

Digital Marketing Report

Impressions

How many ads were served:

66,276

CTV Completion Rate

98.79%

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%)
Gibson SIR - 9614 - High Net Worth/In-Market for Real Estate/Real Estate Services Behavioral CTV	33,176	2	0.01%	0.09
Gibson SIR - 9614 - AI CTV	33,100	1	0.00%	0.04



Connected TV (CTV) Creative Performance

Preview Image	Creative Name	Impressions	Video Completion Rate ↓
	Gibson SIR - 9614_GSIR CTV Ad.mp4	66,276	98.79%

Connected TV (CTV) Completion Performance by Strategy

Strategy	25% Completion Rate	50% Completion Rate	75% Completion Rate	100% Completion Rate ↓
Gibson SIR - 9614 - High Net Worth/In-Market for Real Estate/Real Estate Services Behavioral CTV	100.00%	99.71%	99.49%	98.80%
Gibson SIR - 9614 - AI CTV	100.00%	99.84%	99.62%	98.77%



Device Performance

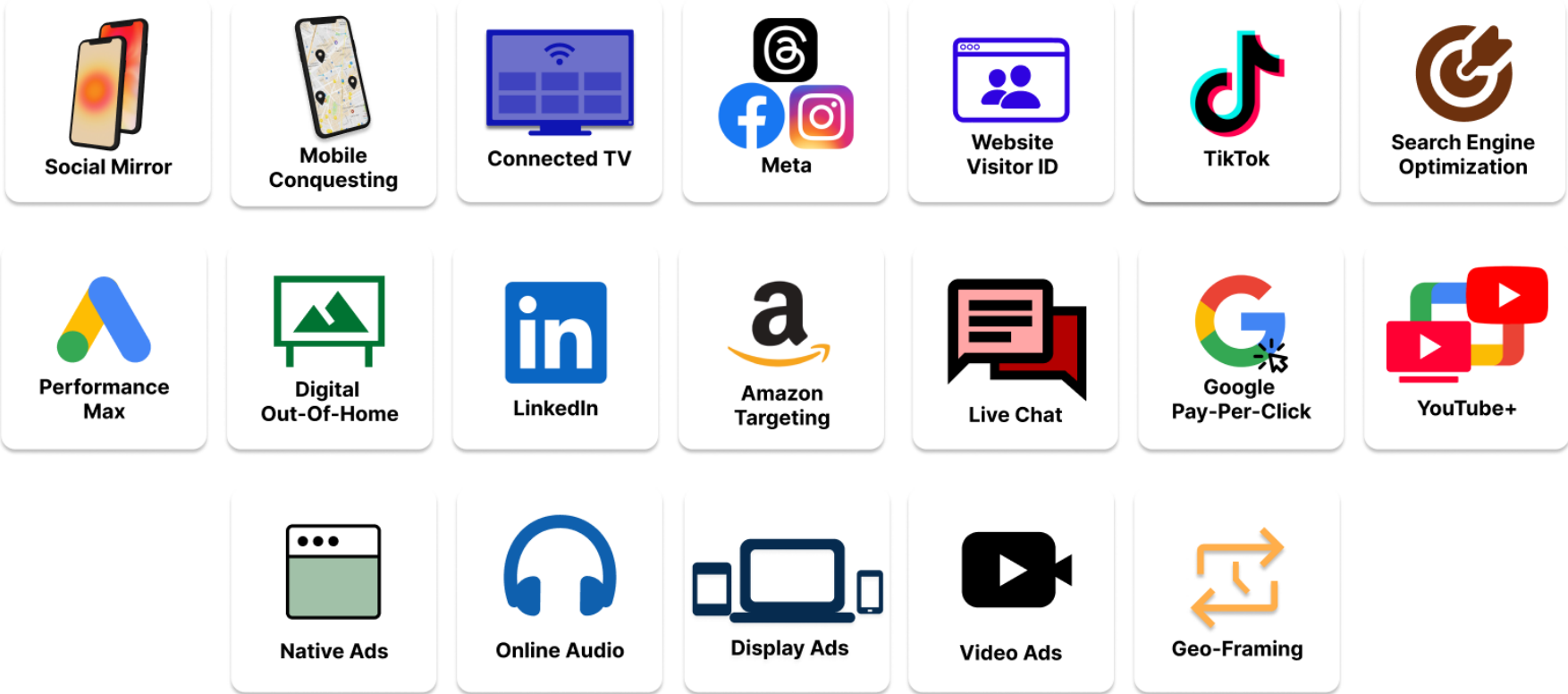
Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Connected TV	An internet enabled device that provides streaming content directly on the TV, without the use of an external streaming device.	49,970	0	0.00%
Streaming Device	A stick/dongle device that connects to a TV and provides streaming content, such as a Fire TV Stick, Roku Streaming Stick, and Google Chromecast.	16,306	3	0.02%

Top CTV Publishers

Publisher Image	Publisher Name	Impressions↓	Completion Rate
	Xfinity TV - Pluto TV	15,977	96.56%
	Telly - The Truly Smart TV	8,656	99.31%
	Vizio - Vizio WatchFree+	3,764	99.02%
	The Roku Channel	2,211	97.36%
	Pluto TV - Live TV and Movies	1,905	98.42%
	SAMSUNG TV PLUS	959	99.07%

		DIRECTV	819	99.65%
		Pluto TV	450	99.17%
		Google TV - Pluto TV	282	98.85%
		Plex	272	92.92%

All available products in our *toolbox*.



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