

Digital Marketing Report

Impressions

How many ads were served:

38,301

Clicks

Times a user clicked on an ad

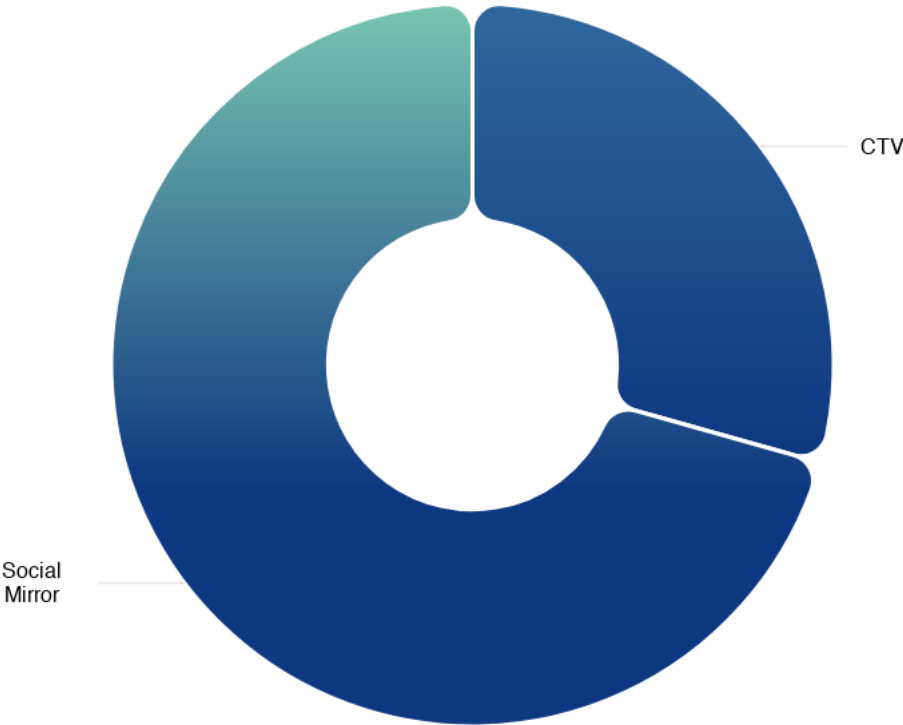
99

Click-Through Rate

(Clicks/Impressions) x 100

0.37%

Your Product Breakout by Impressions



CTV Completion Rate

97.40%

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

0.37%

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

X the National Average

5.23

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%)
Wine and Design Newport News - Females 21+/Wine Enthusiasts Behavioral Social Mirror	14,963	28	0.19%	2.67
Wine and Design Newport News - Keyword Social Mirror	11,720	68	0.58%	8.29
Wine and Design Newport News - Females 21+/Wine Enthusiasts Behavioral CTV	5,529	7	0.13%	1.81
Wine and Design Newport News - AI CTV	5,113	9	0.18%	2.51
Wine and Design Newport News - Retargeting CTV	603	0	0.00%	0.00
Wine and Design Newport News - Retargeting Social Mirror	373	3	0.80%	11.49

