

# Digital Marketing Report

## Impressions

How many ads were served:

147,171

## Clicks

Times a user clicked on an ad

152

## Click-Through Rate

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

0.14%

## Your Product Breakout by Impressions



## CTV Completion Rate

84.06%

Percentage of users who watched the video from start to finish

## CTV Cost Per Completed View

0.03

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

## Total Engagement Rate

0.20%

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

## X the National Average

1.94

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%) |
|---------------------------------------------------------------------------------------|---------------|--------|-------|---------------------------|
| American Theater (The) - Concert Goers/Live Music/Live Event Behavioral Social Mirror | 79,565        | 123    | 0.15% | 2.21                      |
| American Theater (The) - Concert Goers/Live Music/Live Event Behavioral CTV           | 12,781        | 2      | 0.02% | 0.22                      |
| American Theater (The) - Concert Goers/Live Music/Live Event Behavioral Audio         | 11,647        | 6      | 0.05% | 0.74                      |
| American Theater (The) - AI CTV                                                       | 11,031        | 1      | 0.01% | 0.13                      |
| American Theater (The) - AI Audio                                                     | 10,006        | 4      | 0.04% | 0.57                      |
| American Theater (The) - Concert Goers/Live Music/Live Event Behavioral CTV reach     | 9,218         | 9      | 0.10% | 1.39                      |
| American Theater (The) - Retargeting Social Mirror                                    | 7,653         | 18     | 0.24% | 3.36                      |
| American Theater (The) - Retargeting CTV                                              | 2,231         | 4      | 0.18% | 2.56                      |
| American Theater (The) - Retargeting Audio                                            | 2,064         | 1      | 0.05% | 0.69                      |
| American Theater (The) - Lookalike Audio                                              | 548           | 0      | 0.00% | 0.00                      |
| American Theater (The) - Matching Audio                                               | 427           | 0      | 0.00% | 0.00                      |

Social Mirror View-through Conversions

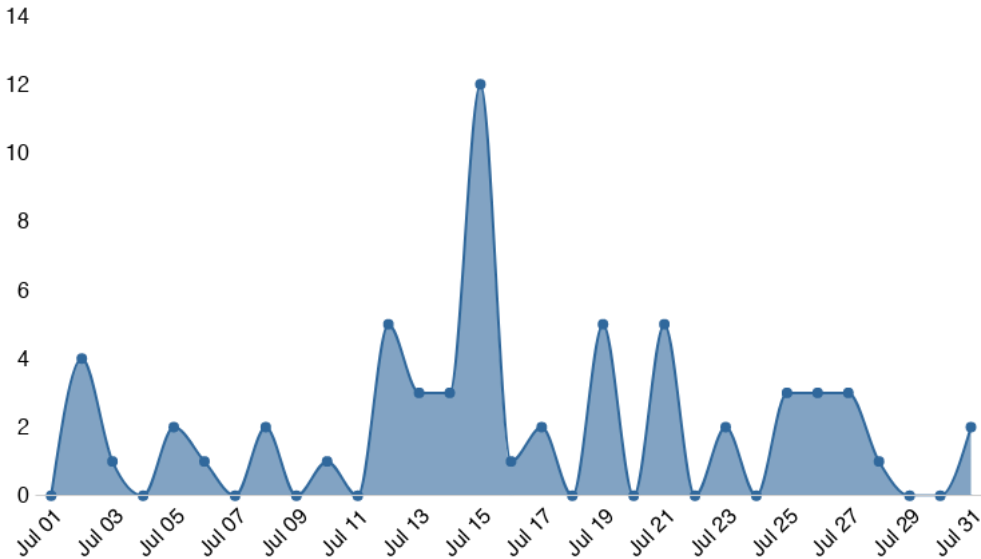


Times users saw an ad, did NOT click, but came to your site and visited a page  
or completed an action

