

# Digital Marketing Report

## Impressions

How many ads were served:

40,296

## CTV Completion Rate

98.95%

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%) |
|---------------------------------------------------------------------------|---------------|--------|-------|---------------------------|
| Top Dog Tactical - Firearms/Sporting Goods/Ammo Behavioral Restricted CTV | 40,296        | 3      | 0.01% | 0.11                      |

Connected TV (CTV) Creative Performance

| Preview Image           | Creative Name                | Impressions | Video Completion Rate ↓ |
|-------------------------|------------------------------|-------------|-------------------------|
| Thumbnail not available | Top Dog Tactical_GG47791.mp4 | 40,296      | 98.95%                  |

Connected TV (CTV) Completion Performance by Strategy

| Strategy                                                                  | 25% Completion Rate | 50% Completion Rate | 75% Completion Rate | 100% Completion Rate ↓ |
|---------------------------------------------------------------------------|---------------------|---------------------|---------------------|------------------------|
| Top Dog Tactical - Firearms/Sporting Goods/Ammo Behavioral Restricted CTV | 99.49%              | 98.92%              | 98.89%              | 98.95%                 |

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. | 22,274        | 2      | 0.01% |
| Set Top Box  | A console device that connects to a TV and provides streaming content, such as Apple TV 4k or Amazon Fire Cube.                 | 18,857        | 1      | 0.01% |
| Game Console | A device primarily used for playing video games, but can also be used to stream content through apps.                           | 4             | 0      | 0.00% |

Top CTV TV Devices

| Device Make | Impressions ↓ | Video Completion Rate |
|-------------|---------------|-----------------------|
| Samsung     | 10,436        | 99.23%                |
| Vizio       | 1,979         | 99.28%                |
| LG          | 1,629         | 98.86%                |
| '-1         | 617           | 99.63%                |
| Sony        | 519           | 96.02%                |

Top CTV Streaming Devices

| Device Make | Impressions ↓ | Video Completion Rate |
|-------------|---------------|-----------------------|
| Roku        | 8,448         | 99.41%                |
| Amazon      | 5,520         | 98.84%                |
| Onn         | 1,195         | 99.81%                |
| Apple       | 1,120         | 92.40%                |
| DirecTV     | 275           | 97.74%                |

Top CTV Publishers

| Publisher Image |                                                                                     | Publisher Name           | Impressions↓ | Completion Rate |
|-----------------|-------------------------------------------------------------------------------------|--------------------------|--------------|-----------------|
|                 |    | Samsung TV               | 5,521        | 0.00%           |
|                 |    | SAMSUNG TV PLUS          | 4,969        | 0.00%           |
|                 |    | Tubi                     | 3,320        | 0.00%           |
|                 |   | Philo TV                 | 2,036        | 0.00%           |
|                 |  | Philo                    | 1,201        | 0.00%           |
|                 |  | Vizio - Vizio WatchFree+ | 870          | 0.00%           |

|                                                                                   |                                   |     |       |
|-----------------------------------------------------------------------------------|-----------------------------------|-----|-------|
|    | Plex: Stream Movies & TV          | 813 | 0.00% |
|  | ESPN                              | 721 | 0.00% |
|  | Philo: Shows, Movies, and Live TV | 498 | 0.00% |
|  | Vizio                             | 310 | 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.