

Digital Marketing Report

Impressions

How many ads were served:

75,781

Clicks

Times a user clicked on an ad

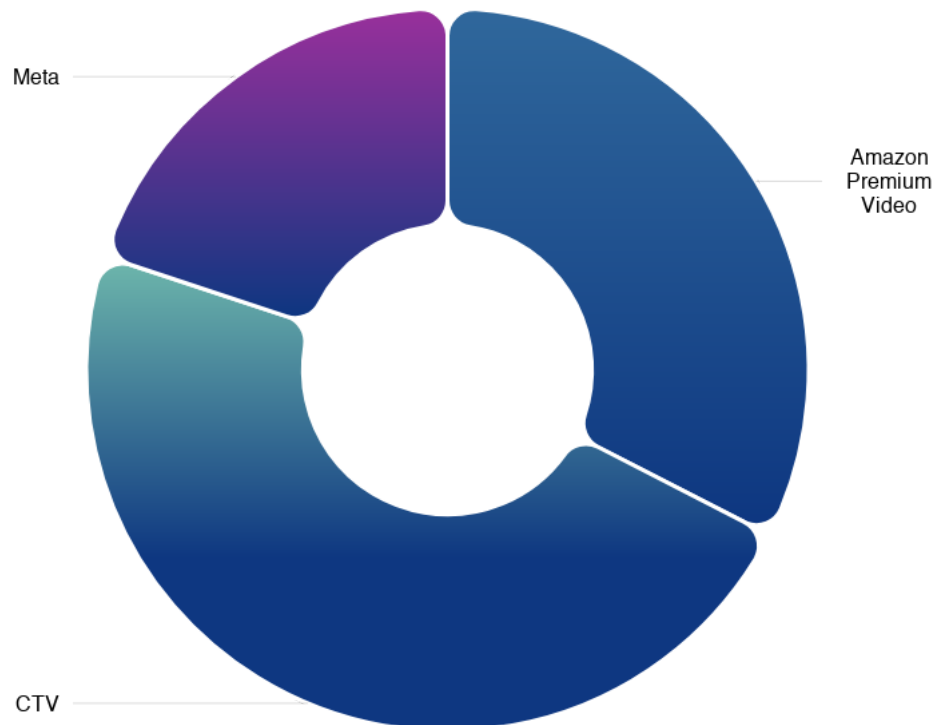
1,572

Click-Through Rate

(Clicks/Impressions) x 100

3.96%

Your Product Breakout by Impressions



CTV Completion Rate

41.96%

Percentage of users who watched the video from start to finish

CTV Cost Per Completed View

0.10

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

Total Engagement Rate

3.96%

(Clicks+View-throughs)/Impressions x 100*

X the National Average

56.50

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%)
Beyond the Weather - MT Community Foundation - 6.1 Video Amazon	12,638	90	0.71%	10.17
Beyond the Weather - MT Community Foundation - Video Amazon	12,021	77	0.64%	9.15
Beyond the Weather - MT Community Foundation - Agriculture/Farm/Mental Health Facebook Premium	9,835	884	8.99%	128.40
Beyond the Weather - MT Community Foundation - Custom Audience Matching Lookalike CTV	9,544	2	0.02%	0.30
Beyond the Weather - MT Community Foundation - Prime CTV Amazon	7,676	0	0.00%	0.00
Beyond the Weather - MT Community Foundation - 6.1 Behavioral CTV Amazon	5,670	0	0.00%	0.00
Beyond the Weather - MT Community Foundation - Retargeting Facebook Premium	5,252	521	9.92%	141.71
Beyond the Weather - MT Community Foundation - Custom Audience Matching CTV	5,004	7	0.14%	2.00
Beyond the Weather - MT Community Foundation - Behavioral CTV Amazon	4,742	0	0.00%	0.00
Beyond the Weather - MT Community Foundation - 6.1 Prime CTV Amazon	2,886	0	0.00%	0.00
Beyond the Weather - MT Community Foundation - Retargeting CTV	513	0	0.00%	0.00

Meta Post Engagements

7,774

The total number of actions people take involving your ads (clicks on CTA, clicks to profile, site clicks, etc.)

