

Digital Marketing Report

Impressions

How many ads were served:

59,883

Clicks

Times a user clicked on an ad

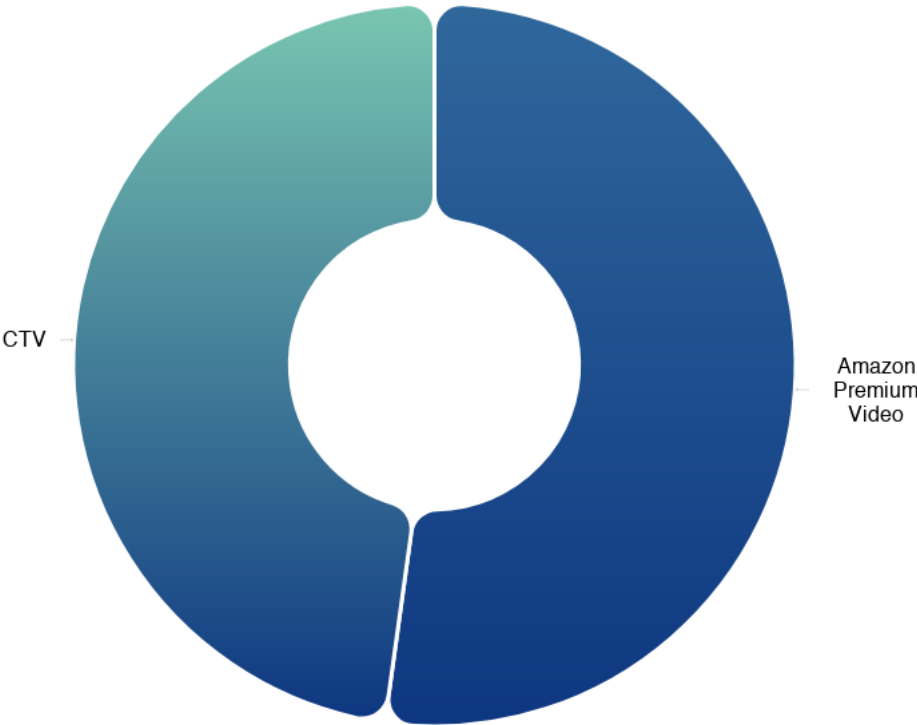
451

Click-Through Rate

(Clicks/Impressions) x 100

1.44%

Your Product Breakout by Impressions



CTV Completion Rate

0.35%

Percentage of users who watched the video from start to finish

CTV Cost Per Completed View

11.61

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

Total Engagement Rate

2.39%

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

X the National Average

20.61

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%)
Watts Bar Lake Jellystone Park - travel/family vacations/children Behavioral Amazon Video	13,627	237	1.74%	24.85
Watts Bar Lake Jellystone Park - travel/family vacations/children Behavioral Amazon CTV	12,598	0	0.00%	0.00
Watts Bar Lake Jellystone Park - Retargeting Amazon CTV	9,360	1	0.01%	0.15
Watts Bar Lake Jellystone Park - Family Coolers/Kids Water Toys and Googles/Utility Wagons Products Amazon Video	9,317	110	1.18%	16.87
Watts Bar Lake Jellystone Park - Retargeting Amazon Video	8,313	104	1.25%	17.87
Watts Bar Lake Jellystone Park - Family Coolers/Kids Water Toys and Googles/Utility Wagons Products Amazon CTV	6,668	0	0.00%	0.00

