

Digital Marketing Report

Impressions

How many ads were served:

31,854

Clicks

Times a user clicked on an ad

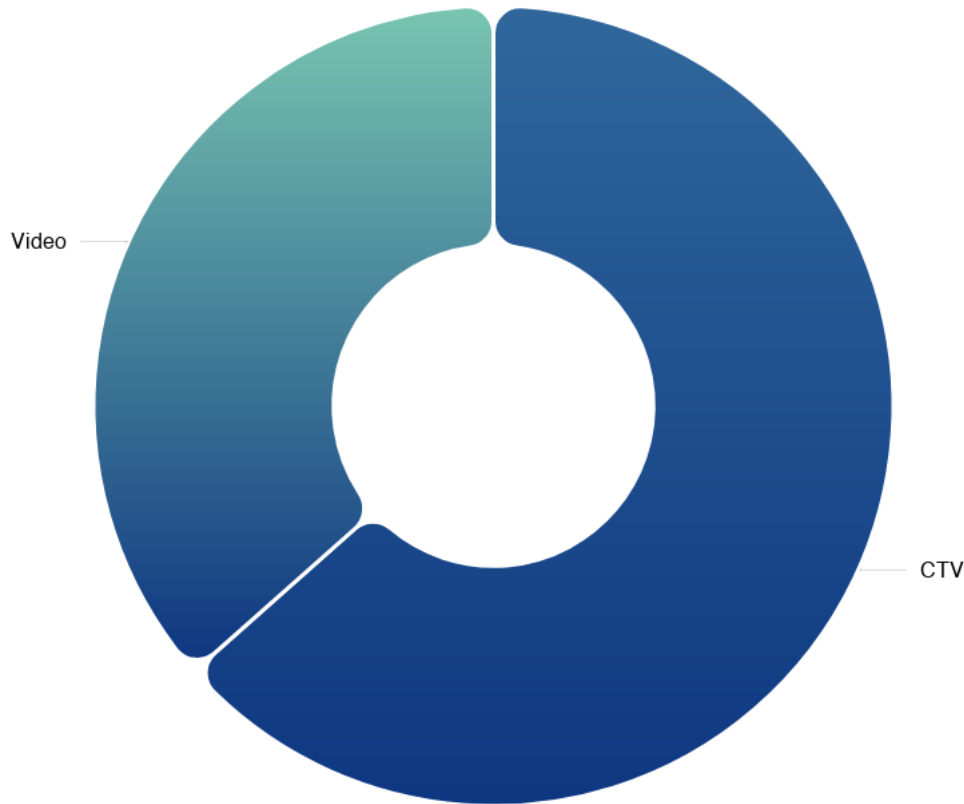
24

Click-Through Rate

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

0.21%

Your Product Breakout by Impressions



CTV Comple on Rate

100.00%

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

0.21%

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

X the National Average

2.95

X the National Avg (.07%)

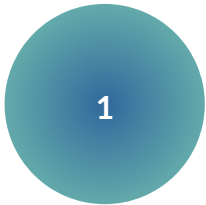
*Note: CTR and Total Engagement Rate do not include impressions or view-throughs from CTV, YouTube, or PMax campaigns. For TikTok campaigns, Total Engagement Rate includes both Click Conversions and View-throughs due to differences in Conversion tracking.



Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Russell Law - Age 20-45/Law/Accidents CTV	19,894	8	0.04%	0.57
Russell Law -Age 20-45/Law/Accidents Video	11,638	24	0.21%	2.95
Russell Law - Retargeting CTV	321	0	0.00%	0.00
Russell Law - Retargeting Video	1	0	0.00%	0.00

