

Digital Marketing Report

Impressions

How many ads were served:

249,903

Clicks

Times a user clicked on an ad

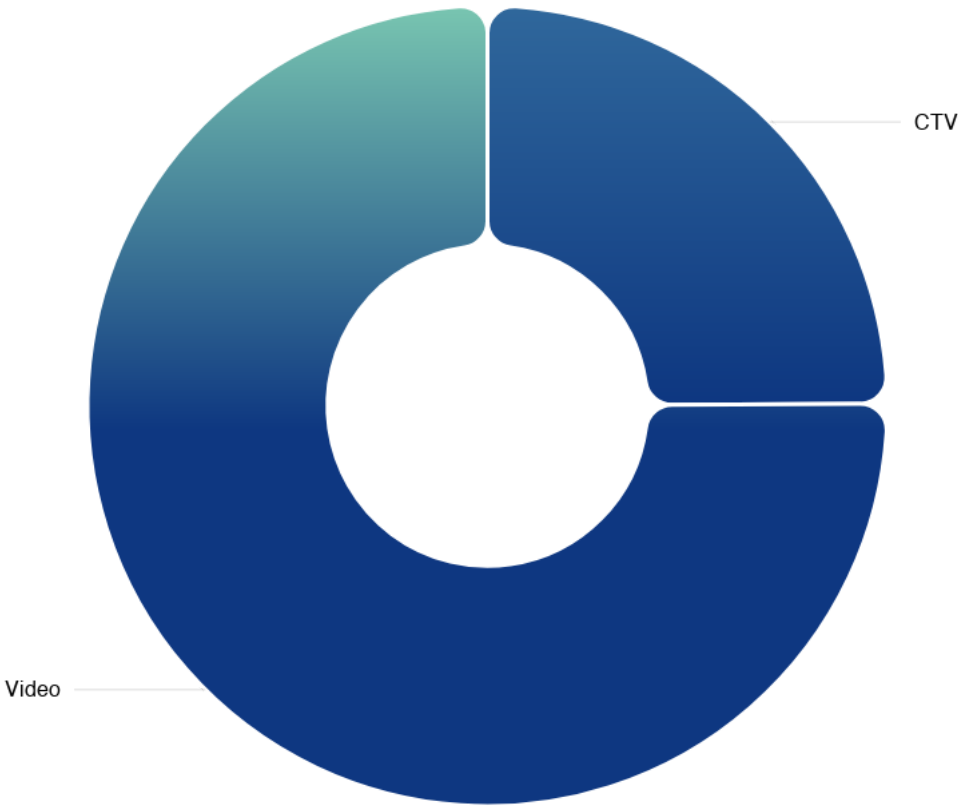
540

Click-Through Rate

$(\text{Clicks}/\text{Impressions}) \times 100$

0.29%

Your Product Breakout by Impressions



CTV Completion Rate

98.80%

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

0.29%

$(\text{Clicks} + \text{View-throughs}) / \text{Impressions} \times 100^*$

X the National Average

4.11

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%)
T or C - AI Video	104,086	471	0.45%	6.46
T or C - T or C - 30-70/Outdoor Interests/Health/Wellness/Travel Behavioral Video	83,563	69	0.08%	1.18
T or C - AI CTV	62,007	26	0.04%	0.60
T or C - 30-70/Outdoor Interests/Health/Wellness/Travel Behavioral CTV	247	1	0.40%	5.78

Video Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Thumbnail not available	T or C_T or C 30 NMTD CLR 20210628 3.22.36 PM	187,649	540	0.29%	4.11

Video Completion Performance by Line Item

Line Item Name	25% Completed ↓	50% Completed	75% Completed	100% Completed
T or C - AI Video	77.18%	69.48%	65.14%	60.49%
T or C - T or C - 30-70/Outdoor Interests/Health/Wellness/Travel Behavioral Video	72.15%	67.07%	63.05%	55.43%

Connected TV (CTV) Creative Performance

Preview Image	Creative Name	Impressions	Video Completion Rate ↓
Thumbnail not available	T or C_T or C 30 NMTD CLR 20210628 3.22.36 PM	62,254	98.80%

Connected TV (CTV) Completion Performance by Strategy

Strategy	25% Completion Rate	50% Completion Rate	75% Completion Rate	100% Completion Rate ↓
T or C - AI CTV	100.00%	99.63%	99.28%	98.82%
T or C - 30-70/Outdoor Interests/Health/Wellness/Travel Behavioral CTV	100.00%	97.94%	95.88%	94.24%

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	108,780	282	0.26%
Desktop	A personal computing device that remains stationary at one location.	70,614	217	0.31%
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.	36,643	25	0.07%
Connected TV	An internet enabled device that provides streaming content directly on the TV, without the use of an external streaming device.	25,611	2	0.01%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	8,255	41	0.50%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
nypost.com	15,026	4	0.03%
msn.com	14,844	235	1.58%
abcnews.com	14,407	7	0.05%
aol.com	6,819	5	0.07%
zacks.com	5,939	1	0.02%
Tubi - Movies & TV Shows	3,011	1	0.03%
warcraftlogs.com	2,933	9	0.31%
thehive.com	2,899	12	0.41%
theguardian.com	2,795	0	0.00%
pred.gg	2,435	0	0.00%
the-sun.com	1,708	1	0.06%
purposegames.com	1,542	0	0.00%
Pluto TV - Live TV and Movies	1,438	1	0.07%
reuters.com	1,391	1	0.07%
albumoftheyear.org	1,287	3	0.23%
gizmodo.com	1,099	0	0.00%
dailymail.com	1,015	1	0.10%
abc7news.com	1,011	0	0.00%
thesun.co.uk	981	0	0.00%
krqe.com	979	0	0.00%

Top CTV Publishers

Publisher Image		Publisher Name	Impressions↓	Completion Rate
		DIRECTV	3,821	99.48%
		Vizio - Vizio WatchFree+	3,292	99.31%
		SAMSUNG TV PLUS	2,873	100.19%
		Philo TV	949	98.18%
		Plex	455	96.91%
		Plex: Stream Movies & TV	398	101.46%

	Philo: Shows, Movies, and Live TV	353	98.27%
	DIRECTV STREAM	318	98.78%
	LG Channel App	261	99.13%
	TCL Channel	244	98.92%

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.