Amazon Premium Video + CTV Click Conversions

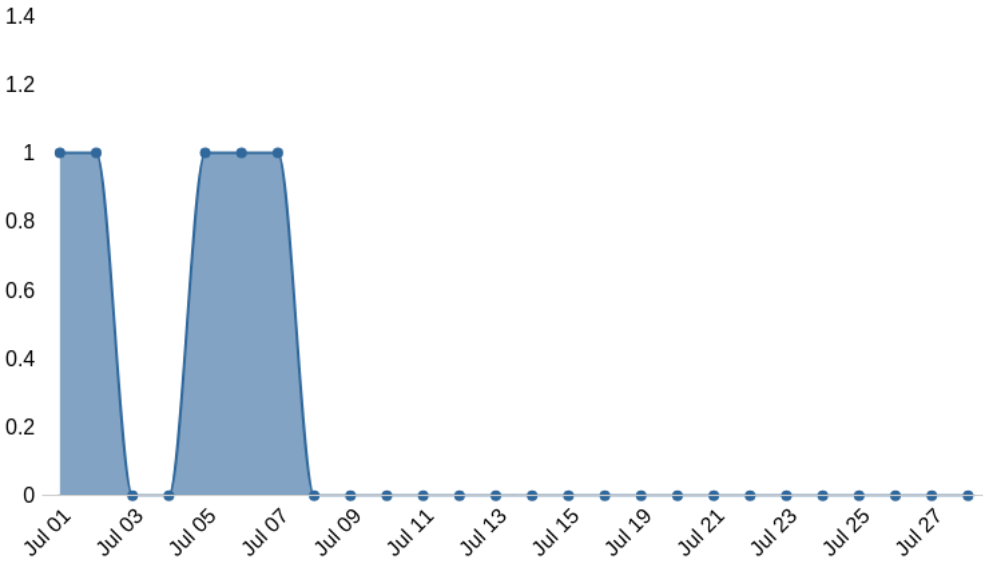


Times users clicked on an ad leading to your site and visited a page or completed an action

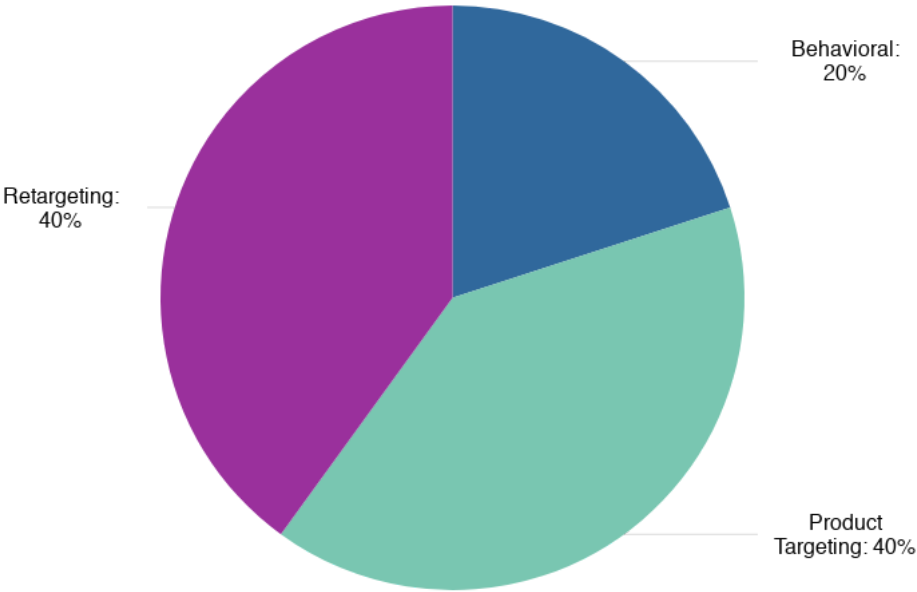
Amazon Premium Video + CTV Click Conversion Performance

Conversion Name	Click Conversions ↓
Watts Bar Lake Jellystone Park Book Now Click Conversion	4
Watts Bar Lake Jellystone Park Contact Page View	1

