

Digital Marketing Report

Impressions

How many ads were served:

62,460

Clicks

Times a user clicked on an ad

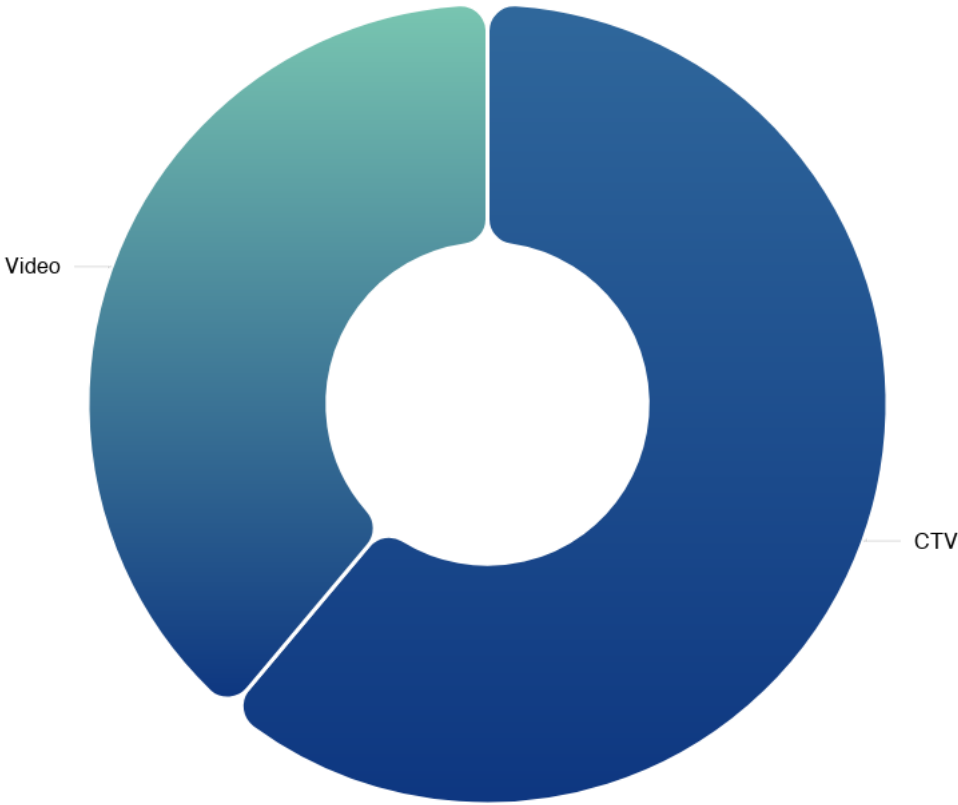
65

Click-Through Rate

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

0.27%

Your Product Breakout by Impressions



CTV Completion Rate

98.99%

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

0.35%

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

X the National Average

3.82

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%)
Crawford County Solid Waste Authority Parents with Teens/Teenagers CTV	37,678	15	0.04%	0.57
Crawford County Solid Waste Authority Parents with Teens/Teenagers Video	23,757	63	0.27%	3.79
Crawford County Solid Waste Authority Retargeting Video	521	2	0.38%	5.48
Crawford County Solid Waste Authority Retargeting CTV	504	0	0.00%	0.00

