

Digital Marketing Report

Impressions

How many ads were served:

25,736

Clicks

Times a user clicked on an ad

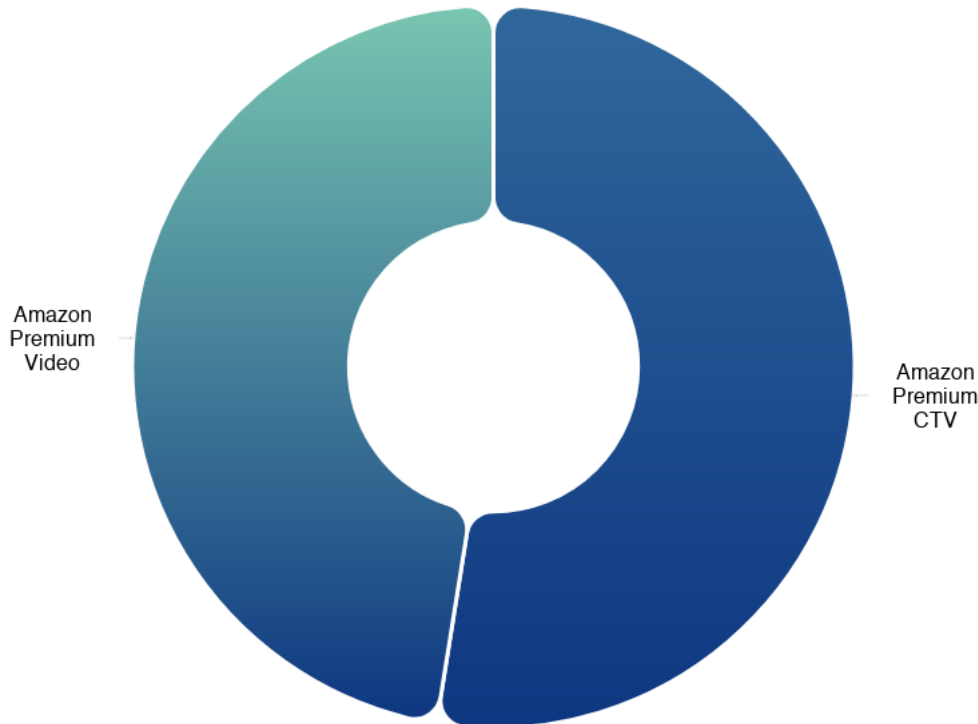
290

Click-Through Rate

(Clicks/Impressions) x 100

2.37%

Your Product Breakout by Impressions



CTV Completion Rate

0.72%

Percentage of users who watched the video from start to finish

CTV Cost Per Completed View

5.62

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

Total Engagement Rate

2.42%

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

X the National Average

33.91

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%)
North Carolina Furniture Mart - Furniture/Home Improvement/Home Decor Behavioral Amazon OTT	13,518	8	0.06%	0.85
North Carolina Furniture Mart - Furniture/Home Improvement/Home Decor Behavioral Amazon Video	12,218	290	2.37%	33.91