Amazon Premium Video + CTV Click Conversions by Day



Top Amazon Premium Video + CTV Click Conversions by Strategy

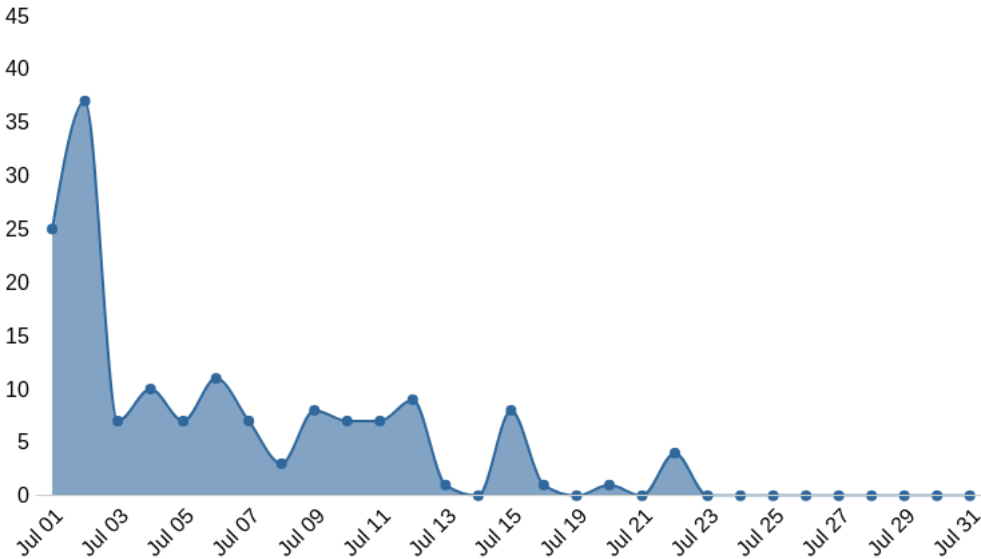


Amazon Premium Video + CTV View-through Conversions



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

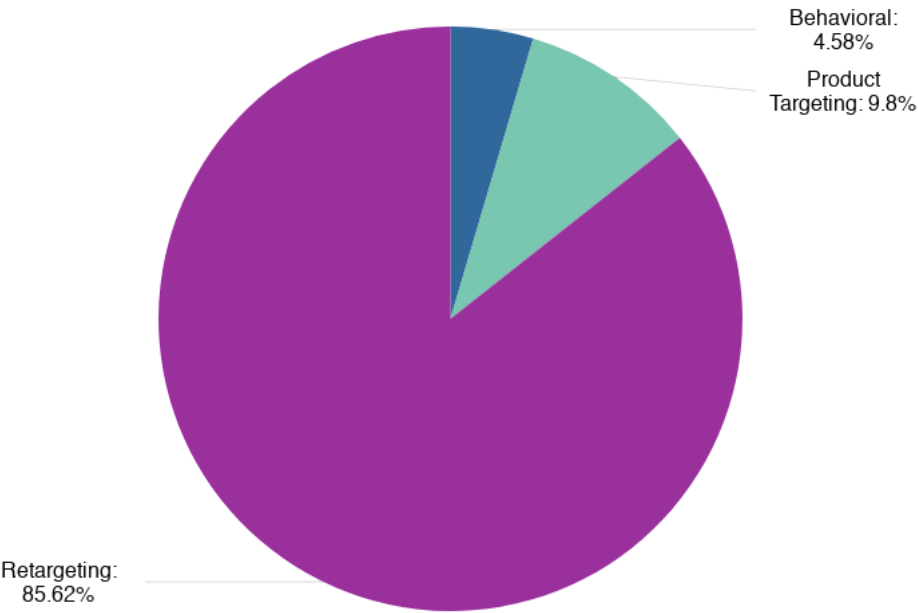
Amazon Premium Video + CTV View-through Conversions by Day



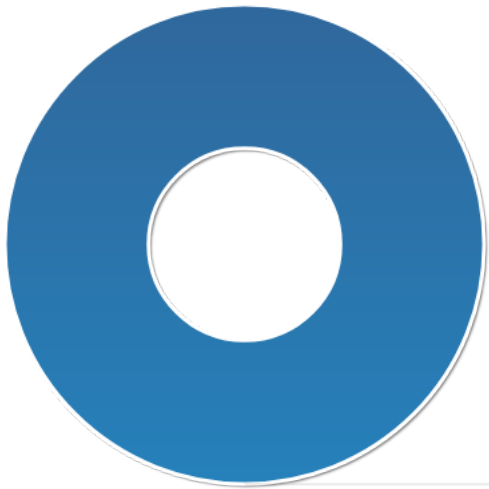
Amazon Premium Video + CTV View-through Conversion Performance