Meta Post Reactions

48

The total number of people who liked, or reacted to your ad, which shows up in their friends news feeds

Meta Post Shares

2

The total number of people who shared your ad, giving your campaign free impressions

Connected TV (CTV) Creative Performance

Preview Image	Creative Name	Impressions	Video Completion Rate ↓
Thumbnail not available	Beyond the Weather - MT Community Foundation_BTWVID01-Walt Sales.mp4	15,061	99.08%

Connected TV (CTV) Completion Performance by Strategy

Strategy	25% Completion Rate	50% Completion Rate	75% Completion Rate	100% Completion Rate ↓
Beyond the Weather - MT Community Foundation - Custom Audience Matching Lookalike CTV	99.59%	99.33%	99.23%	99.15%
Beyond the Weather - MT Community Foundation - Custom Audience Matching CTV	99.84%	99.52%	99.36%	98.98%
Beyond the Weather - MT Community Foundation - Retargeting CTV	100.00%	99.61%	99.22%	98.83%

Amazon Premium Display Conversion Performance by Ad Size



Amazon Premium Video Creative Performance

Creative Name	Preview Link	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Beyond the Weather - MT Community Foundation_Video_BTWVID01-Walt Sales.mp4	View Preview	24,659	167	0.68%	9.67

Amazon Premium Video Completion Performance by Creative

Creative Name	25% Completed ↓	50% Completed	75% Completed	100% Completed
Beyond the Weather - MT Community Foundation_Video_BTWVID01-Walt Sales.mp4	74.37%	60.82%	54.50%	48.21%

Meta Creative Performance

Ad	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Beyond the Weather - MT Community _Foundation_BTWVID02-Melissa Travis Stuber.mp4	15,087	1,405	9.31%	133.04

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	32,103	1,485	4.63%
Connected TV	An internet enabled device that provides streaming content directly on the TV, without the use of an external streaming device.	29,763	5	0.02%
Desktop	A personal computing device that remains stationary at one location.	4,656	6	0.13%
Set Top Box	A console device that connects to a TV and provides streaming content, such as Apple TV 4k or Amazon Fire Cube.	4,336	0	0.00%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	2,818	76	2.70%
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.	1,897	4	0.21%
Unknown	---	191	5	2.62%
Game Console	A device primarily used for playing video games, but can also be used to stream content through apps.	3	0	0.00%

Top CTV TV Devices

Device Make	Impressions ↓	Video Completion Rate
Samsung	2,274	98.62%
Vizio	1,778	99.05%
LG	369	97.81%
Onn	216	100.00%
Amazon	107	98.79%

Top CTV Streaming Devices

Device Make	Impressions ↓	Video Completion Rate
Roku	2,003	99.19%
Amazon	776	99.77%
Google	675	98.36%
DirecTV	599	99.68%
Nvidia	43	100.00%

Amazon Inventory Source Performance

Inventory				
Inventory Type	Where your ads appear	Impressions ↓	Clicks	CTR
Amazon Publisher Services	Display, Video, and OTT Impressions served to a collection of comScore 100 publishers and high-quality sites that have a direct partner relationship with Amazon on Desktop, Mobile, and Connected TV devices	33,463	165	0.49%
Prime Video	OTT impressions served on Amazon Prime while streaming TV and movies on connected TV devices	10,784	0	0.00%
TWITCH WEB VIDEO	Pre-roll/Mid-roll served on Twitch.TV, an Amazon-owned property on Desktop and Mobile devices	1,380	2	0.14%
TWITCH MOBILEAPP VIDEO	Pre-roll/Mid-roll served on the Twitch App, an Amazon-owned property on Desktop and Mobile devices	9	0	0.00%

