



Digital Marketing Report

Impressions

How many ads were served:

62,007

Clicks

Times a user clicked on an ad

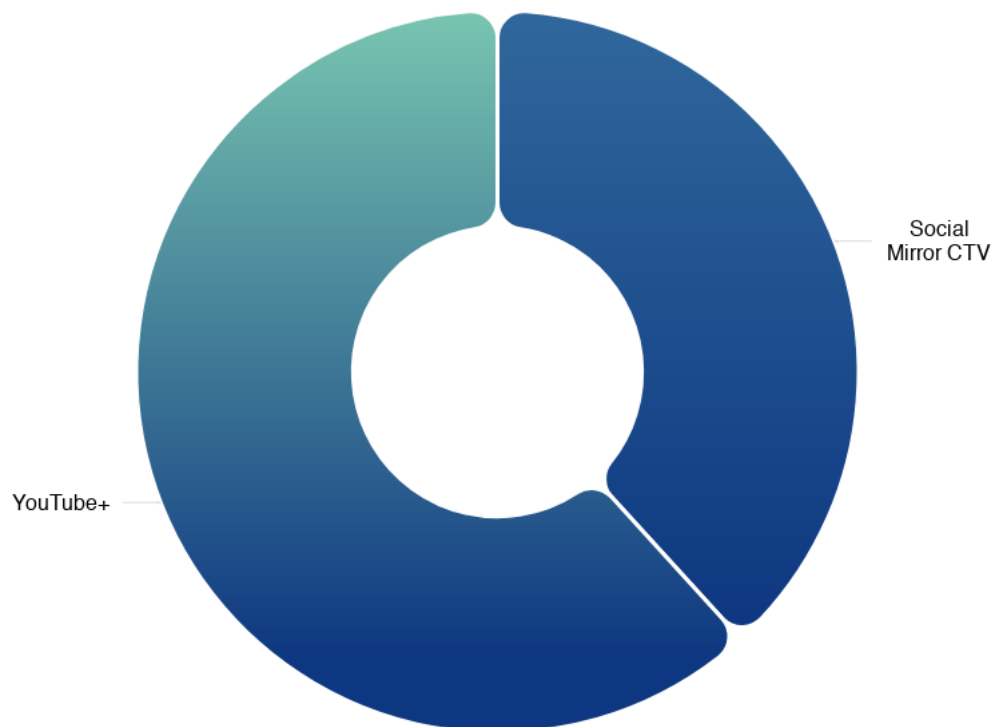
4

CTV Completion Rate

96.33%

Percentage of users who watched the video from start to finish

Your Product Breakout by Impressions



CTV Cost Per Completed View

0.03

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

X the National Average

0.15

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%)
Artman Equipment, Inc. - Agriculture Technology/Tractors Youtube +	38,302	4	0.01%	0.15
Artman Equipment, Inc. - AI Social Mirror CTV	22,475	34	0.15%	2.16
Artman Equipment, Inc. - Lawn Garden/Farming and Agriculture Social Mirror CTV	1,230	0	0.00%	0.00



Social Mirror CTV Creative Performance

Preview Image	Creative Name	Impressions ↓	Video Completion Rate
Thumbnail not available	Artman Equipment, Inc_Social Mirror CTV_3.23_Shop the Kubota Orange Days Sales Event Now at Artman Equipment!	23,177	98.00%
	Artman Equipment, Inc_Social Mirror CTV_7.30_Upgrade your lawn care game with the Kubota Z400 Series!	528	96.94%



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.	13,525	27	0.20%
Connected TV	An internet enabled device that provides streaming content directly on the TV, without the use of an external streaming device.	10,180	7	0.07%



Top CTV Publishers

Publisher Image		Publisher Name	Impressions↓	Completion Rate
		Tubi - Free Movies & TV	1,239	99.17%
		Xfinity TV - Tubi	953	97.39%
		Philo TV	670	99.14%
		Vizio Channel	656	96.21%
		DIRECTV	601	98.60%
		The Roku Channel	553	98.79%

	Tubi - Movies & TV Shows	485	92.75%
	Vizio - Vizio WatchFree+	460	99.27%
	Xfinity TV - Pluto TV	411	95.33%
	Xfinity TV - Fawesome	404	99.97%



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.