



Digital Marketing Report

Impressions

How many ads were served:

38,572

CTV Completion Rate

99.50%

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%)
Vrooman Mansion - Newly Engaged/Luxury Lifestyle Behavioral CTV	38,572	4	0.01%	0.15



Connected TV (CTV) Creative Performance

Preview Image	Creative Name	Impressions	Video Completion Rate ↓
Thumbnail not available	Vrooman Mansion_Vrooman Mansion Commercial #1 (4K for Social).mp4	19,375	99.55%
Thumbnail not available	Vrooman Mansion_Vrooman Mansion Commercial #2 (Route 66) (4K for Social).mp4	19,197	99.45%

Connected TV (CTV) Completion Performance by Strategy

Strategy	25% Completion Rate	50% Completion Rate	75% Completion Rate	100% Completion Rate ↓
Vrooman Mansion - Newly Engaged/Luxury Lifestyle Behavioral CTV	100.00%	99.78%	99.65%	99.50%



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.	20,496	2	0.01%
Connected TV	An internet enabled device that provides streaming content directly on the TV, without the use of an external streaming device.	18,076	2	0.01%

Top CTV Publishers

Publisher Image	Publisher Name	Impressions↓	Completion Rate
	Vizio - Vizio WatchFree+	4,283	99.58%
	SAMSUNG TV PLUS	1,641	99.15%
	DirecTV	1,401	99.14%
	Pluto TV - Live TV and Movies	1,154	98.97%
	Telly - The Truly Smart TV	1,057	98.25%
	Tubi - Movies & TV Shows	773	99.53%

	Tubi - Free Movies & TV	499	99.54%
	The Roku Channel	446	98.25%
	Sling TV	435	98.99%
	DISH Anywhere	431	96.74%

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.