Conversion Name	View-through Conversions ↓
Watts Bar Lake Jellystone Park Homepage Visits	94
Watts Bar Lake Jellystone Park Book Now Click Conversion	48
Watts Bar Lake Jellystone Park Contact Page View	11

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



Amazon Premium Display Click Performance by Ad Size



1920x1080: 1 (100%)

Amazon Premium Display Conversion Performance by Ad Size



1920x1080: 386 (100%)

Amazon Premium Video Creative Performance

Creative Name	Preview Link	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Watts Bar Lake Jellystone Park_JELLYSTONE--- 1x15 --5for25_OLV	View Preview	17,717	224	1.26%	18.06
Watts Bar Lake Jellystone Park_JELLYSTONE--- 1x30 --5for25_OLV	View Preview	13,540	227	1.68%	23.95

Amazon Premium Video Completion Performance by Creative

Creative Name	25% Completed ↓	50% Completed	75% Completed	100% Completed
Watts Bar Lake Jellystone Park_JELLYSTONE--- 1x15 ---5for25_OLV	83.17%	75.48%	58.09%	51.36%
Watts Bar Lake Jellystone Park_JELLYSTONE--- 1x30 ---5for25_OLV	77.28%	51.72%	45.81%	40.86%

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.	28,528	1	0.00%
Mobile	A portable electronic device that can connect to the internet.	26,531	424	1.60%
Desktop	A personal computing device that remains stationary at one location.	3,450	2	0.06%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	1,261	25	1.98%
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.	41	0	0.00%
Set Top Box	A console device that connects to a TV and provides streaming content, such as Apple TV 4k or Amazon Fire Cube.	21	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	58,598	456	0.78%
TWITCH WEB VIDEO	Pre-roll/Mid-roll served on Twitch.TV, an Amazon-owned property on Desktop and Mobile devices	1,075	0	0.00%
IMDB Site	Display Impressions served to IMDb, an Amazon-owned property on Desktop and Mobile devices. LOI means “line of inventory”, an acronym that is only seen on IMDb display ads	537	0	0.00%
TWITCH MOBILEAPP VIDEO	Pre-roll/Mid-roll served on the Twitch App, an Amazon-owned property on Desktop and Mobile devices	110	0	0.00%
Freevee	Video Impressions served to Freevee, an Amazon-owned property on Mobile, Desktop, Tablet, and TV devices	15	4	26.67%

Amazon Premium Site and App Performance

Name	Impressions ↓	Clicks	CTR
Samsung TV Plus- STV (ID: bbdb37fe63084b938641ad092cb4e684)	15,354	0	0.00%
imdb.com	2,700	4	0.15%
Paramount EyeQ	2,473	0	0.00%
roku (ID: 151908)	2,127	0	0.00%
TubiTV Fire TV (ID: 032687ceb1a8439090576d9b4d5c2d50)	2,083	0	0.00%
fandom.com	1,106	7	0.63%
twitch.tv	1,075	0	0.00%
Block Blast Adventure Master (ID: com.block.juggle)	992	53	5.34%
PV Fire TV (ID: b94d934eb5984fb8b161a5d292610c87)	877	0	0.00%
nypost.com	809	3	0.37%
Vizio Watchfree Plus (ID: bd3ffe4fc652462197bb866858e57315)	807	1	0.12%
amazon.com	762	0	0.00%
Tile Explorer - Triple Match (ID: com.oakever.tiletrip)	732	22	3.01%
Candy Crush Saga (ID: com.king.candycrushsaga)	584	1	0.17%
FireTV Channels (ID: firetv-video-news)	561	0	0.00%
48c38e27ff914ab982373e57c4157aa3	525	0	0.00%
TubiTV Roku (ID: 8edddb2c6be548f496c4fff9664963f8)	489	0	0.00%
thehill.com	458	0	0.00%
Amazon Publisher Services	451	8	1.77%
Wordscapes (ID: com.peoplefun.wordcross)	421	6	1.43%

