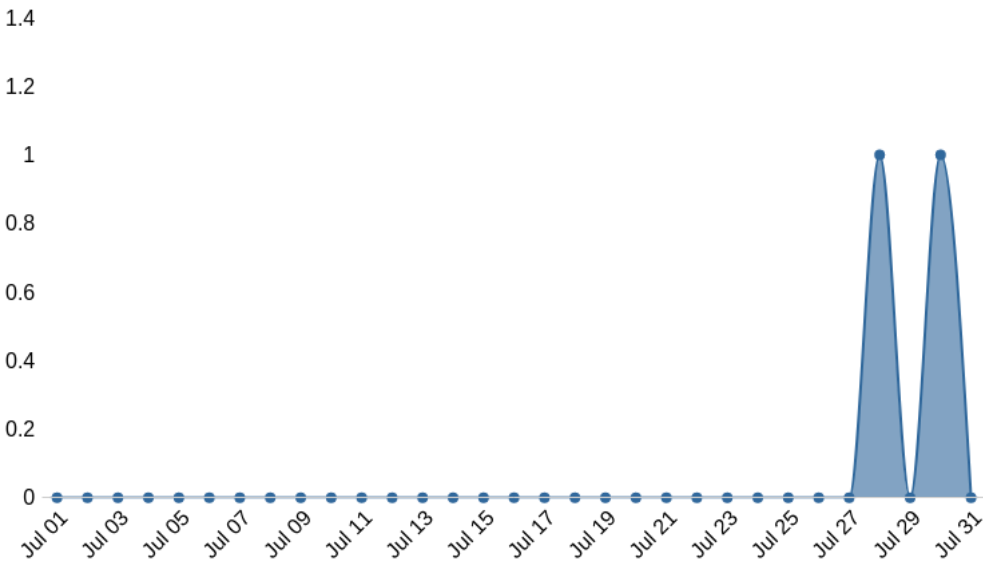


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

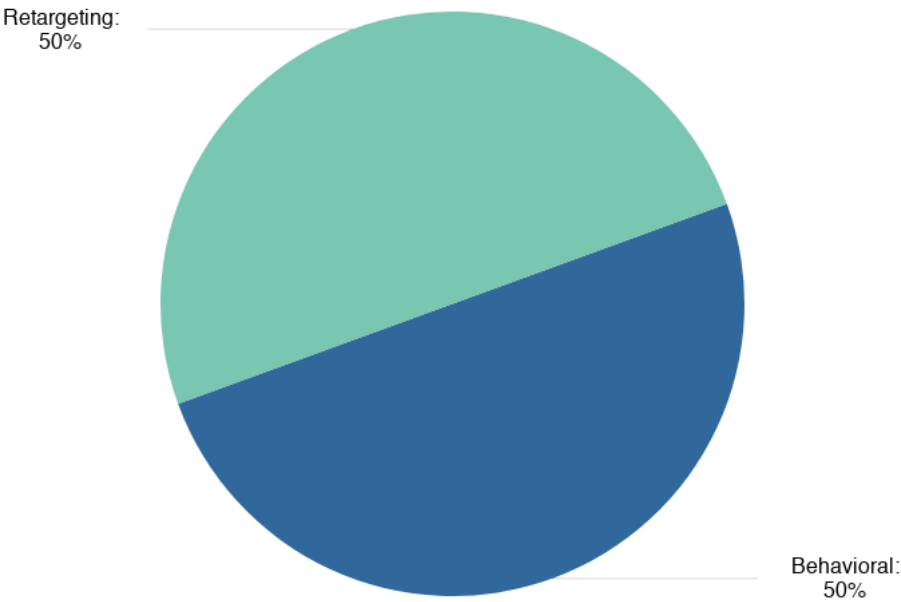
CTV View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Charlottesville Gutter Pros Homepage Visits	2

CTV View-through Conversions by Day



Top CTV View-through Conversions by Strategy





Connected TV (CTV) Creative Performance

Preview Image	Creative Name	Impressions	Video Completion Rate ↓
Thumbnail not available	Charlottesville Gutter Pros_6.10_CGPR0626TRIM30 Charlottesville Gutter Pros.mp4	35,897	98.27%