Video View-through Conversions

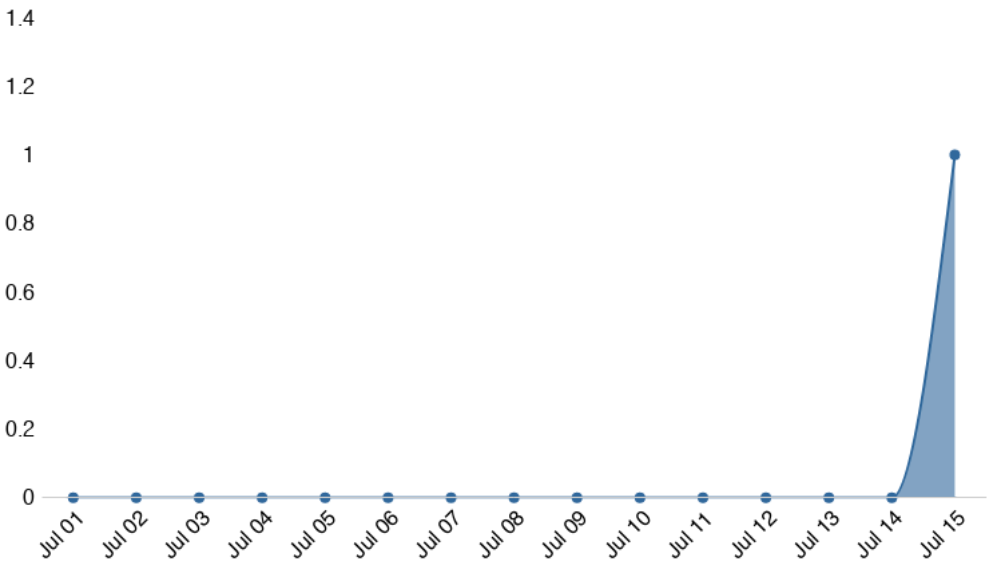


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

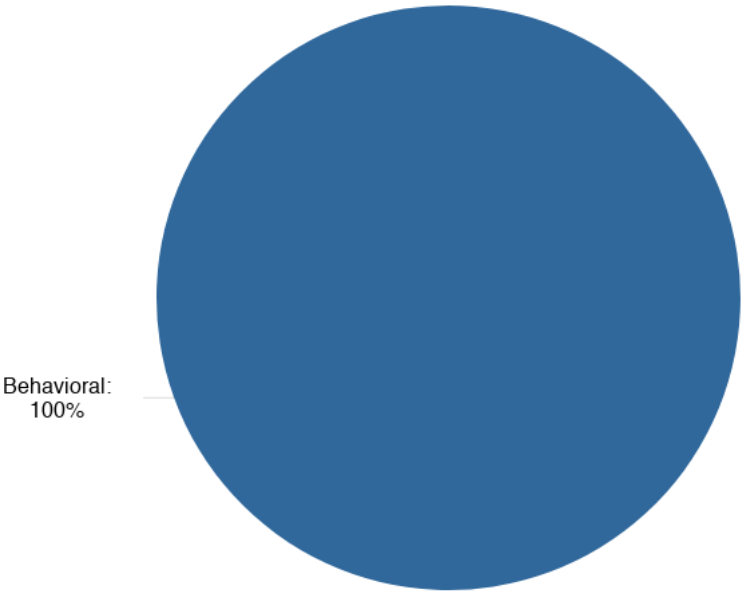
Video View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Russell Law Homepage Visits	1

Video View-through Conversions by Day



Top Video View-through Conversions by Strategy



Video Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Thumbnail not available	Russell Law_1.16_SF4408RL_RussellLaw-Edward_WorkersComp.mp4	6,070	19	0.31%	4.47
Thumbnail not available	Russell Law_1.16_SF4409RL_RussellLaw-Nick_WorkersComp.mp4	5,569	5	0.09%	1.28

Video Completion Performance by Line Item

Line Item Name	25% Completed ↓	50% Completed	75% Completed	100% Completed
Russell Law -Age 20-45/Law/Accidents Video	85.30%	84.22%	82.77%	74.99%
Russell Law - Retargeting Video	0.00%	0.00%	0.00%	0.00%

Connected TV (CTV) Creative Performance

Preview Image	Creative Name	Impressions	Video Completion Rate ↓
Thumbnail not available	Russell Law_1.16_SF4408RL_RussellLaw-Edward_WorkersComp.mp4	11,396	100.00%
Thumbnail not available	Russell Law_1.16_SF4409RL_RussellLaw-Nick_WorkersComp.mp4	8,819	100.00%

Connected TV (CTV) Completion Performance by Strategy

Strategy	25% Completion Rate	50% Completion Rate	75% Completion Rate	100% Completion Rate ↓
Russell Law - Age 20-45/Law/Accidents CTV	100.00%	100.00%	94.70%	100.00%
Russell Law - Retargeting CTV	100.00%	100.00%	83.39%	100.00%

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.	10,795	0	0.00%
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.	9,420	8	0.08%
Mobile	A portable electronic device that can connect to the internet.	7,719	14	0.18%
Desktop	A personal computing device that remains stationary at one location.	3,512	10	0.28%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	408	0	0.00%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
nypost.com	693	0	0.00%
statecollege.com	394	0	0.00%
fitnessfoodchef.com	348	0	0.00%
pensburgh.com	343	0	0.00%
cheddar.tv	294	0	0.00%
playpokergo.com	278	0	0.00%
abcnews.com	266	0	0.00%
WPXI Severe Weather Team 11	234	0	0.00%
accuweather.com	171	1	0.58%
baseball-reference.com	152	0	0.00%
buzzfeed.com	144	0	0.00%
icy-veins.com	132	4	3.03%
huffpost.com	123	0	0.00%
classicsolitairegames.com	110	0	0.00%
warcraftlogs.com	110	3	2.73%
biblegateway.com	107	0	0.00%
reuters.com	102	0	0.00%
pixcams.com	92	0	0.00%
merriam-webster.com	91	0	0.00%
newson6.com	87	0	0.00%