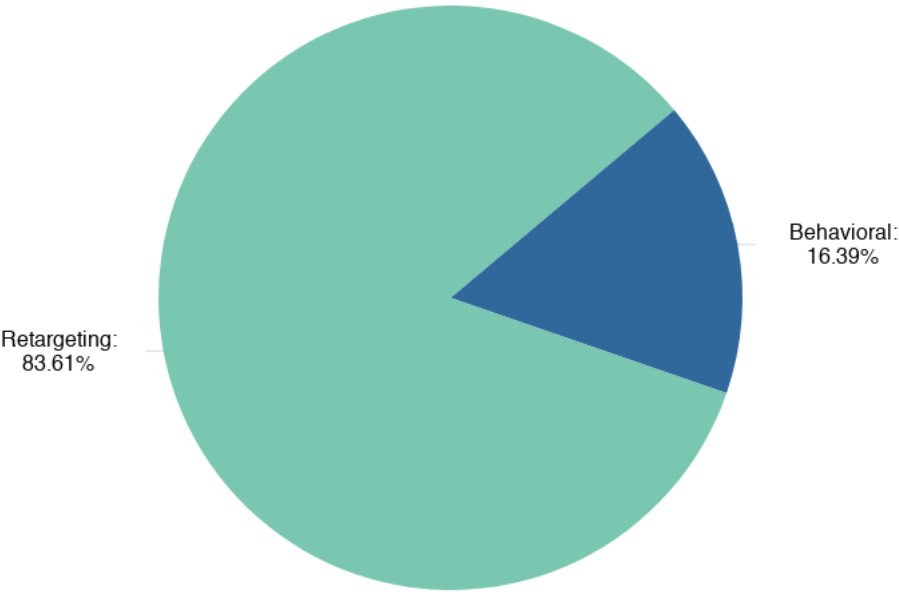
Social Mirror View-through Conversion Performance Breakout

| Conversion Name                        | <a href="#">View-through Conversions</a> ↓ |
|----------------------------------------|--------------------------------------------|
| American Theater (The) Homepage Visits | 61                                         |

Social Mirror View-through Conversions by Day



Top Social Mirror View-through Conversions by Strategy



CTV View-through Conversions

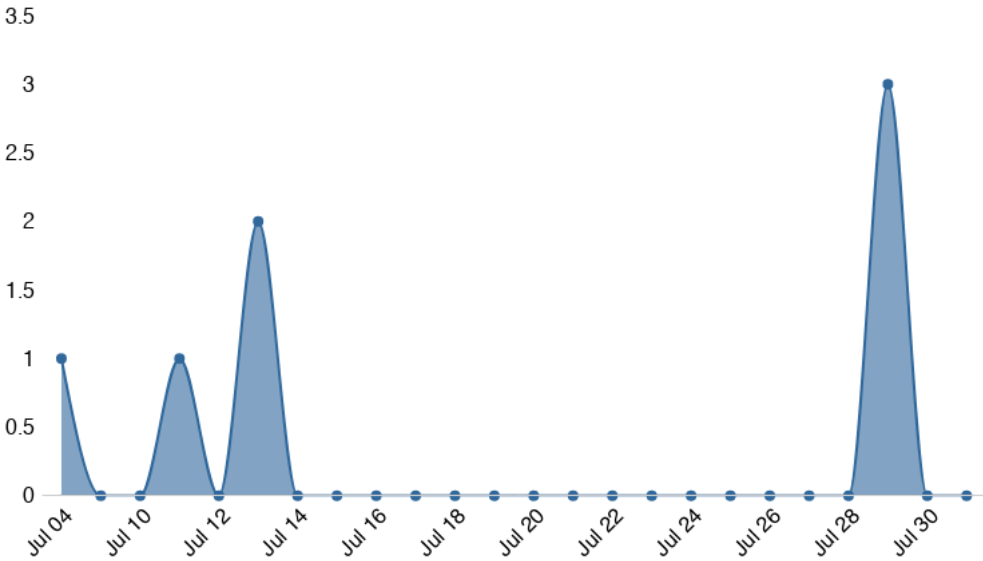


Times users saw an ad, did NOT click, but came to your site and visited a page  
or completed an action