Connected TV (CTV) Completion Performance by Strategy

Strategy	25% Completion Rate	50% Completion Rate	75% Completion Rate	100% Completion Rate ↓
Charlottesville Gutter Pros - Retargeting CTV	100.00%	99.62%	99.62%	99.62%
Charlottesville Gutter Pros - Age 35+/Roofing/HHI \$100K+ Behavioral CTV	100.00%	99.57%	99.02%	98.26%



Social Mirror CTV Creative Performance

Preview Image	Creative Name	Impressions ↓	Video Completion Rate
Thumbnail not available	Charlottesville Gutter Pros_6.11_Social Mirror CTV_Scan the QR Code 2	8,891	95.71%
Thumbnail not available	Charlottesville Gutter Pros_6.11_Social Mirror CTV_Scan the QR Code	5,318	94.07%



Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
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.	30,977	29	0.09%
Connected TV	An internet enabled device that provides streaming content directly on the TV, without the use of an external streaming device.	19,129	13	0.07%



Top CTV Publishers

Publisher Image		Publisher Name	Impressions↓	Completion Rate
		Vizio - Vizio WatchFree+	2,784	98.96%
		Telly - The Truly Smart TV	1,849	99.75%
		The Roku Channel	1,626	99.23%
		Tubi - Free Movies & TV	1,377	90.50%
		DIRECTV	1,348	99.00%
		SAMSUNG TV PLUS	805	94.74%

	Tubi - Movies & TV Shows	777	99.33%
	Pluto TV - Live TV and Movies	336	97.71%
	WSLS 10 News	245	97.68%
	Xfinity TV - Pluto TV	234	96.87%



Google Analytics 4 Performance

1,856	1,510	419	27.75%	1,324	1,226	1,389
VIEWS	SESSIONS	ENGAGED SESSIONS	ENGAGEMENT RATE	ACTIVE USERS	NEW USERS	TOTAL USERS
		1.14	9:06:06			
		SESSIONS PER USER	TOTAL USER ENGAGEMENT			

Views: The number of mobile app screens or web pages your users saw. Repeated views of a single screen or page are counted.

Sessions: The number of sessions that began on your website or application. A session is a period of time during which a user interacts with your website or app.

Engaged Sessions: The number of sessions that lasted 10 seconds or longer, or had 1 or more conversion events or 2 or more page or screen views.

Engagement Rate: Engaged Sessions / Total Sessions

Active Users: The number of distinct users who visited your website or application. An active user is any user who has an engaged session.

New Users: The number of new unique user IDs who interacted with your site or launched your app for the first time.

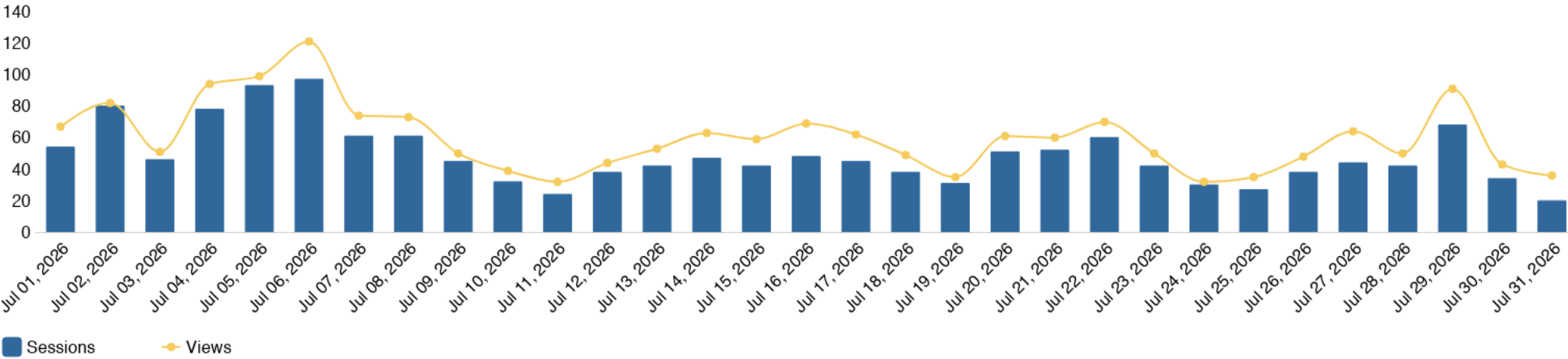
Total Users: The number of unique user IDs that triggered any events.

