

Digital Marketing Report

Impressions

How many ads were served:

45,314

Clicks

Times a user clicked on an ad

84

Click-Through Rate

(Clicks/Impressions) x 100

0.45%

Your Product Breakout by Impressions



CTV Completion Rate

0.38%

Percentage of users who watched the video from start to finish

CTV Cost Per Completed View

10.73

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

Total Engagement Rate

0.48%

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

X the National Average

6.37

X the National Avg (.07%)

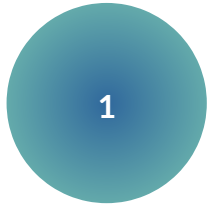
*Note: CTR and Total Engagement Rate do not include impressions or view-throughs from CTV, YouTube, or PMax campaigns. For TikTok campaigns, Total Engagement Rate includes both Click Conversions and View-throughs due to differences in Conversion tracking.



Line Item Performance

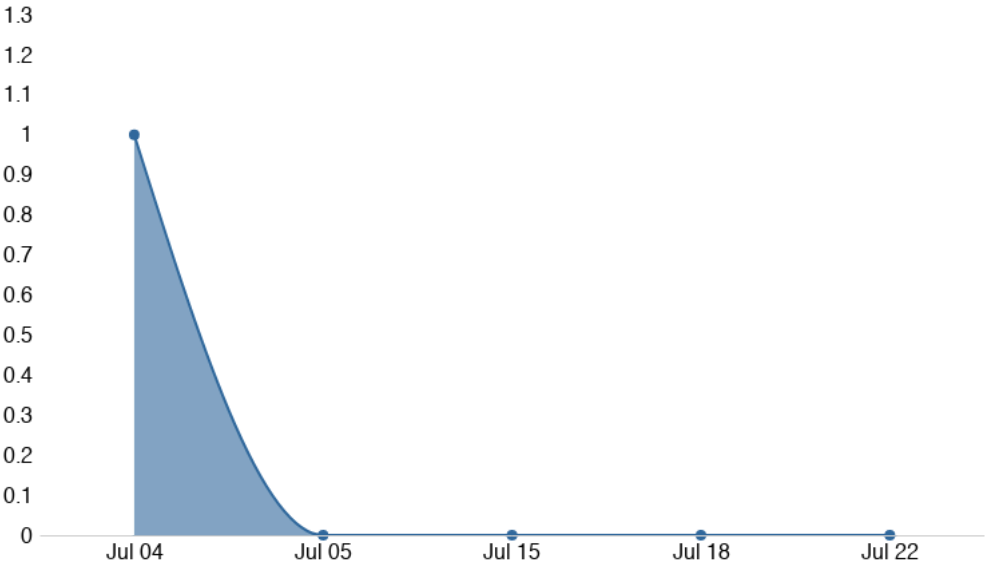
Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Window World - Bowling Green - Home Improvement and Reno/DIY Home Improvement Amazon CTV	26,480	7	0.03%	0.38
Window World - Bowling Green - Siding/Gutters/Windows/Doors Products Video Amazon	18,834	84	0.45%	6.37

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

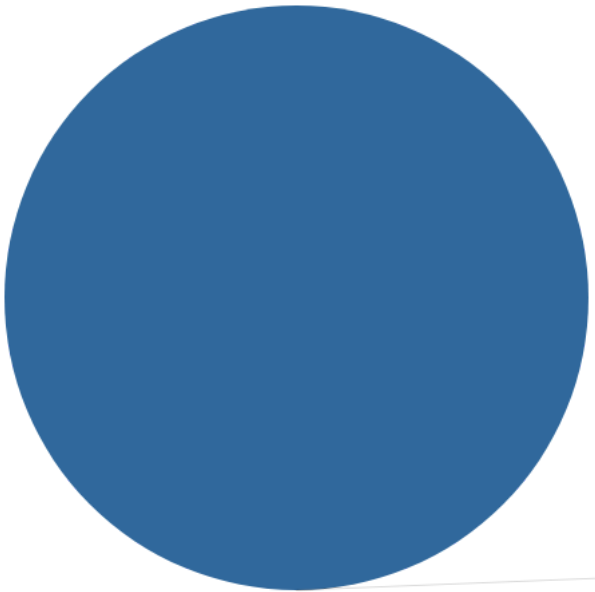
Amazon Premium Video + CTV View-through Conversions by Day