Social Mirror Click Conversions

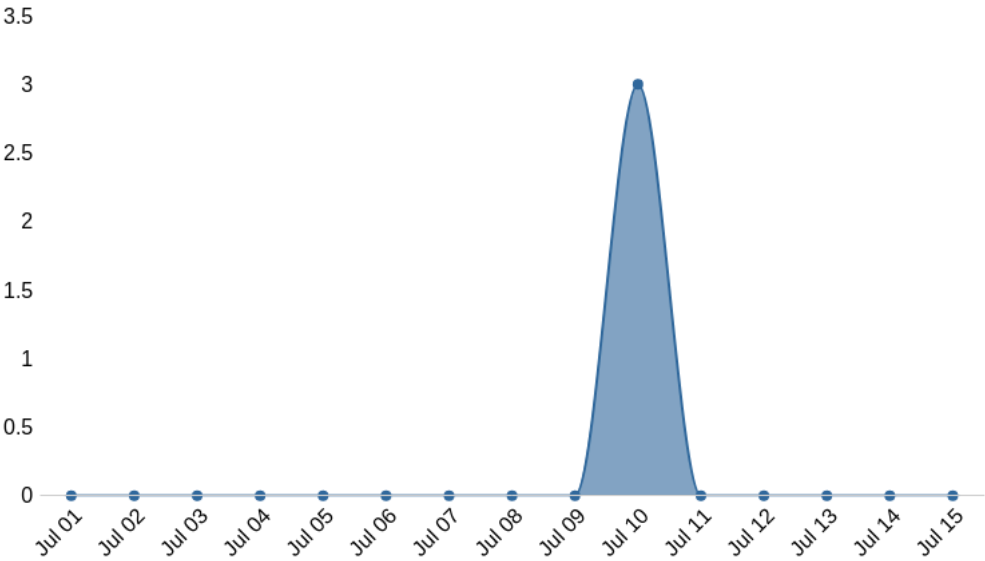


Times users clicked on an ad leading to your site and visited a page or completed an action

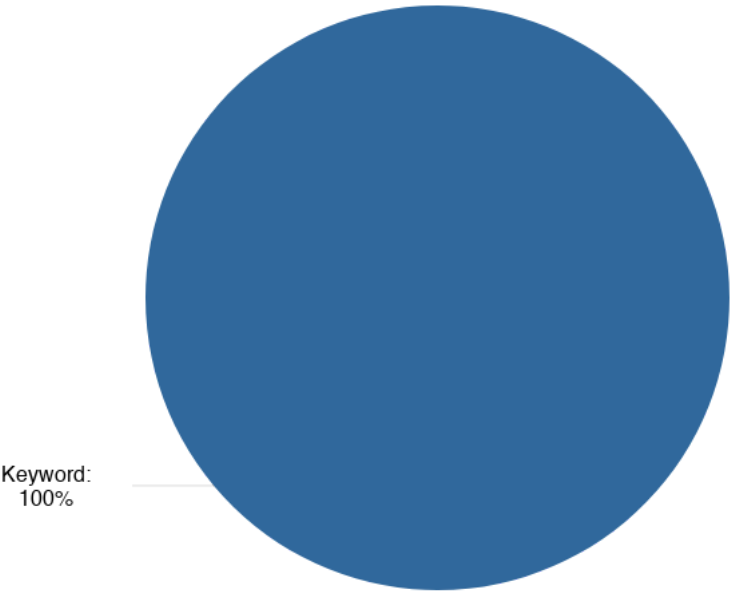
Social Mirror Click Conversion Performance Breakout

Conversion Name	Click Conversions ↓
Wine and Design Newport News Private Events Page View	2
Wine and Design Newport News On Wheels Page View	1