Top CTV Publishers

Publisher Image	Publisher Name	Impressions↓	Completion Rate
	Vizio - Vizio WatchFree+	3,612	99.83%
	SAMSUNG TV PLUS	593	100.00%
	Pluto TV - Live TV and Movies	522	98.25%
	Telly - The Truly Smart TV	400	85.05%
	DIRECTV	353	100.00%
	Amazon Fire TV	343	99.43%



LG Channel App

343

100.00%



Frndly TV

250

100.00%



Pluto TV - It's Free TV

188

99.16%

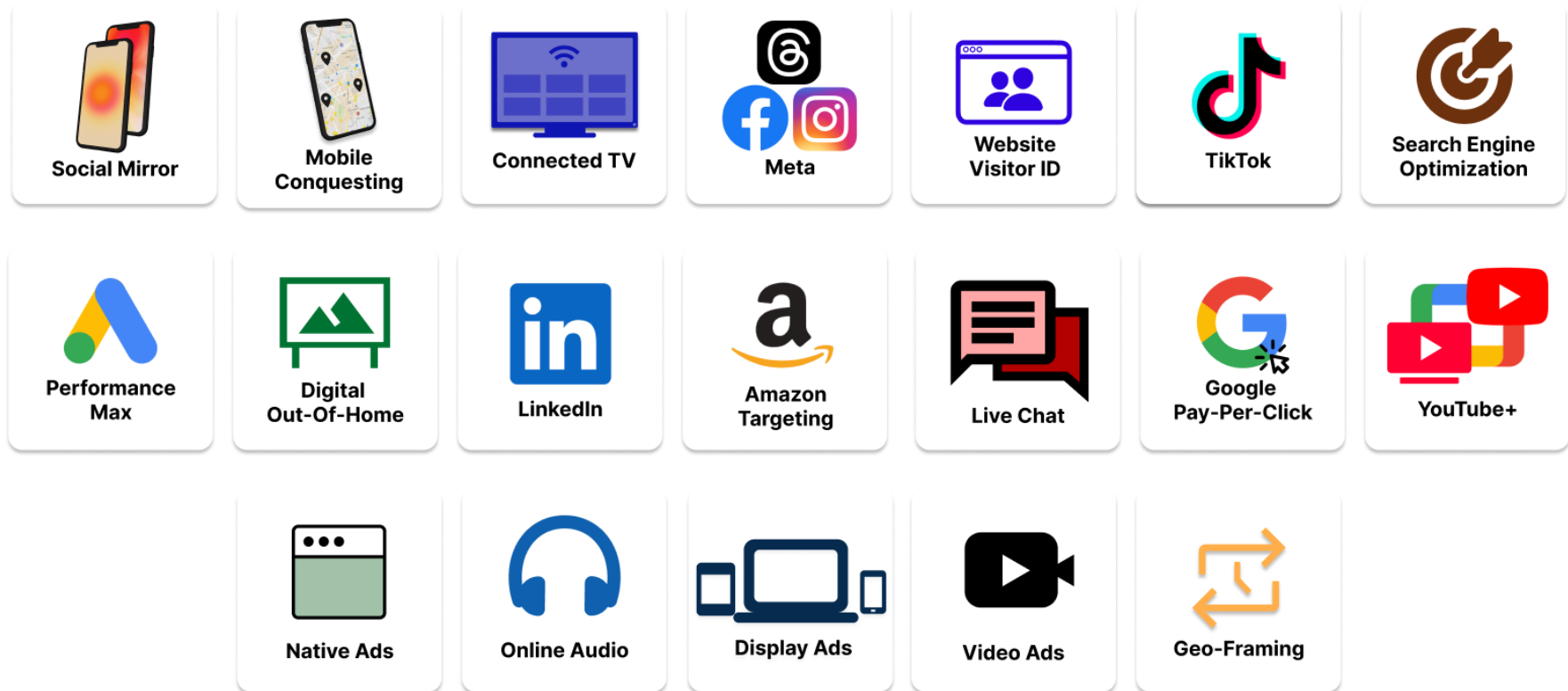


Local Now: News, TV & Movies

184

100.00%

All available products in our *toolbox*.



[?](#) Your account team is [here to help](#) - reach out with any questions or to explore new ideas.