Amazon Premium Video + CTV View-through Conversion Performance

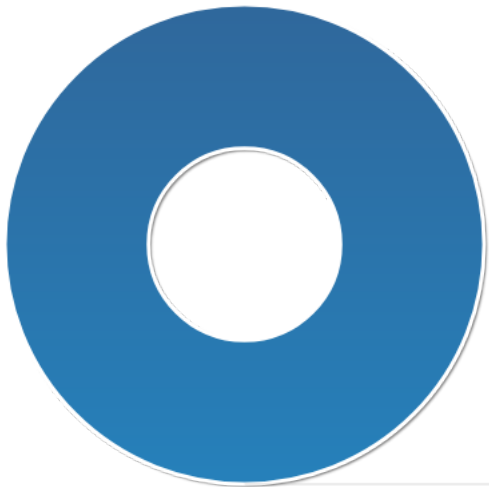
Conversion Name	View-through Conversions ↓
Window World Windows Page View	1

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



Product Targeting:
100%

Amazon Premium Display Click Performance by Ad Size



1920x1080: 7 (100%)

Amazon Premium Display Conversion Performance by Ad Size



1920x1080: 2 (100%)

Amazon Premium Video Creative Performance

Creative Name	Preview Link	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Window World - Bowling Green_Video_Window World - What Matters Most 15 .mp4	View Preview	18,834	84	0.45%	6.37



Amazon Premium Video Completion Performance by Creative

Creative Name	25% Completed ↓	50% Completed	75% Completed	100% Completed
Window World - Bowling Green_Video_Window World - What Matters Most 15 .mp4	77.31%	69.99%	62.51%	57.52%

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.	26,374	4	0.02%
Mobile	A portable electronic device that can connect to the internet.	14,667	73	0.50%
Desktop	A personal computing device that remains stationary at one location.	2,827	5	0.18%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	1,339	6	0.45%
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.	86	0	0.00%



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	44,646	88	0.20%
TWITCH WEB VIDEO	Pre-roll/Mid-roll served on Twitch.TV, an Amazon-owned property on Desktop and Mobile devices	391	2	0.51%
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	255	0	0.00%
TWITCH MOBILEAPP VIDEO	Pre-roll/Mid-roll served on the Twitch App, an Amazon-owned property on Desktop and Mobile devices	22	0	0.00%
Freevee	Video Impressions served to Freevee, an Amazon-owned property on Mobile, Desktop, Tablet, and TV devices	3	1	33.33%
Prime Video	OTT impressions served on Amazon Prime while streaming TV and movies on connected TV devices	3	0	0.00%

Amazon Premium Site and App Performance

Name	Impressions ↓	Clicks	CTR
Samsung TV Plus- STV (ID: bbdb37fe63084b938641ad092cb4e684)	10,424	1	0.01%
TubiTV Fire TV (ID: 032687ceb1a8439090576d9b4d5c2d50)	4,942	0	0.00%
FireTV Channels (ID: firetv-video-news)	3,108	0	0.00%
PV Fire TV (ID: b94d934eb5984fb8b161a5d292610c87)	1,563	0	0.00%
imdb.com	1,553	2	0.13%
amazon.com	1,531	0	0.00%
48c38e27ff914ab982373e57c4157aa3	1,042	1	0.10%
67e0c74ccec444e99c8e00fe7d445093	816	0	0.00%
af6dd00ac1bb49bda30486540ed75442	725	0	0.00%
nypost.com	695	3	0.43%
978f8d21171a406e97631c41202c0dbc	527	0	0.00%
c5a49fcb92144b23985b355a138fbf32	503	1	0.20%
on3.com	452	0	0.00%
twitch.tv	391	2	0.51%
thehill.com	381	0	0.00%
yahoo.com	375	2	0.53%
Paramount EyeQ	359	0	0.00%
FrndlyTV Roku (ID: 90c3d17bb0754cc7916f68c245fc5b9f)	339	0	0.00%
usatoday.com	302	0	0.00%
fandom.com	301	0	0.00%

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.