

Digital Marketing Report

Impressions

How many ads were served:

360,629

Clicks

Times a user clicked on an ad

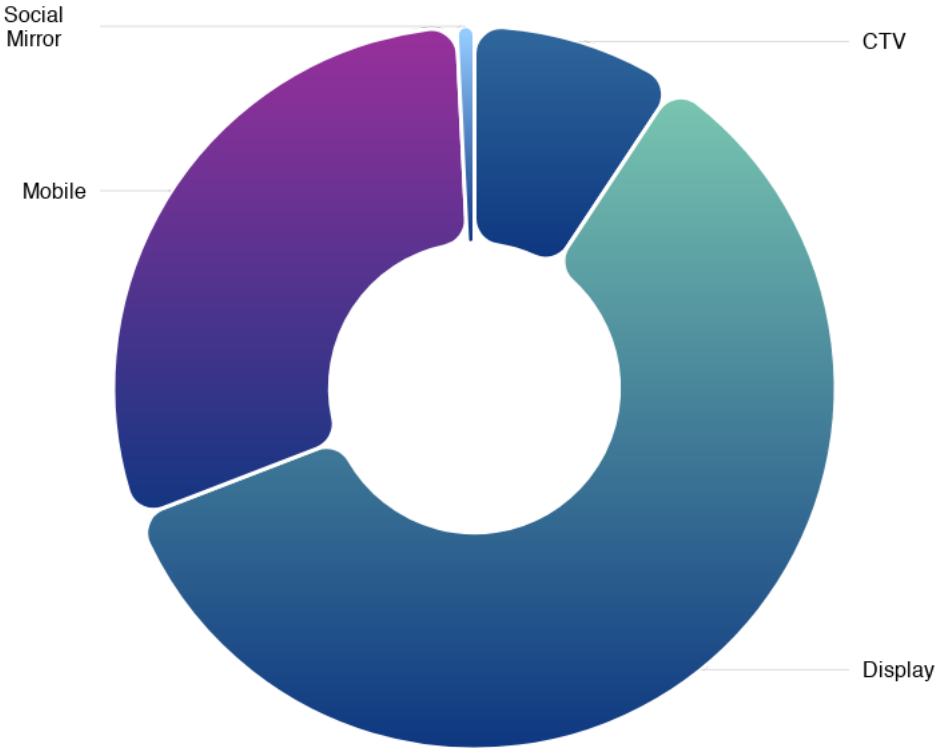
1,499

Click-Through Rate

(Clicks/Impressions) x 100

0.46%

Your Product Breakout by Impressions



CTV Completion Rate

98.18%

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

Total Engagement Rate

0.46%

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

X the National Average

6.55

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.

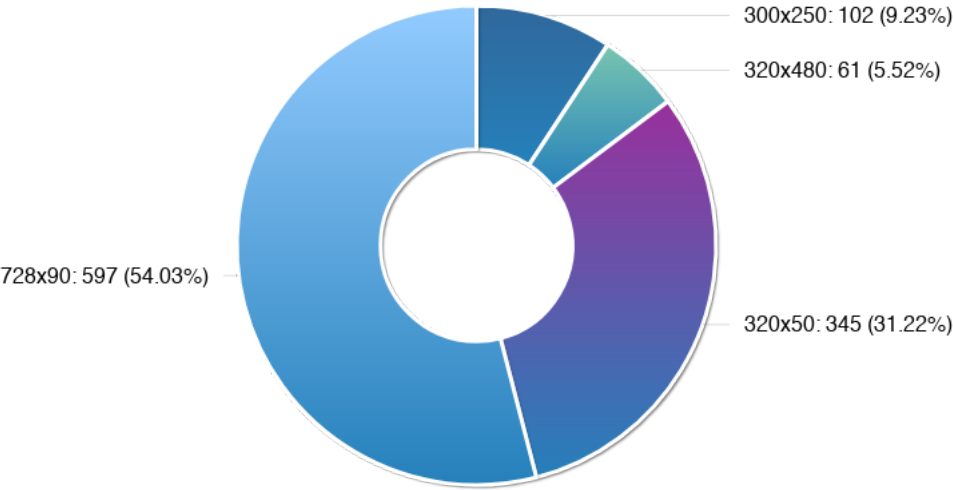
Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
HIVEX Basement Finishing Co. - RVA - HHI\$100k+/Home Renovators/Homeowners Behavioral Display	130,051	870	0.67%	9.56
HIVEX Basement Finishing Co. - RVA - AI Display	85,732	235	0.27%	3.92
HIVEX Basement Finishing Co. - RVA - 35+/HHI\$100K+/Recent Movers Mobile	51,899	193	0.37%	5.31
HIVEX Basement Finishing Co. - RVA - Geo-Fencing Mobile	51,751	169	0.33%	4.67
HIVEX Basement Finishing Co. - RVA - AI CTV	16,815	17	0.10%	1.44
HIVEX Basement Finishing Co. - RVA - HHI\$100k+/Home Renovators/Homeowners Behavioral CTV	16,738	12	0.07%	1.02
HIVEX Basement Finishing Co. - RVA - Geo-Retargeting Mobile	4,787	31	0.65%	9.25
HIVEX Basement Finishing Co. - RVA - AI Social Mirror	1,611	1	0.06%	0.89
HIVEX Basement Finishing Co. - RVA - HHI\$100k+/Home Renovators/Homeowners Behavioral Social Mirror	1,245	0	0.00%	0.00