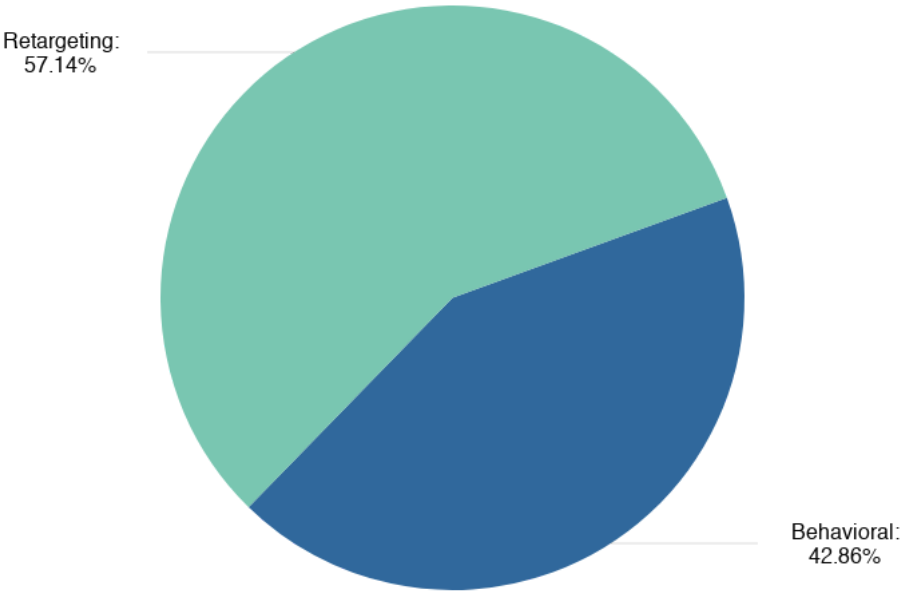
CTV View-through Conversion Performance Breakout

| Conversion Name                        | <a href="#">View-through Conversions ↓</a> |
|----------------------------------------|--------------------------------------------|
| American Theater (The) Homepage Visits | 7                                          |

CTV View-through Conversions by Day



Top CTV View-through Conversions by Strategy



Online Audio View-through Conversions

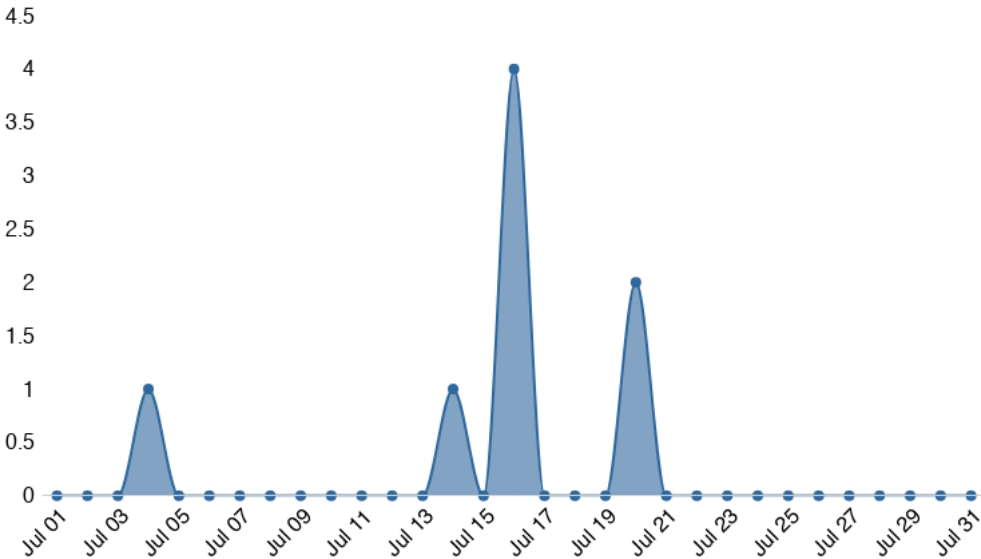


Times users saw an ad, did NOT click, but came to your site and visited a page  
or completed an action

