

Digital Marketing Report

Impressions

How many ads were served:

38,640

CTV Completion Rate

98.35%

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%)
House of Oak and Sofas - AI CTV	19,474	13	0.07%	0.95
House of Oak and Sofas - Comfortable Chairs/Home Decor/Furniture Behavioral CTV	19,166	13	0.07%	0.97

Connected TV (CTV) Creative Performance

Preview Image	Creative Name	Impressions	Video Completion Rate ↓
	House of Oak and Sofas_4.6_HOOS_AMISHFURN_0425.mp4	18,332	98.85%
	House of Oak and Sofas_6.25_HOOS_JULY4HALFPRICE_0626	20,308	97.88%

Connected TV (CTV) Completion Performance by Strategy

Strategy	25% Completion Rate	50% Completion Rate	75% Completion Rate	100% Completion Rate ↓
House of Oak and Sofas - AI CTV	100.00%	99.45%	99.06%	98.50%
House of Oak and Sofas - Comfortable Chairs/Home Decor/Furniture Behavioral CTV	100.00%	99.31%	98.81%	98.19%

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.	21,101	16	0.08%
Connected TV	An internet enabled device that provides streaming content directly on the TV, without the use of an external streaming device.	17,539	10	0.06%

Top CTV Publishers

Publisher Image		Publisher Name	Impressions↓	Completion Rate
		Telly - The Truly Smart TV	3,129	99.77%
		Vizio - Vizio WatchFree+	2,308	99.77%
		SAMSUNG TV PLUS	1,888	99.28%
		DirecTV	1,275	97.94%
		The Roku Channel	1,247	97.84%
		Tubi - Movies & TV Shows	971	99.96%

	Frndly TV	280	98.44%
	Xfinity TV - Pluto TV	228	95.37%
	Philo TV	225	98.06%
	Tubi - Free Movies & TV	216	94.86%

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.