

Digital Marketing Report

Impressions

How many ads were served:

32,015

CTV Completion Rate

99.00%

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%)
Comfort Specialist - HVAC/Climate Control/New Homeowner Behavioral CTV	32,015	4	0.01%	0.18



Connected TV (CTV) Creative Performance

Preview Image	Creative Name	Impressions	Video Completion Rate ↓
Thumbnail not available	Comfort Specialist_WinfieldDanville_ComfortSpecialist_NOV25_1080p.mp4	32,015	99.00%

Connected TV (CTV) Completion Performance by Strategy

Strategy	25% Completion Rate	50% Completion Rate	75% Completion Rate	100% Completion Rate ↓
Comfort Specialist - HVAC/Climate Control/New Homeowner Behavioral CTV	100.00%	99.71%	99.42%	99.00%



Device Performance

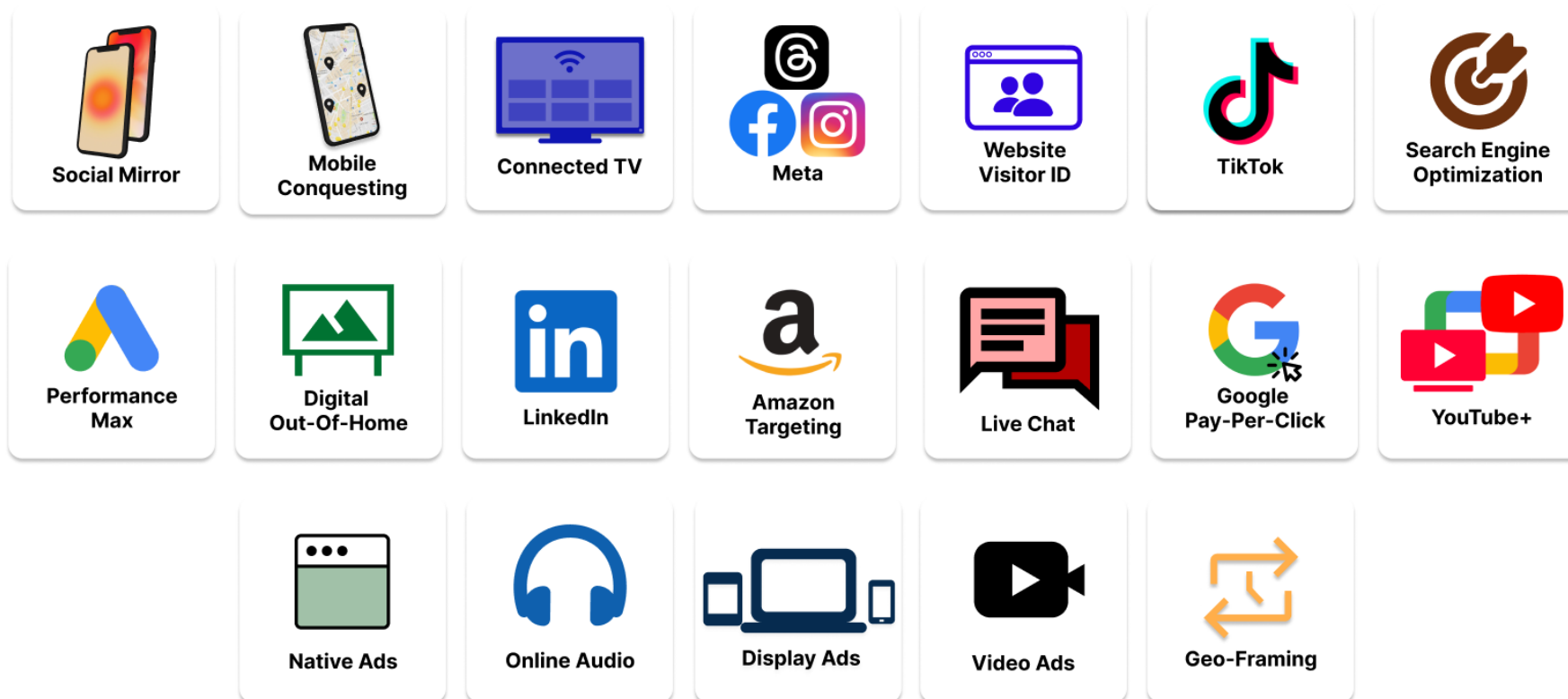
Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Connected TV	An internet enabled device that provides streaming content directly on the TV, without the use of an external streaming device.	18,798	3	0.02%
Streaming Device	A stick/dongle device that connects to a TV and provides streaming content, such as a Fire TV Stick, Roku Streaming Stick, and Google Chromecast.	13,217	1	0.01%

Top CTV Publishers

Publisher Image	Publisher Name	Impressions↓	Completion Rate
	Telly - The Truly Smart TV	12,307	99.52%
	Vizio - Vizio WatchFree+	3,167	99.43%
	Amazon Fire TV	1,295	99.20%
	WNEP The News Station	499	98.92%
	SAMSUNG TV PLUS	447	99.00%
	Plex: Stream Movies & TV	91	99.21%

	Sling TV - Watch Live Sports, News & Entertainment + Stream Free Movies, TV Shows & On Demand on Freestream	76	100.00%
	Pluto TV - Live TV and Movies	74	99.47%
	Google TV - Pluto TV	68	100.00%
	Plex: Stream Movies, Shows, Live TV, Music, and More	56	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.