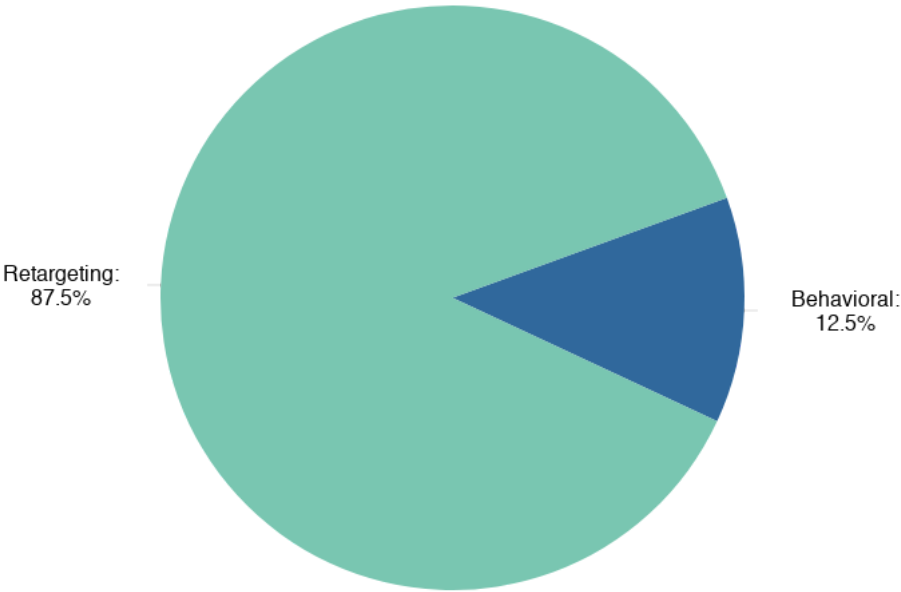
Online Audio View-through Conversion Performance Breakout

| Conversion Name                        | <a href="#">View-through Conversions</a> ↓ |
|----------------------------------------|--------------------------------------------|
| American Theater (The) Homepage Visits | 8                                          |

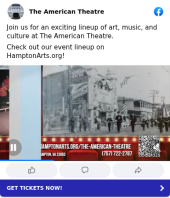
Online Audio View-through Conversions by Day



Top Online Audio View-through Conversions by Strategy



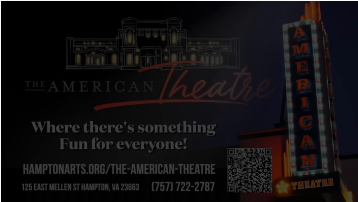
Social Mirror Creative Performance

| Preview Image                                                                     | Creative Name                                                                                          | Impressions | Clicks ↓ | CTR   | X the National Avg (.07%) |
|-----------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------|-------------|----------|-------|---------------------------|
|  | American Theater (The)_3.19_Social Mirror_FB_Join us for an exciting lineup of art, music, and culture | 87,217      | 141      | 0.16% | 2.31                      |
| Thumbnail not available                                                           | The American Theatre_6.3_Social Mirror_FB_Buckets N Boards                                             | 1           | 0        | 0.00% | 0.00                      |