Social Mirror Click Conversions by Day



Top Social Mirror Click Conversions by Strategy



Social Mirror View-through Conversions

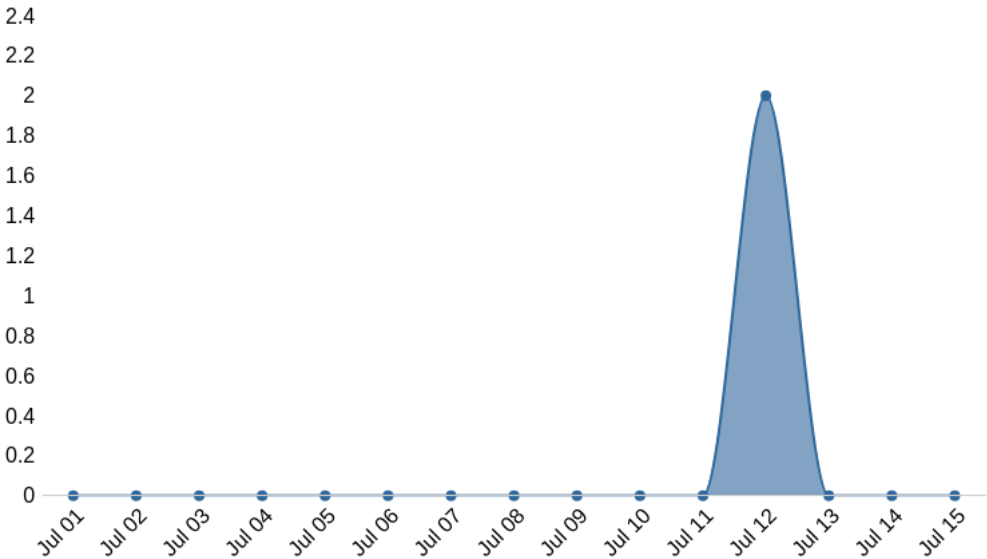


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

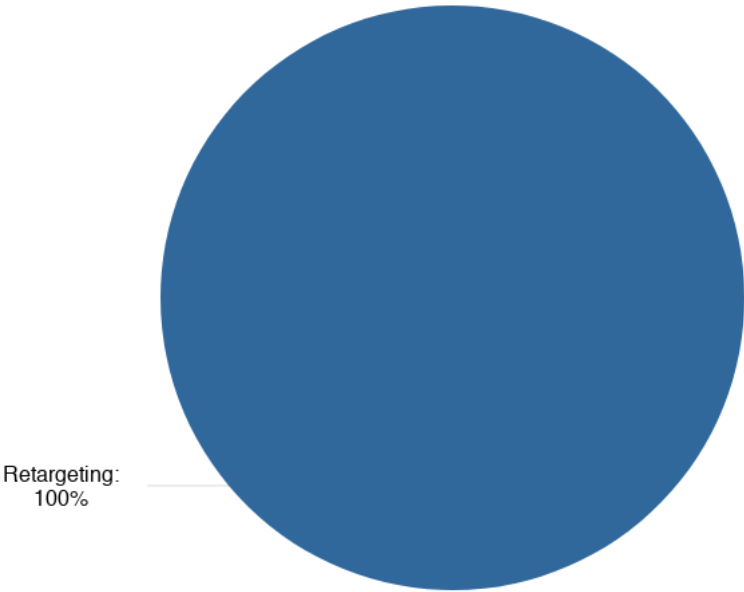
Social Mirror View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Wine and Design Newport News Paint It Forward Page View	2

Social Mirror View-through Conversions by Day



Top Social Mirror View-through Conversions by Strategy



CTV View-through Conversions

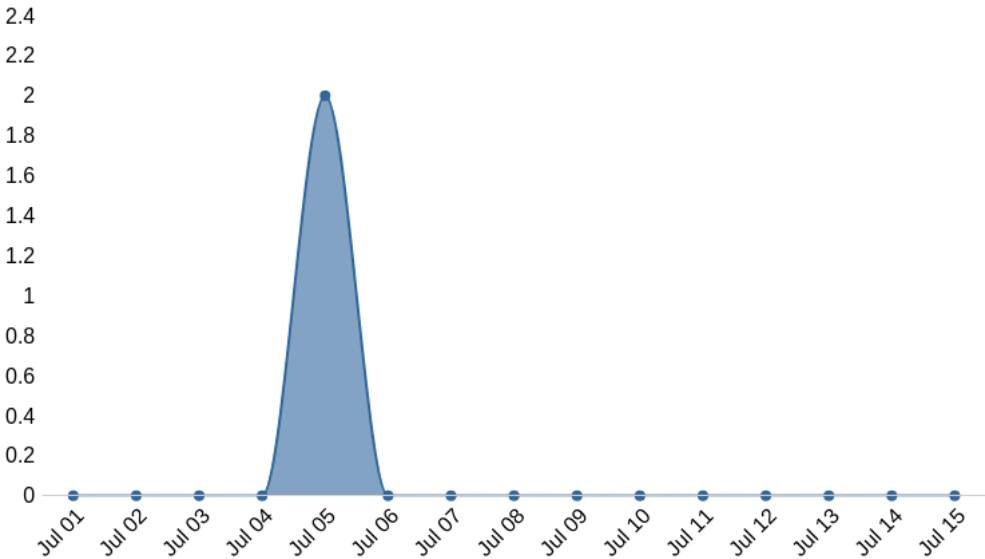


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

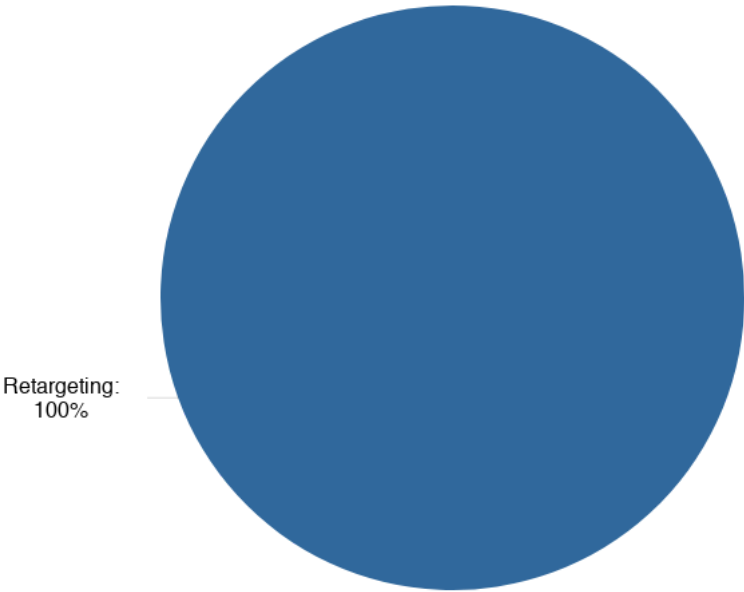
CTVView-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Wine and Design Newport News Art Buzz	2