Google Analytics 4 Performance

160,784	46,967	28,631	60.96%	32,699	24,957
VIEWS	SESSIONS	ENGAGED SESSIONS	ENGAGEMENT RATE	ACTIVE USERS	NEW USERS
	36,562	1.44	1195:06:02		
	TOTAL USERS	SESSIONS PER USER	TOTAL USER ENGAGEMENT		

Views: The number of mobile app screens or web pages your users saw. Repeated views of a single screen or page are counted.

Sessions: The number of sessions that began on your website or application. A session is a period of time during which a user interacts with your website or app.

Engaged Sessions: The number of sessions that lasted 10 seconds or longer, or had 1 or more conversion events or 2 or more page or screen views.

Engagement Rate: Engaged Sessions / Total Sessions

Active Users: The number of distinct users who visited your website or application. An active user is any user who has an engaged session.

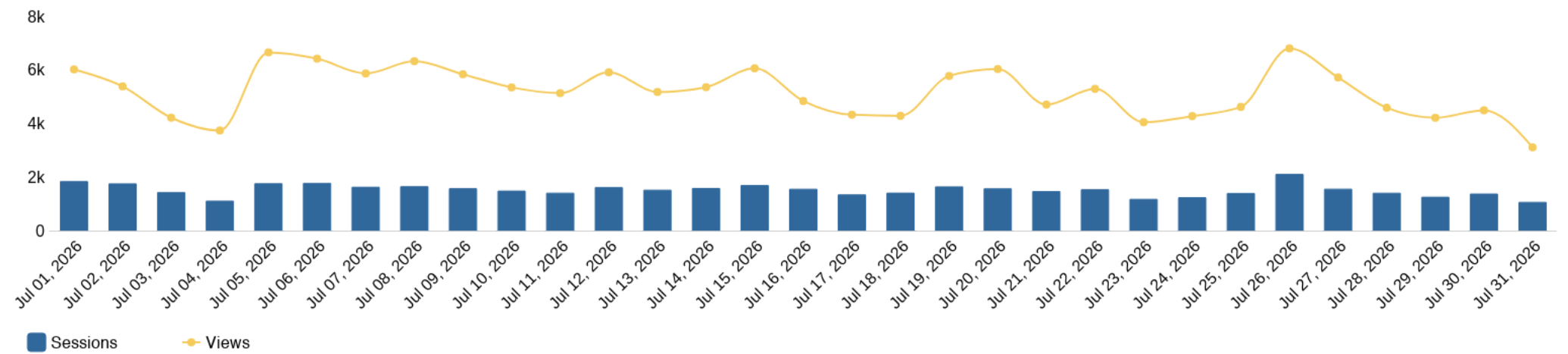
New Users: The number of new unique user IDs who interacted with your site or launched your app for the first time.

Total Users: The number of unique user IDs that triggered any events.

Sessions Per User: The average number of sessions per user.

Total User Engagement: The length of total time that your app screen was in the foreground or your web page was in focus.