Social Mirror Creative AI Performance

| Creative                                                                                            |                   |                 |                               |                                  |       |
|-----------------------------------------------------------------------------------------------------|-------------------|-----------------|-------------------------------|----------------------------------|-------|
| Creative Name                                                                                       | Variant Name      | Creative Format | Preview Link                  | Percentage Served <span>↓</span> | CTR   |
| American Theater (The)_3.19_Social Mirror_Join us for an exciting lineup of art, music, and culture | Variant: V_00007  | Video           | <a href="#">Click to View</a> | 14.69%                           | 0.36% |
| American Theater (The)_3.19_Social Mirror_Join us for an exciting lineup of art, music, and culture | Variant: V_00014  | Video           | <a href="#">Click to View</a> | 13.82%                           | 0.22% |
| American Theater (The)_3.19_Social Mirror_Join us for an exciting lineup of art, music, and culture | Variant: V_00005  | Video           | <a href="#">Click to View</a> | 12.11%                           | 0.29% |
| American Theater (The)_3.19_Social Mirror_Join us for an exciting lineup of art, music, and culture | Variant: Original | Video           | <a href="#">Click to View</a> | 7.65%                            | 0.40% |
| American Theater (The)_3.19_Social Mirror_Join us for an exciting lineup of art, music, and culture | Variant: V_00003  | Video           | <a href="#">Click to View</a> | 5.75%                            | 0.27% |
| American Theater (The)_3.19_Social Mirror_Join us for an exciting lineup of art, music, and culture | Variant: V_00008  | Video           | <a href="#">Click to View</a> | 5.66%                            | 0.40% |
| American Theater (The)_3.19_Social Mirror_Join us for an exciting lineup of art, music, and culture | Variant: V_00012  | Video           | <a href="#">Click to View</a> | 4.59%                            | 0.44% |
| American Theater (The)_3.19_Social Mirror_Join us for an exciting lineup of art, music, and culture | Variant: V_00006  | Video           | <a href="#">Click to View</a> | 4.56%                            | 0.39% |
| American Theater (The)_3.19_Social Mirror_Join us for an exciting lineup of art, music, and culture | Variant: V_00015  | Video           | <a href="#">Click to View</a> | 4.37%                            | 0.39% |
| American Theater (The)_3.19_Social Mirror_Join us for an exciting lineup of art, music, and culture | Variant: V_00013  | Video           | <a href="#">Click to View</a> | 4.34%                            | 0.23% |

Connected TV (CTV) Creative Performance

| Preview Image                                                                     | Creative Name                                             | Impressions | Video Completion Rate ↓ |
|-----------------------------------------------------------------------------------|-----------------------------------------------------------|-------------|-------------------------|
| Thumbnail not available                                                           | American Theater (The)_6.3_TAT_Buckets N Board June 6.mov | 6           | 100.00%                 |
|  | American Theater (The)_TAT_Welcome 30.mp4                 | 14,759      | 99.67%                  |
| Thumbnail not available                                                           | American Theater (The)_TAT_Welcome 15.mp4                 | 20,496      | 99.50%                  |

Connected TV (CTV) Completion Performance by Strategy

| Strategy                                                                          | 25% Completion Rate | 50% Completion Rate | 75% Completion Rate | 100% Completion Rate ↓ |
|-----------------------------------------------------------------------------------|---------------------|---------------------|---------------------|------------------------|
| American Theater (The) - Concert Goers/Live Music/Live Event Behavioral CTV       | 100.00%             | 99.77%              | 99.73%              | 99.65%                 |
| American Theater (The) - AI CTV                                                   | 100.00%             | 99.87%              | 99.75%              | 99.60%                 |
| American Theater (The) - Concert Goers/Live Music/Live Event Behavioral CTV reach | 100.00%             | 99.80%              | 99.70%              | 99.50%                 |
| American Theater (The) - Retargeting CTV                                          | 100.00%             | 99.69%              | 99.51%              | 99.32%                 |



Online Audio Creative Performance

| Creative Name                                        | Impressions ↓ | Clicks | CTR   | X the National Avg (.07%) |
|------------------------------------------------------|---------------|--------|-------|---------------------------|
| American Theater (The)_TAT_Welcome 30_Radio Spot.mp3 | 24,692        | 11     | 0.04% | 0.64                      |

Online Audio Completion Performance by Line Item

Grid contains more rows, but they have been clipped.

| Line Item Name                                                                | 25% Completed ↓ | 50% Completed | 75% Completed | 100% Completed |
|-------------------------------------------------------------------------------|-----------------|---------------|---------------|----------------|
| American Theater (The) - Lookalike Audio                                      | 98.91%          | 98.72%        | 98.54%        | 98.72%         |
| American Theater (The) - Retargeting Audio                                    | 94.72%          | 93.80%        | 93.31%        | 92.78%         |
| American Theater (The) - Matching Audio                                       | 94.15%          | 93.91%        | 93.44%        | 93.21%         |
| American Theater (The) - AI Audio                                             | 93.32%          | 92.17%        | 91.25%        | 90.73%         |
| American Theater (The) - Concert Goers/Live Music/Live Event Behavioral Audio | 92.44%          | 90.07%        | 88.36%        | 86.50%         |