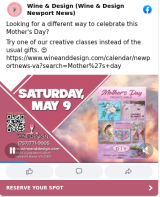
CTV View-through Conversions by Day



Top CTV View-through Conversions by Strategy



Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	Wine and Design Newport News_4.17_Social Mirror_Looking for a different way to celebrate this Mother's Day?	27,056	99	0.37%	5.23

Grid contains more rows, but they have been clipped.

Social Mirror Creative AI Performance

Creative					
Creative Name	Variant Name	Creative Format	Preview Link	Percentage Served ↓	CTR
Wine and Design Newport News_4.17_Social Mirror_Looking for a different way to celebrate this Mother\'s Day?	Variant: V_00008	Video	Click to View	6.38%	0.42%
Wine and Design Newport News_4.17_Social Mirror_Looking for a different way to celebrate this Mother\'s Day?	Variant: V_00004	Video	Click to View	6.38%	0.48%
Wine and Design Newport News_4.17_Social Mirror_Looking for a different way to celebrate this Mother\'s Day?	Variant: V_00006	Video	Click to View	6.37%	0.36%
Wine and Design Newport News_4.17_Social Mirror_Looking for a different way to celebrate this Mother\'s Day?	Variant: V_00010	Video	Click to View	6.35%	0.91%
Wine and Design Newport News_4.17_Social Mirror_Looking for a different way to celebrate this Mother\'s Day?	Variant: V_00009	Video	Click to View	6.32%	0.73%
Wine and Design Newport News_4.17_Social Mirror_Looking for a different way to celebrate this Mother\'s Day?	Variant: V_00015	Video	Click to View	6.29%	0.79%
Wine and Design Newport News_4.17_Social Mirror_Looking for a different way to celebrate this Mother\'s Day?	Variant: V_00013	Video	Click to View	6.25%	0.80%
Wine and Design Newport News_4.17_Social Mirror_Looking for a different way to celebrate this Mother\'s Day?	Variant: Original	Video	Click to View	6.23%	0.43%

Connected TV (CTV) Creative Performance

Preview Image	Creative Name	Impressions	Video Completion Rate ↓
Thumbnail not available	Wine and Design Newport News_4.17_W&D-Mother's Day 30.mp4	11,245	97.43%

Connected TV (CTV) Completion Performance by Strategy

Strategy	25% Completion Rate	50% Completion Rate	75% Completion Rate	100% Completion Rate ↓
Wine and Design Newport News - Retargeting CTV	100.00%	99.83%	99.66%	99.16%
Wine and Design Newport News - Females 21+/Wine Enthusiasts Behavioral CTV	100.00%	99.69%	99.15%	98.27%
Wine and Design Newport News - AI CTV	100.00%	99.56%	98.33%	96.32%

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	17,570	57	0.32%
Desktop	A personal computing device that remains stationary at one location.	7,058	39	0.55%
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.	5,661	12	0.21%
Connected TV	An internet enabled device that provides streaming content directly on the TV, without the use of an external streaming device.	5,584	4	0.07%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	2,428	3	0.12%