Video View-through Conversions

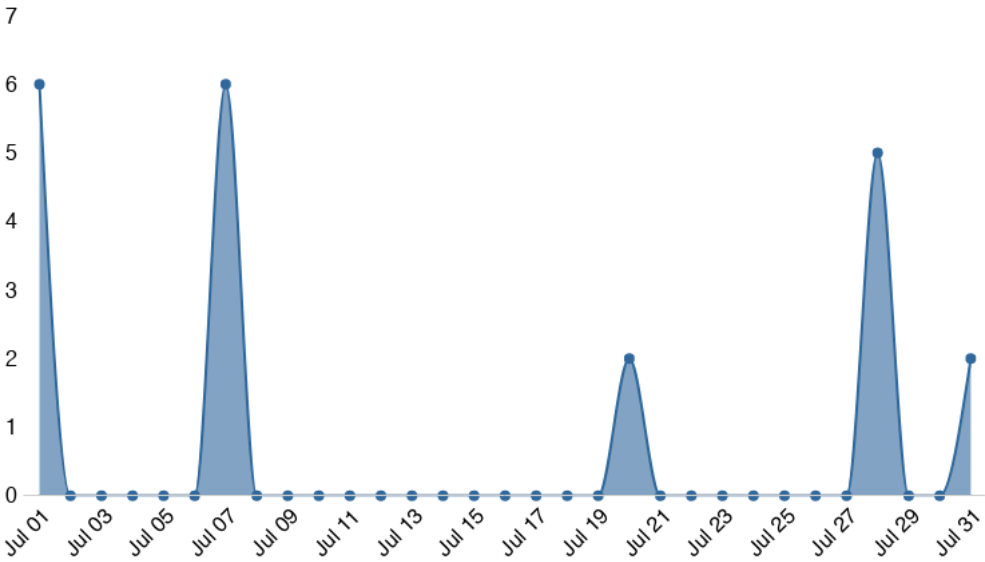


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

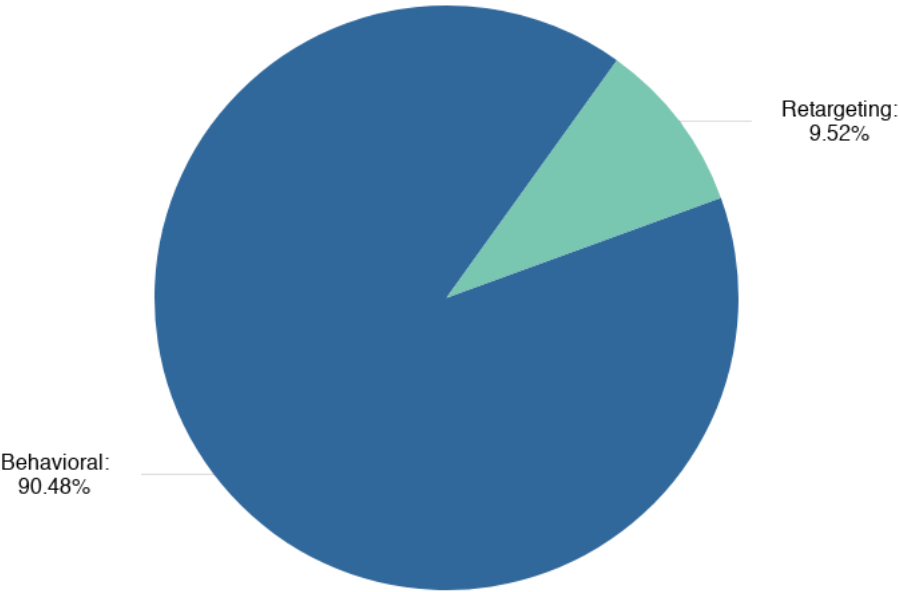
Video View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Crawford County Solid Waste Authority Homepage Visits	14
Crawford County Solid Waste Authority Trash Disposal Page View	4
Crawford County Solid Waste Authority Recycling Programs City of Meadville Page View	3

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	Crawford County Solid Waste Authority_3.11_1920x1080_30sec-dawn kee - recycle FBvid-cellphone-tires.mp4	12,175	33	0.27%	3.87
	Crawford County Solid Waste Authority_4.08_1920x1080_30sec-dawn kee - recycle FBvideo_jar-ewaste.mp4	12,103	32	0.26%	3.78

Video Completion Performance by Line Item

Line Item Name	25% Completed ↓	50% Completed	75% Completed	100% Completed
Crawford County Solid Waste Authority Parents with Teens/Teenagers Video	71.13%	63.33%	57.55%	45.05%
Crawford County Solid Waste Authority Retargeting Video	53.93%	43.57%	33.40%	25.34%

Connected TV (CTV) Creative Performance

Preview Image	Creative Name	Impressions	Video Completion Rate ↓
Thumbnail not available	Crawford County Solid Waste Authority_3.16_1920x1080_30sec-dawn kee - recycle FBvid-medication.mp4	123	99.18%
	Crawford County Solid Waste Authority_4.08_1920x1080_30sec-dawn kee - recycle FBvideo_jar-ewaste.mp4	19,056	99.05%
	Crawford County Solid Waste Authority_3.11_1920x1080_30sec-dawn kee - recycle FBvid-cellphone-tires.mp4	19,003	98.93%

Connected TV (CTV) Completion Performance by Strategy

Strategy	25% Completion Rate	50% Completion Rate	75% Completion Rate	100% Completion Rate ↓
Crawford County Solid Waste Authority Retargeting CTV	100.00%	99.60%	99.20%	99.20%
Crawford County Solid Waste Authority Parents with Teens/Teenagers CTV	100.00%	99.78%	99.42%	98.99%

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.	19,501	4	0.02%
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.	18,681	11	0.06%
Mobile	A portable electronic device that can connect to the internet.	15,210	35	0.23%
Desktop	A personal computing device that remains stationary at one location.	8,024	29	0.36%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	1,044	1	0.10%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
accuweather.com	1,351	1	0.07%
wordfarmcross.net	592	0	0.00%
biblegateway.com	482	1	0.21%
abcnews.com	415	2	0.48%
Pluto TV - Live TV and Movies	392	0	0.00%
weather.com	392	0	0.00%
nypost.com	367	0	0.00%
screenrant.com	354	1	0.28%
WPXI Severe Weather Team 11	325	0	0.00%
wkbn.com	318	0	0.00%
pensburgh.com	280	2	0.71%
yourerie.com	274	1	0.37%
msn.com	273	0	0.00%
huffpost.com	254	2	0.79%
Weather by WeatherBug	253	0	0.00%
buzzfeed.com	245	2	0.82%
exploreclearion.com	230	0	0.00%
free-play-mahjong.com	206	0	0.00%
pro-football-reference.com	187	0	0.00%
legacy.com	160	0	0.00%

Top CTV Publishers

Publisher Image	Publisher Name	Impressions↓	Completion Rate
	SAMSUNG TV PLUS	3,866	99.06%
	Vizio - Vizio WatchFree+	2,897	99.43%
	DirecTV	1,600	99.92%
	The Weather Channel	539	98.76%
	Telly - The Truly Smart TV	384	92.83%
	Pluto TV - Live TV and Movies	261	99.18%

	Frndly TV	177	100.00%
	Plex - Stream for Free - Free Movies and TV	129	100.00%
	Tubi - Movies & TV Shows	95	99.26%
	Fox News - Daily Breaking News	58	94.38%

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.