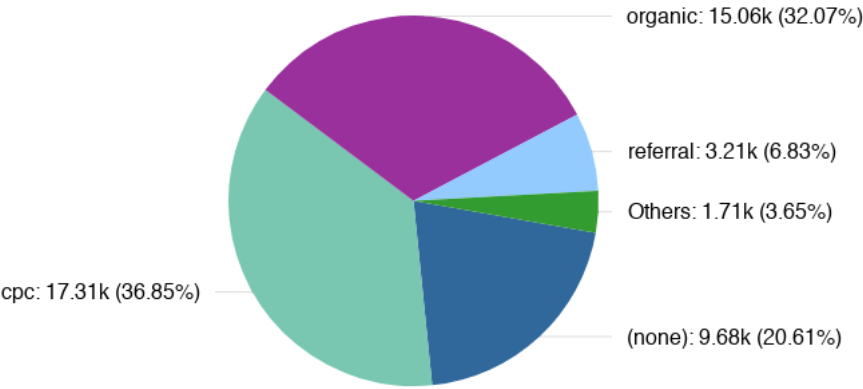
Google Analytics 4 Performance by Day



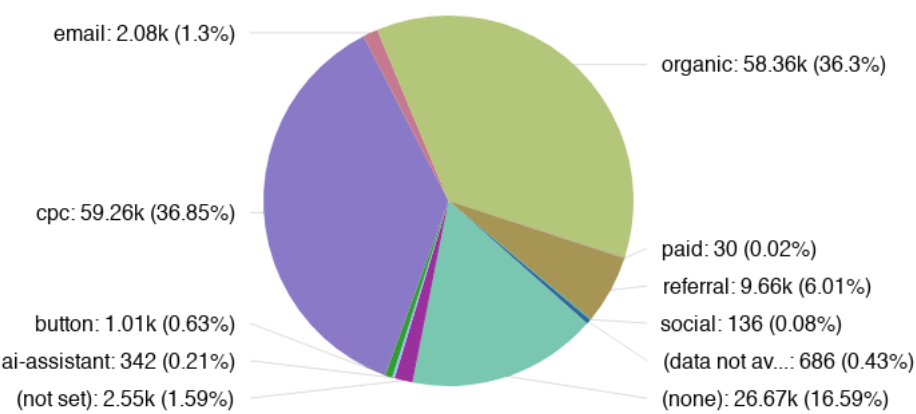
Google Analytics 4 Account Performance

Analytics Account Name ↑	Sessions	Views	Total User Engagement	Pages / Session	Engagement rate
Total	46,967	160,784	1195:06:02	3.42	60.96%
JPWB Watts Bar Lake Jellystone Park	46,967	160,784	1195:06:02	3.42	60.96%

Google Analytics 4 Sessions by Medium



Google Analytics 4 Page Views by Medium

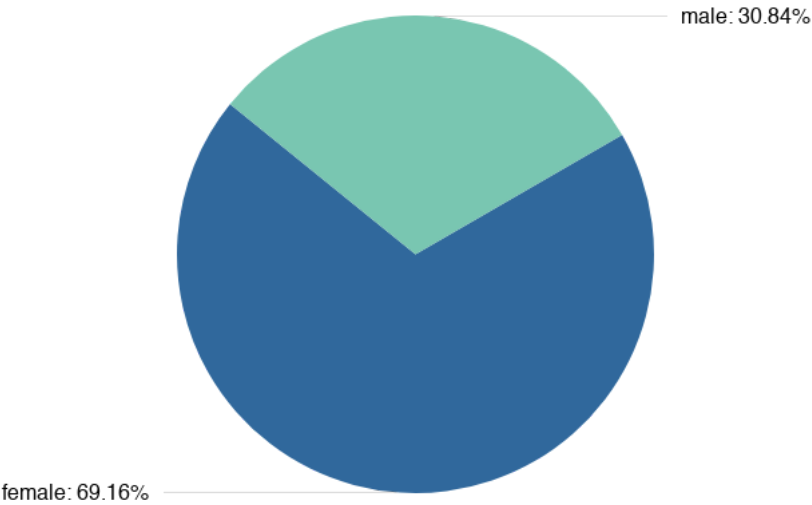


Grid contains more rows, but they have been clipped.