Sessions Per User: The average number of sessions per user.

Total User Engagement: The length of total time that your app screen was in the foreground or your web page was in focus.



Google Analytics 4 Performance by Day

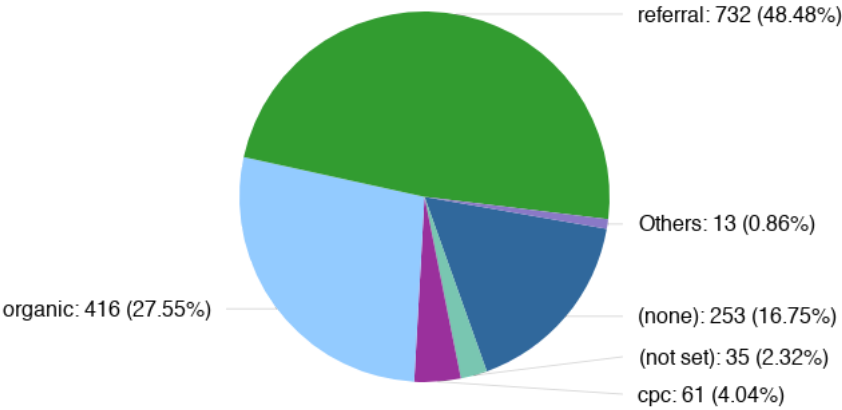


Google Analytics 4 Account Performance

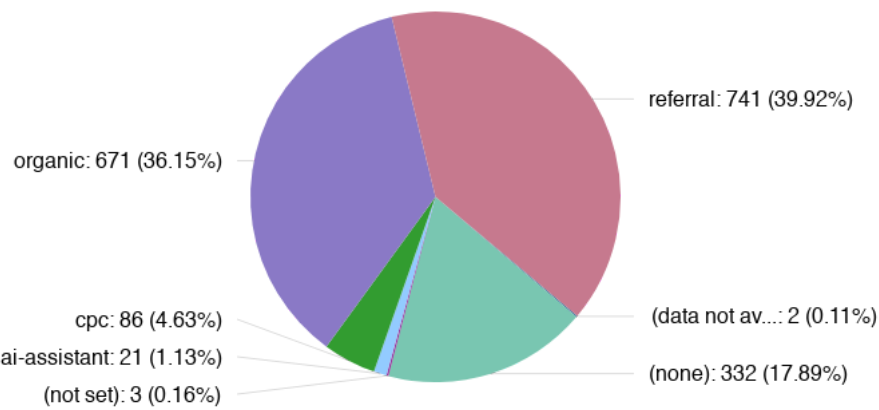
Analytics Account Name ↑	Sessions	Views	Total User Engagement	Pages / Session	Engagement rate
Total	1,510	1,856	9:06:06	1.23	27.75%
Charlottesville Gutter Pros	1,510	1,856	09:06:06	1.23	27.75%



Google Analytics 4 Sessions by Medium



Google Analytics 4 Page Views by Medium



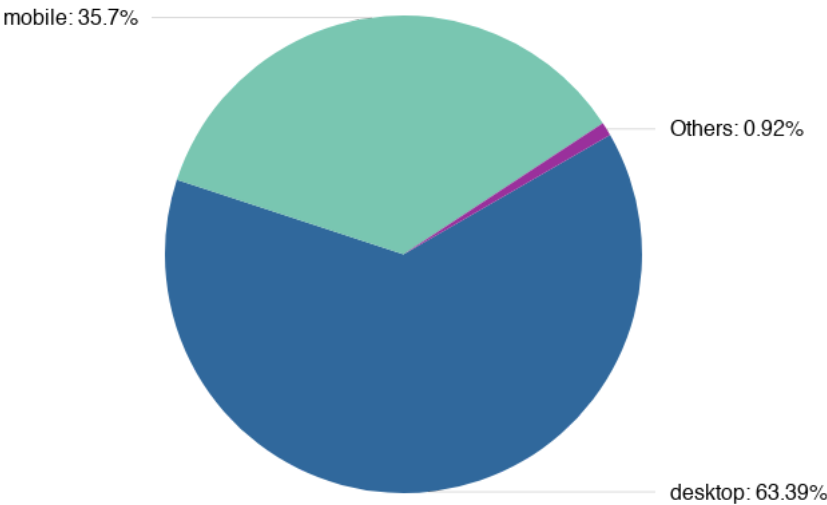
Grid contains more rows, but they have been clipped.