Display Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	HIVEX Basement Finishing Co. - RVA_728x90	95,539	597	0.62%	8.93
	HIVEX Basement Finishing Co. - RVA_320x50	75,639	345	0.46%	6.52
	HIVEX Basement Finishing Co. - RVA_300x250	40,084	102	0.25%	3.64
	HIVEX Basement Finishing Co. - RVA_320x480	4,521	61	1.35%	19.28

Display Click Performance by Ad Size



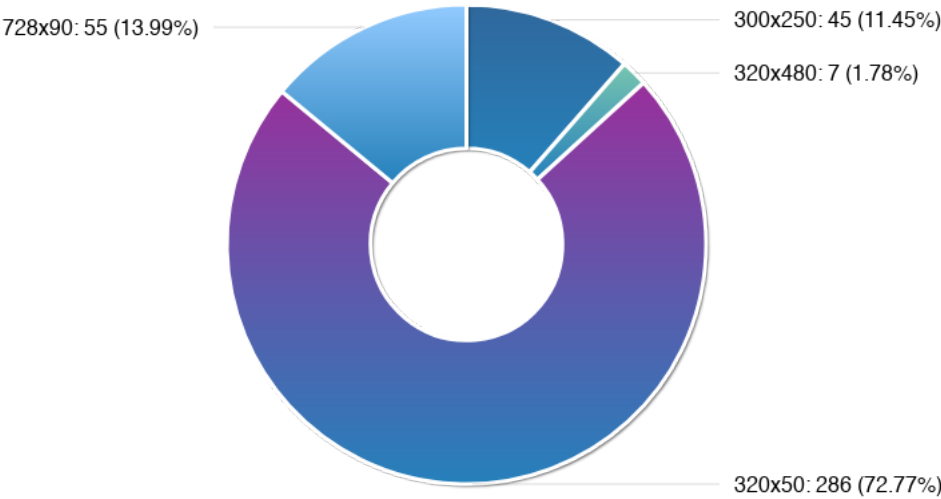
Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	HIVEX Basement Finishing Co. - RVA_6.22_Social Mirror_Basement Finishing	2,856	1	0.04%	0.50

Mobile Conquesting Creative Performance

Preview	Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
	HIVEX Basement Finishing Co. - RVA_Scroller Ad	50,419	161	0.32%	4.56
	HIVEX Basement Finishing Co. - RVA_320x50	41,316	125	0.30%	4.32
	HIVEX Basement Finishing Co. - RVA_728x90	11,158	55	0.49%	7.04
	HIVEX Basement Finishing Co. - RVA_300x250	5,410	45	0.83%	11.88
	HIVEX Basement Finishing Co. - RVA_320x480	134	7	5.22%	74.63

Mobile Conquesting Click Performance by Ad Size



Connected TV (CTV) Creative Performance

Preview Image	Creative Name	Impressions	Video Completion Rate ↓
Thumbnail not available	HIVEX Basement Finishing Co. - RVA_6.3_HIVX0425NEW30REV0626 Hivex.mp4	33,553	98.18%