Site and App Performance

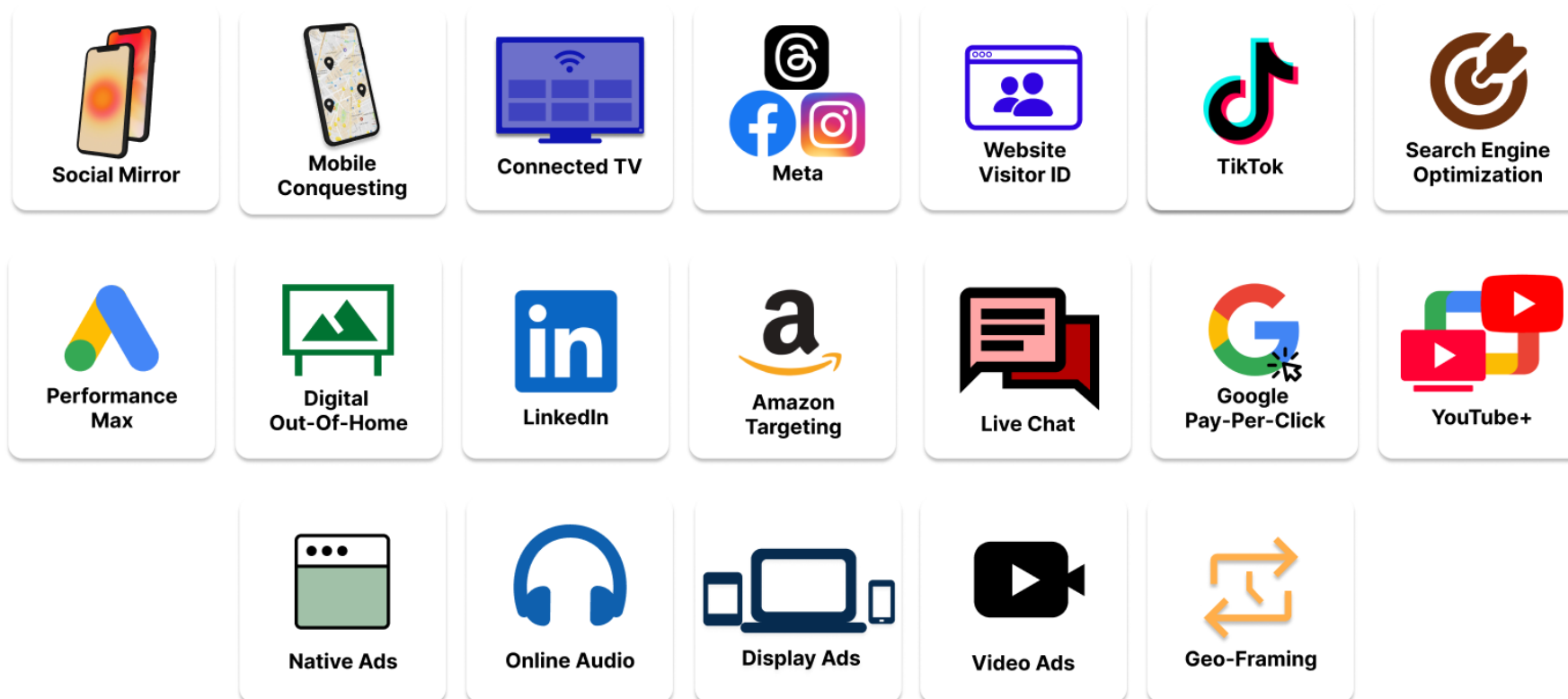
Name	Impressions ↓	Clicks	CTR
nypost.com	1,135	2	0.18%
tmz.com	739	0	0.00%
mediotiempo.com	736	1	0.14%
OfferUp: Buy. Sell. Letgo.	536	0	0.00%
foxnews.com	483	1	0.21%
wtkr.com	391	0	0.00%
brezzamistica.info	330	1	0.30%
Fox News - Daily Breaking News	294	0	0.00%
glocktalk.com	242	1	0.41%
BuzzFeed - Quiz, Trivia & News	236	0	0.00%
themilitarywifeandmom.com	179	0	0.00%
health-tip.online	174	0	0.00%
boatmart.com	149	0	0.00%
Bleacher Report: Sports News	135	0	0.00%
healthygem.com	130	0	0.00%
courttv.com	116	0	0.00%
lawandcrime.com	113	0	0.00%
biblegateway.com	92	0	0.00%
mahjong4friends.com	89	0	0.00%
foocusai.com	83	0	0.00%

Top CTV Publishers

Publisher Image		Publisher Name	Impressions↓	Completion Rate
		Tubi - Movies & TV Shows	1,777	96.93%
		SAMSUNG TV PLUS	940	98.40%
		Vizio - Vizio WatchFree+	876	99.89%
		Tubi - Free Movies & TV	221	99.92%
		Roku - Tubi	210	98.18%
		Amazon Fire TV	152	99.09%

	Pluto TV - It's Free TV	127	94.81%
	Dailymotion: Explore and watch videos	93	100.00%
	The Roku Channel	62	100.00%
	DISH Anywhere	38	100.00%

All available products in our *toolbox*.



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