

Digital Marketing Report

Impressions

How many ads were served:

36,251

CTV Completion Rate

99.26%

Percentage of users who watched the video from start
to finish

CTV Cost Per Completed View

0.07

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%)
DeOliveira Insurance - Auto Insurance/Home Insurance Behavioral CTV	36,251	14	0.04%	0.55

Connected TV (CTV) Creative Performance

Preview Image	Creative Name	Impressions	Video Completion Rate ↓
Thumbnail not available	deoliveiraInsurance_honest_psEdit rev.mp4	18,230	99.31%
Thumbnail not available	deoliveiraInsurance_agentShop_psEdit.mp4	18,021	99.22%

Connected TV (CTV) Completion Performance by Strategy

Strategy	25% Completion Rate	50% Completion Rate	75% Completion Rate	100% Completion Rate ↓
DeOliveira Insurance - Auto Insurance/Home Insurance Behavioral CTV	100.00%	99.74%	99.55%	99.26%

BARCK+ Zip Code Performance

Zip Code	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
02368	8,216	3	0.04%	0.52
02324	7,617	0	0.00%	0.00
02062	5,888	2	0.03%	0.49
02072	3,639	1	0.03%	0.39
02021	3,438	4	0.12%	1.66
02067	3,200	1	0.03%	0.45
02356	2,665	0	0.00%	0.00
02375	1,029	1	0.10%	1.39
02322	414	2	0.48%	6.90
02325	131	0	0.00%	0.00

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.	22,859	9	0.04%
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.	13,392	5	0.04%

Top CTV Publishers

Publisher Image	Publisher Name	Impressions↓	Completion Rate
	Telly - The Truly Smart TV	4,079	99.88%
	Vizio - Vizio WatchFree+	3,154	99.00%
	Tubi - Movies & TV Shows	2,464	86.00%
	Tubi - Free Movies & TV	2,223	98.79%
	Roku - Tubi	2,157	99.65%
	The Roku Channel	780	95.45%

	Xfinity TV - Pluto TV	683	92.28%
	Xfinity TV - Tubi	580	99.49%
	Pluto TV - Live TV and Movies	508	99.09%
	Samsung TV - Tubi	438	99.11%

Views: The number of mobile app screens or web pages your users saw. Repeated views of a single screen or page are counted.

Sessions: The number of sessions that began on your website or application. A session is a period of time during which a user interacts with your website or app.

Engaged Sessions: The number of sessions that lasted 10 seconds or longer, or had 1 or more conversion events or 2 or more page or screen views.

Engagement Rate: Engaged Sessions / Total Sessions

Active Users: The number of distinct users who visited your website or application. An active user is any user who has an engaged session.

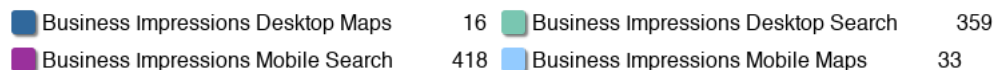
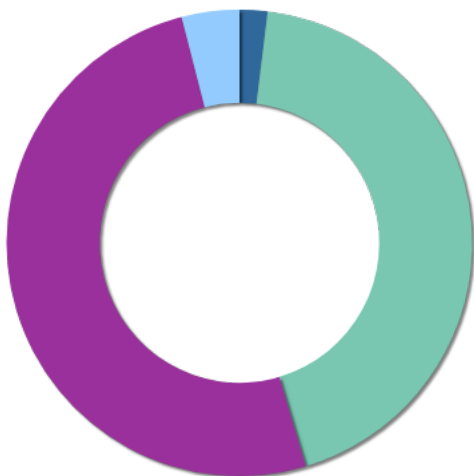
New Users: The number of new unique user IDs who interacted with your site or launched your app for the first time.

Total Users: The number of unique user IDs that triggered any events.

Sessions Per User: The average number of sessions per user.

Total User Engagement: The length of total time that your app screen was in the foreground or your web page was in focus.

How customers search for your business on Google



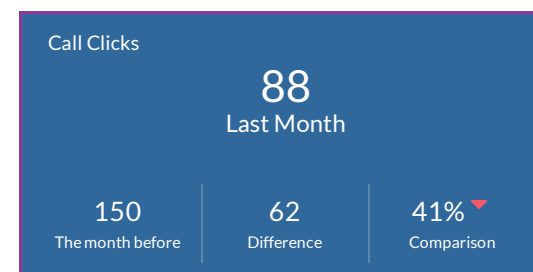
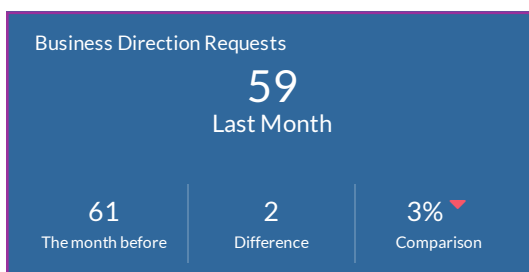
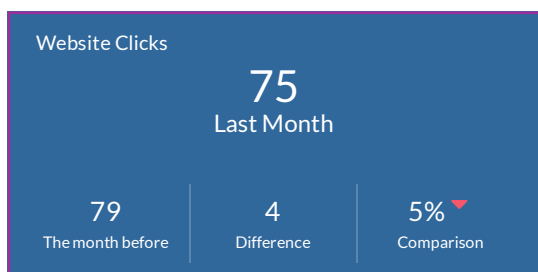
Business Impressions Desktop Search: Business impressions on Google Search on Desktop devices

Business Impressions Mobile Search: Business impressions on Google Search on Mobile devices.

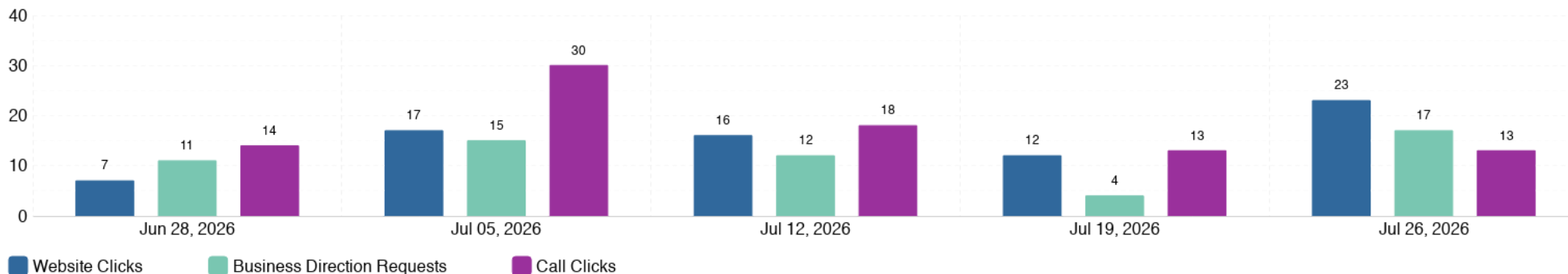
Business Impressions Maps Desktop: Business impressions on Google Maps on Desktop devices

Business Impressions Mobile Maps: Business impressions on Google Maps on Mobile devices

What actions customers take on your listing



What actions customers take on your listing



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



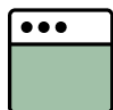
Live Chat



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.