Connected TV (CTV) Completion Performance by Strategy

Strategy	25% Completion Rate	50% Completion Rate	75% Completion Rate	100% Completion Rate ↓
HIVEX Basement Finishing Co. - RVA - HHI\$100k+/Home Renovators/Homeowners Behavioral CTV	100.00%	99.37%	98.96%	98.27%
HIVEX Basement Finishing Co. - RVA - AI CTV	100.00%	99.52%	98.98%	98.10%

Mobile Conquesting Geo-Fencing Performance

Business Name	Address	City	State	Zip	Latitude	Longitude	Impressions ↓	Clicks	CTR
Founders Bridge	13620 W Salisbury Rd	Midlothian	VA	23113			26,589	97	0.36%
Museum District	3215 Stuart Ave	Richmond	VA	23221			13,782	18	0.13%
Ginter Park	3421 Hawthorne Ave	Richmond	VA	23222			6,444	10	0.16%
Foxhall	13413 College Valley Ln	Ridge	VA	23233			1,753	16	0.91%
Westham/Tuckahoe	903 Forest Ave	Richmond	VA	23229			761	5	0.66%
Watermark	6107 Belay Dr	Richmond	VA	23234			582	17	2.92%
Harpers Mill	8600 Pullman Ln	Chesterfield	VA	23832			366	1	0.27%
Woodlake	5000 Woodlake Village Okwy	Midloathian	VA	23112			363	0	0.00%
Kings Charter	9407 Kings Charter Dr	Mechanicsville	VA	23116			362	0	0.00%
Breeze Hill	1655 Indy's Run	Maidens	VA	23102			351	3	0.85%
Magnolia Green	7001 Awesome Dr	Moseley	VA	23120			123	0	0.00%
Milestone	11030 Milestone Dr	Mechanicsville	VA	23116			86	0	0.00%
Bacova	12200 Liesfeld Farm Dr	Glen Allen	VA	23059			65	1	1.54%
Fox Creek	16613 Thornapple Run	Moseley	VA	23120			52	0	0.00%
Giles	9186 Halifax Green Dr	Mechanicsville	VA	23116			40	1	2.50%
Dover Lake	835 Millers Ln	Manakin-Sabot	VA	23103			21	0	0.00%
Maple Grove	2931 Maple Grove Ln W	Powhatan	VA	23139			8	0	0.00%
Oak Leaf Estates	3397 Manor Oaks Dr	Macon	VA	23139			3	0	0.00%

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	135,898	879	0.65%
Desktop	A personal computing device that remains stationary at one location.	41,655	110	0.26%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	41,086	117	0.28%
Connected TV	An internet enabled device that provides streaming content directly on the TV, without the use of an external streaming device.	17,787	17	0.10%
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.	15,767	12	0.08%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
imdb.com	10,021	4	0.04%
nypost.com	3,797	9	0.24%
usatoday.com	2,522	0	0.00%
Solitaire	2,442	13	0.53%
T-Mobile Play	2,152	103	4.79%
wtvr.com	2,129	6	0.28%
The Scoop	1,400	4	0.29%
arcamax.com	1,246	5	0.40%
wric.com	1,229	0	0.00%
zillow.com	1,178	0	0.00%
themirror.com	999	5	0.50%
tennisrecord.com	867	3	0.35%
tmz.com	838	5	0.60%
1 2 3 4 Player Games	835	1	0.12%
foxnews.com	786	2	0.25%
classiccars.com	766	0	0.00%
realclearpolitics.com	715	3	0.42%
aol.com	703	0	0.00%
themompack.com	546	1	0.18%
huffpost.com	478	1	0.21%

Top CTV Publishers

Publisher Image	Publisher Name	Impressions↓	Completion Rate
	Vizio - Vizio WatchFree+	2,492	99.73%
	SAMSUNG TV PLUS	2,203	97.43%
	Telly - The Truly Smart TV	2,045	99.76%
	Xfinity TV - Tubi	1,160	97.32%
	Tubi - Free Movies & TV	981	96.77%
	DIRECTV	790	99.34%

	Tubi - Movies & TV Shows	778	98.13%
	The Roku Channel	722	97.72%
	Philo TV	258	98.75%
	Xfinity TV - Pluto TV	237	97.00%

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.