

Digital Marketing Report

Impressions

How many ads were served:

23,813

CTV Completion Rate

98.42%

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%)
Senior Financial - 55+ / Retirement / 401K Behavioral CTV	23,813	4	0.02%	0.24

Connected TV (CTV) Creative Performance

Preview Image	Creative Name	Impressions	Video Completion Rate ↓
Thumbnail not available	Senior Financial_SFGSpot01_V01M01_R05F.mp4	23,813	98.42%

Connected TV (CTV) Completion Performance by Strategy

Strategy	25% Completion Rate	50% Completion Rate	75% Completion Rate	100% Completion Rate ↓
Senior Financial - 55+/Retirement/401K Behavioral CTV	100.00%	99.32%	98.87%	98.42%

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.	16,266	3	0.02%
Connected TV	An internet enabled device that provides streaming content directly on the TV, without the use of an external streaming device.	7,547	1	0.01%

Top CTV Publishers

Publisher Image		Publisher Name	Impressions↓	Completion Rate
		Telly - The Truly Smart TV	742	100.00%
		Sling TV	578	99.51%
		SAMSUNG TV PLUS	357	98.04%
		Tubi - Movies & TV Shows	347	98.58%
		Tubi - Free Movies & TV	297	99.45%
		Philo TV	36	100.00%

	Xumo Play	33	100.00%
	Sling: Live TV, Shows & Movies	17	100.00%
	TCL Channel	15	100.00%

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.