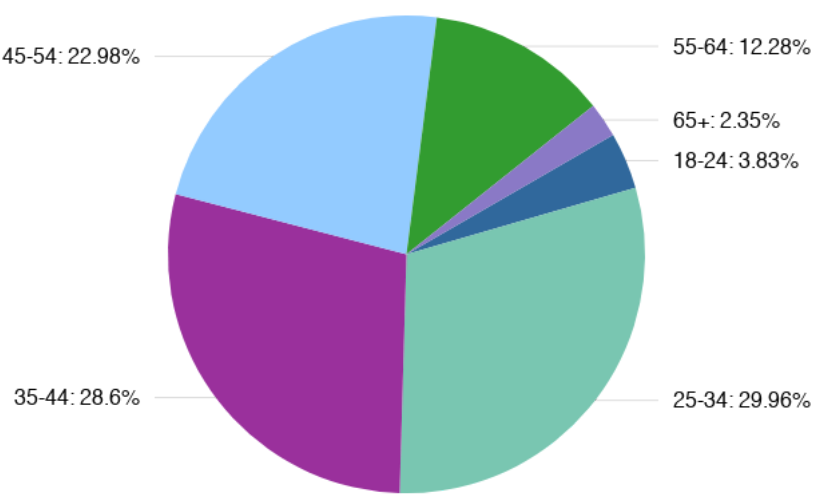
Google Analytics 4 Event Performance

Event name	Event count ↓
Total	363,095
page_view	160,784
user_engagement	73,136
session_start	46,664
scroll	38,320
first_visit	24,957
view_item	5,971
click	4,138
form_start	3,370
view_cart	1,696
add_to_cart	1,413
begin_checkout	918
add_payment_info	540

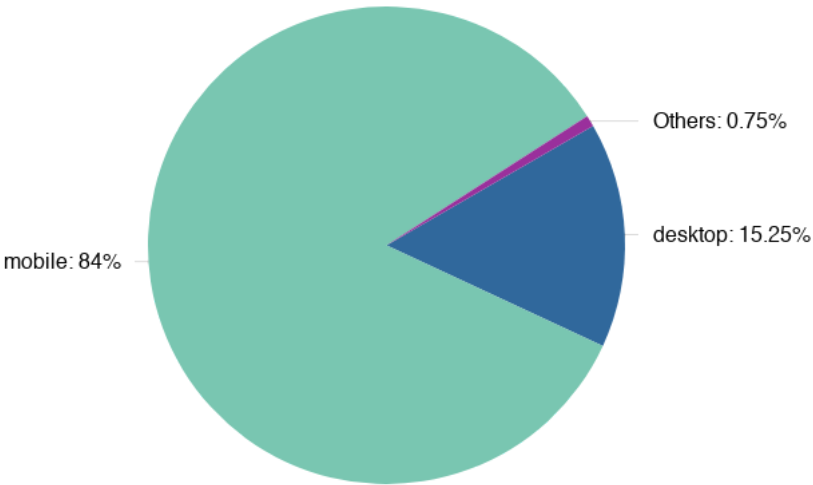
Google Analytics 4 Engaged Sessions by Gender



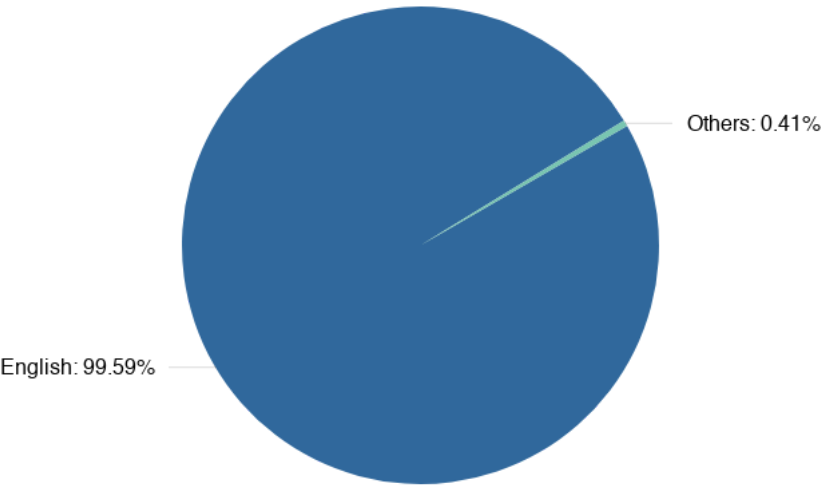
Google Analytics 4 Engaged Sessions by Age