Amazon Premium Video + CTV View-through Conversions

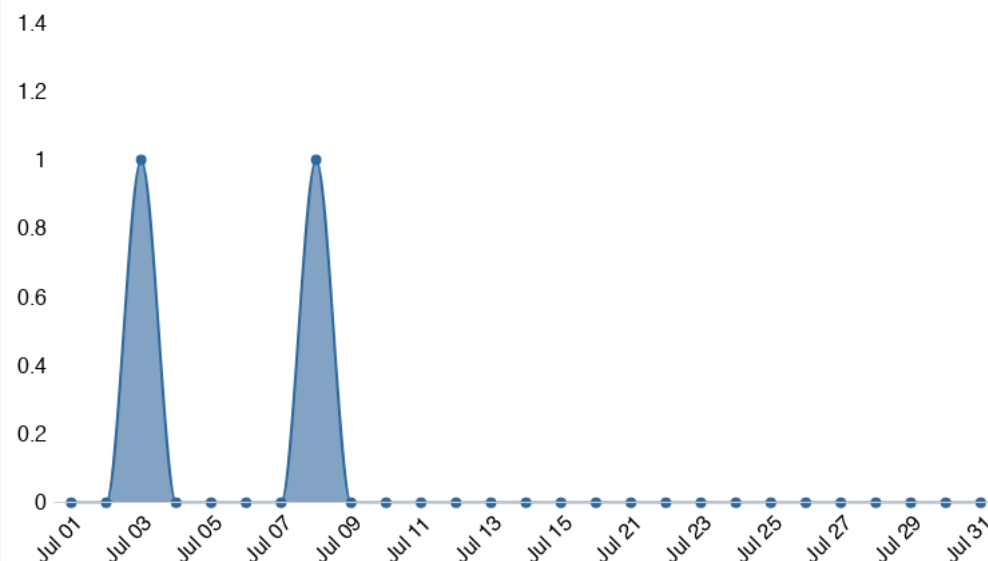


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

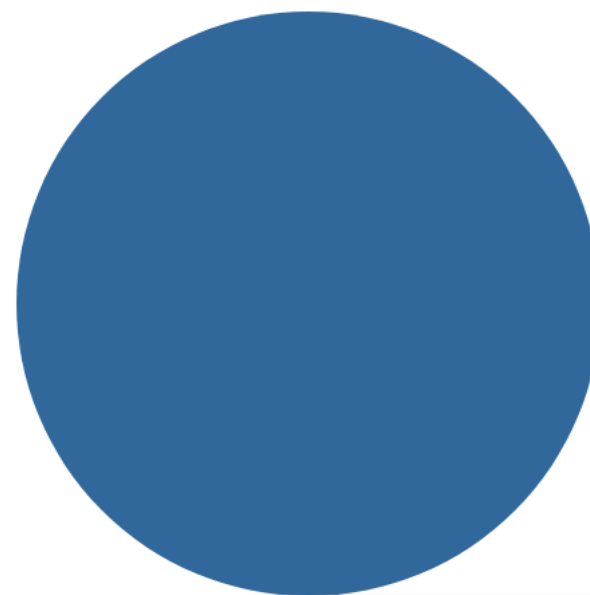
Amazon Premium Video + CTV View-through Conversion Performance

Conversion Name	View-through Conversions ↓
North Carolina Furniture Mart Homepage Visits	2

Amazon Premium Video + CTV View-through Conversions by Day



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



Behavioral:
100%

Amazon Premium Video Creative Performance

Creative Name	Preview Link	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
North Carolina Furniture Mart_NCFM52030_30.mp4	No Preview Available	12,218	290	2.37%	33.91
Unallocated	No Preview Available	0	0	-	-

Amazon Premium Video Completion Performance by Creative

Creative Name	25% Completed ↓	50% Completed	75% Completed	100% Completed
North Carolina Furniture Mart_NCFM52030_30.mp4	74.85%	52.68%	46.26%	36.52%

Amazon Premium OTT Creative Performance

Creative Name	Preview Link	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
North Carolina Furniture Mart_NCFM52030_30.mp4	No Preview Available	13,518	8	0.06%	0.85

Amazon Premium OTT Video Completion Performance by Creative

Creative Name	25% Completed ↓	50% Completed	75% Completed	100% Completed
North Carolina Furniture Mart_NCFM52030_30.mp4	98.40%	97.62%	97.23%	96.21%

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.	13,482	8	0.06%
Mobile	A portable electronic device that can connect to the internet.	11,118	266	2.39%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	843	20	2.37%
Desktop	A personal computing device that remains stationary at one location.	299	4	1.34%
Set Top Box	A console device that connects to a TV and provides streaming content, such as Apple TV 4k or Amazon Fire Cube.	11	0	0.00%
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.	3	0	0.00%
Unknown	---	0	0	-

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	25,896	305	1.18%

Amazon Premium Site and App Performance

Name	Impressions ↓	Clicks	CTR
Paramount EyeQ	6,582	0	0.00%
LG Default VAST APP (ID: cdd8c3a4b39740ed96a959cde729f07f)	1,201	1	0.08%
Samsung TV Plus- STV (ID: bdbb37fe63084b938641ad092cb4e684)	798	0	0.00%
newson6.com	789	0	0.00%
The Roku Channel (ID: b8d023537b9c4e73a150eb75b7d1c3d9)	618	0	0.00%
Fox Sports- DVC (ID: 96b04a0c563f4492808d27e5865d6c91)	598	4	0.67%
Vizio Watchfree Plus (ID: bd3ffe4fc652462197bb866858e57315)	526	0	0.00%
Fox News iOS (ID: da6edaeba8b741dfab3ad31f405068f0)	453	2	0.44%
LG Channels App STV (ID: 67c6300ce87b45eea0b6c4cb4b9a1e70)	356	0	0.00%
67e0c74ccec444e99c8e00fe7d445093	311	0	0.00%
dailywire.com	299	2	0.67%
Block Mania - Block Puzzle (ID: com.puzzle.block.mania.puzzle)	278	18	6.47%
atlantablackstar.com	265	10	3.77%
Tile Explorer - Triple Match (ID: com.oakever.tiletrip)	254	14	5.51%
fandom.com	244	1	0.41%
yahoo.com	226	1	0.44%
Samsung Instant Plays (ID: com.sec.android.app.samsungapps)	205	1	0.49%
themicman.uk	205	7	3.41%
TCL MovieArk (ID: 9da9fd6507b44d52b8a6c25f29f320b1)	202	0	0.00%
TubiTV Fire TV (ID: 032687ceb1a8439090576d9b4d5c2d50)	188	0	0.00%

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



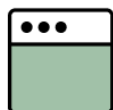
Live Chat



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.