Device Performance

| Device           |                                                                                                                                                   |               |        |       |
|------------------|---------------------------------------------------------------------------------------------------------------------------------------------------|---------------|--------|-------|
| Device Name      | Description                                                                                                                                       | Impressions ↓ | Clicks | CTR   |
| Mobile           | A portable electronic device that can connect to the internet.                                                                                    | 67,024        | 95     | 0.14% |
| Desktop          | A personal computing device that remains stationary at one location.                                                                              | 34,451        | 48     | 0.14% |
| Connected TV     | An internet enabled device that provides streaming content directly on the TV, without the use of an external streaming device.                   | 26,283        | 12     | 0.05% |
| 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. | 12,926        | 4      | 0.03% |
| Tablet           | A portable personal computer with a touchscreen interface that can connect to the internet.                                                       | 5,464         | 9      | 0.16% |
| Connected Audio  | An internet enabled device, like Smart Speakers, Connected Cars, or Streaming Boxes, that allow audio content.                                    | 279           | 0      | 0.00% |

Top Online Audio Device Makes

| Device Make | Impressions ↓ | Clicks | CTR   |
|-------------|---------------|--------|-------|
| Apple       | 7,237         | 9      | 0.12% |
| Samsung     | 5,730         | 2      | 0.03% |
| Vizio       | 1,437         | 0      | 0.00% |
| Amazon      | 741           | 0      | 0.00% |
| Motorola    | 450           | 0      | 0.00% |
| Google      | 332           | 0      | 0.00% |
| TCL         | 131           | 0      | 0.00% |
| Hisense     | 28            | 0      | 0.00% |
| Philips     | 8             | 0      | 0.00% |
| LG          | 3             | 0      | 0.00% |

Site and App Performance

| Name                           | Impressions ↓ | Clicks | CTR   |
|--------------------------------|---------------|--------|-------|
| Spotify - Music and Podcasts   | 4,743         | 9      | 0.19% |
| Spotify: Play music & podcasts | 4,601         | 2      | 0.04% |
| foxnews.com                    | 3,537         | 4      | 0.11% |
| washingtonpost.com             | 2,479         | 0      | 0.00% |
| tmz.com                        | 2,436         | 0      | 0.00% |
| nypost.com                     | 2,360         | 5      | 0.21% |
| Pinterest                      | 2,342         | 1      | 0.04% |
| dailymail.com                  | 1,955         | 3      | 0.15% |
| msn.com                        | 1,912         | 3      | 0.16% |
| wtkr.com                       | 1,810         | 3      | 0.17% |
| huffpost.com                   | 1,677         | 4      | 0.24% |
| buzzfeed.com                   | 1,339         | 3      | 0.22% |
| theguardian.com                | 1,328         | 1      | 0.08% |
| brezzamistica.info             | 1,267         | 0      | 0.00% |
| apnews.com                     | 1,017         | 4      | 0.39% |
| biblegateway.com               | 788           | 1      | 0.13% |
| shopgoodwill.com               | 776           | 0      | 0.00% |
| aol.com                        | 720           | 0      | 0.00% |
| Podcast Player                 | 701           | 1      | 0.14% |
| rollingstone.com               | 661           | 0      | 0.00% |

Top CTV Publishers

| Publisher Image                                                                     | Publisher Name                | Impressions↓ | Completion Rate |
|-------------------------------------------------------------------------------------|-------------------------------|--------------|-----------------|
|    | SAMSUNG TV PLUS               | 5,608        | 95.89%          |
|    | Vizio - Vizio WatchFree+      | 2,870        | 95.62%          |
|    | The Roku Channel              | 1,298        | 99.14%          |
|   | Pluto TV - Live TV and Movies | 1,205        | 99.14%          |
|  | DIRECTV                       | 1,137        | 99.87%          |
|  | Tubi - Movies & TV Shows      | 550          | 97.21%          |

|                                                                                   |                         |     |         |
|-----------------------------------------------------------------------------------|-------------------------|-----|---------|
|    | Sling TV                | 505 | 104.35% |
|  | Tubi - Free Movies & TV | 406 | 100.00% |
|  | Fawesome                | 83  | 99.45%  |
|  | Pluto TV - It's Free TV | 83  | 100.00% |

## 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.