Google Analytics 4 Engaged Sessions by Device



Google Analytics 4 Sessions by Language



Google Analytics 4 Top Browser Performance

Browser	Sessions ↓	Views	Engaged sessions	Engagement rate	Total User Engagement
Total	47,102	160,784	28,757	61.05%	1195:06:02
Safari	29,493	94,615	17,163	58.19%	632:44:12
Chrome	14,409	54,368	9,432	65.46%	445:58:02
Edge	1,240	5,789	937	75.56%	66:43:59
Android Webview	858	2,486	512	59.67%	22:51:52
Samsung Internet	508	1,865	343	67.52%	14:03:42

Google Analytics 4 Page Path Performance

Page path	Engaged sessions ↓
Total	104,590
/	16,361
/campsites/	7,383
/cabins/	6,109
/attractions-amenities/	5,984
/day-use/	4,028
/book/wattsbarlakejellystonepark	2,820
/book/wattsbarlakejellystonepark/shopping-cart	2,668
/virtual-tour/	2,414
/attractions-amenities/deals/	2,359
/photo-gallery/	1,736

Google Analytics 4 Performance by Interest

Interests	Sessions ↓	Views	Engaged sessions	Engagement rate	Total User Engagement
Total	699	3,089	510	72.96%	27:55:12
News & Politics/Avid News Readers	291	1,262	212	72.85%	11:29:57
Food & Dining/Cooking Enthusiasts/Aspiring Chefs	92	453	64	69.57%	04:45:40
Lifestyles & Hobbies/Shutterbugs	56	263	42	75.00%	02:09:15
Travel/Travel Buffs	53	239	43	81.13%	01:54:15
News & Politics/Avid News Readers/Avid Local News Readers	37	127	27	72.97%	01:22:42
Lifestyles & Hobbies/Outdoor Enthusiasts	36	113	23	63.89%	00:51:30
Home & Garden/Home Decor Enthusiasts	29	147	20	68.97%	01:30:24
Technology/Social Media Enthusiasts	29	150	24	82.76%	00:55:57
Shoppers/Shopping Enthusiasts	25	134	17	68.00%	01:12:55
Vehicles & Transportation/Auto Enthusiasts	25	125	18	72.00%	00:52:49
Sports & Fitness/Sports Fans	13	37	11	84.62%	00:15:43
Technology/Technophiles	13	39	9	69.23%	00:34:05

Google Analytics 4 Performance by Geo

City	Region	Sessions ↓	Views	Engaged sessions	Engagement rate	Total User Engagement
Total		53,801	160,784	35,322	65.65%	1195:06:02
Nashville	Tennessee	3,407	11,293	2,195	64.43%	82:12:48
Knoxville	Tennessee	2,147	8,474	1,399	65.16%	71:34:43
Atlanta	Georgia	1,075	3,648	721	67.07%	28:35:25
Loudon	Tennessee	858	2,090	512	59.67%	16:38:48
(not set)	Tennessee	761	3,115	487	63.99%	23:08:26
Maryville	Tennessee	757	2,904	466	61.56%	23:32:55
Chattanooga	Tennessee	738	2,475	441	59.76%	19:08:18
Lenoir City	Tennessee	578	2,128	377	65.22%	16:51:22
Houston	Texas	570	1,760	398	69.82%	10:21:33
Pigeon Forge	Tennessee	548	1,839	348	63.50%	13:13:58
Cleveland	Tennessee	491	1,847	307	62.53%	14:45:59
(not set)	(not set)	441	829	418	94.78%	07:16:23
Farragut	Tennessee	426	1,290	275	64.55%	10:38:14
Athens	Tennessee	412	1,331	252	61.17%	11:07:18
Oak Ridge	Tennessee	395	1,436	260	65.82%	11:59:53

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.