

Digital Marketing Report

Impressions

How many ads were served:

23,179

CTV Completion Rate

98.80%

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



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%)
Region Ten - Families with Children/Health Awareness and Support Services/Public Health Behavioral CTV	23,179	51	0.22%	3.14

Connected TV (CTV) Creative Performance

Preview Image	Creative Name	Impressions	Video Completion Rate ↓
	Region Ten_15 sec REVIVE R10 Ad April 2024.mp4	13,540	99.02%
	Region Ten_30 second REVIVE R10 Ad April 2024 FIX.mp4	9,639	98.49%

Connected TV (CTV) Completion Performance by Strategy

Strategy	25% Completion Rate	50% Completion Rate	75% Completion Rate	100% Completion Rate ↓
Region Ten - Families with Children/Health Awareness and Support Services/Public Health Behavioral CTV	100.00%	99.35%	98.98%	98.80%

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.	17,709	17	0.10%
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.	5,470	34	0.62%

Top CTV Publishers

Publisher Image		Publisher Name	Impressions↓	Completion Rate
		Telly - The Truly Smart TV	9,443	99.46%
		Vizio - Vizio WatchFree+	3,389	99.57%
		SAMSUNG TV PLUS	2,682	88.71%
		Tubi - Free Movies & TV	215	83.48%
		DIRECTV	167	99.05%
		Pluto TV - It's Free TV	139	96.83%

	Philo: Shows, Movies, and Live TV	86	98.81%
	Roku - Tubi	70	100.00%
	Fawesome	46	93.33%
	Pluto TV - Live TV and Movies	46	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.