Google Analytics 4 Event Performance

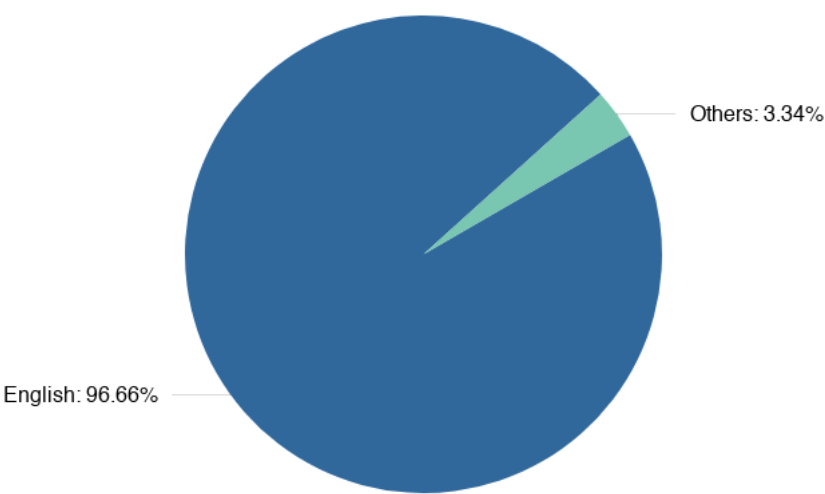
Event name	Event count ↓
Total	5,895
page_view	1,856
session_start	1,495
first_visit	1,226
user_engagement	717
scroll	288
video_progress	99
view_search_results	63
video_start	31
plash_contact_us_form_submit	22
click	21
video_complete	18
PhlashLite_Chat	16



Google Analytics 4 Engaged Sessions by Device



Google Analytics 4 Sessions by Language



Google Analytics 4 Top Browser Performance

Browser	Sessions ↓	Views	Engaged sessions	Engagement rate	Total User Engagement
Total	1,528	1,856	437	28.60%	9:06:06
Chrome	1,207	1,454	265	21.96%	05:43:14
Safari	217	302	117	53.92%	02:28:08
Edge	51	69	34	66.67%	00:26:12
(not set)	34	11	11	32.35%	00:05:28
Firefox	12	13	7	58.33%	00:22:35



Google Analytics 4 Page Path Performance

Page path	Engaged sessions ↓
Total	721
/	285
/contact/	43
/meet-our-team/	36
/lp/gutter-services/	33
/gutter-installation/	29
/blog/	28
/gutter-cleaning/	24
/underground-gutter-drain-flushing/	24
/pricing/	21
/gutter-screen-installation/	19



Google Analytics 4 Performance by Geo

City	Region	Sessions ↓	Views	Engaged sessions	Engagement rate	Total User Engagement
Total		1,548	1,856	454	29.33%	9:06:06
New York	New York	479	500	10	2.09%	00:29:42
Chicago	Illinois	207	212	5	2.42%	00:11:38
Charlottesville	Virginia	113	166	69	61.06%	01:53:29
(not set)	Virginia	75	120	42	56.00%	00:45:36
Missoula	Montana	54	89	27	50.00%	00:14:40
Singapore	(not set)	35	35	2	5.71%	00:01:03
Palm Coast	Florida	24	35	16	66.67%	00:09:25
(not set)	(not set)	23	0	0	0.00%	00:05:28
Ashburn	Virginia	21	20	4	19.05%	00:07:08
(not set)	(not set)	20	18	4	20.00%	00:01:22
Council Bluffs	Iowa	18	18	11	61.11%	00:01:27
Ruckersville	Virginia	14	17	6	42.86%	00:14:05
Roanoke	Virginia	13	13	4	30.77%	00:04:07
Boardman	Oregon	9	9	0	0.00%	00:00:00
Crozet	Virginia	9	19	8	88.89%	00:13:42

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.