Amazon Prime Video Genre Performance



All Genres: 100%

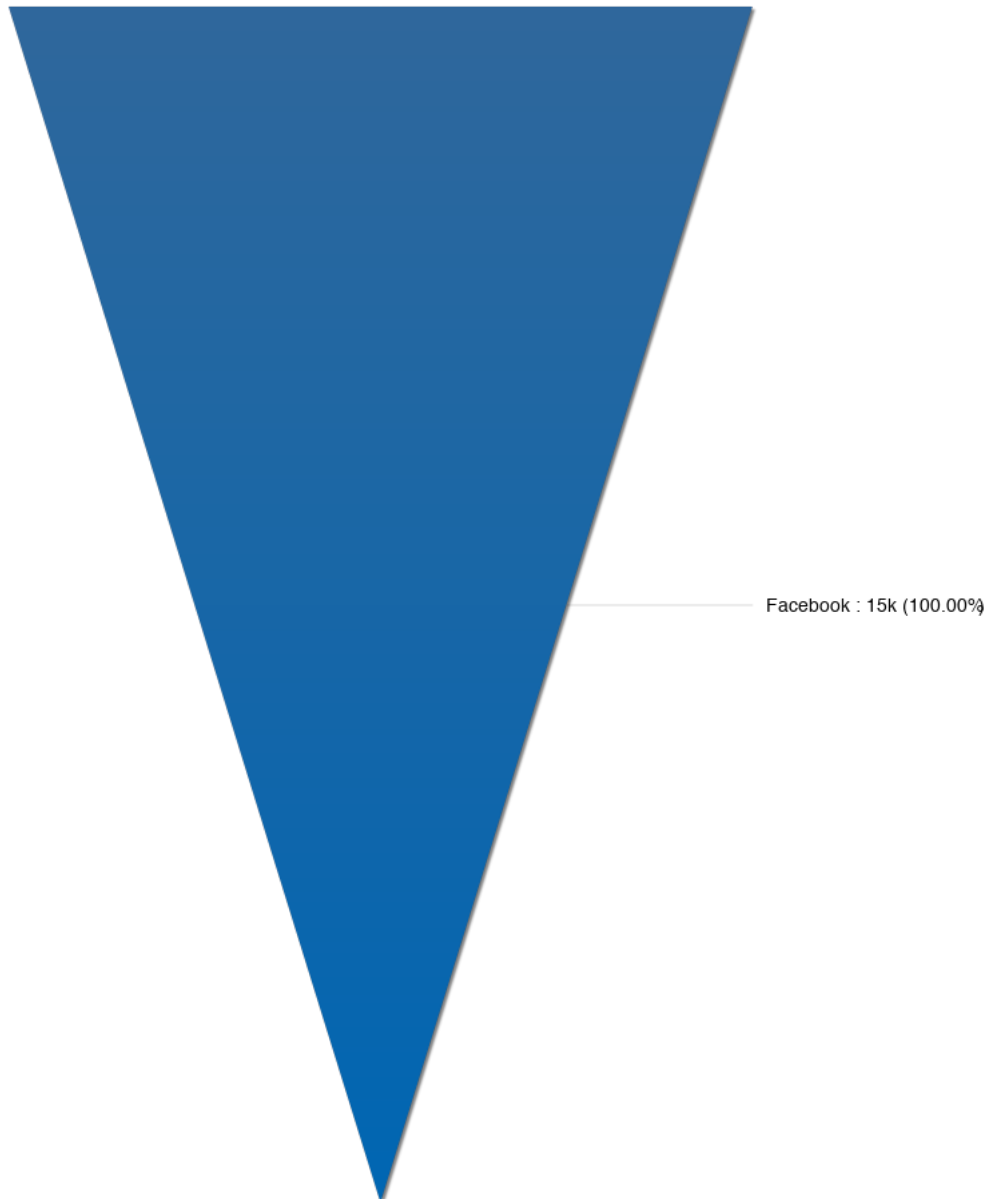
Amazon Premium Site and App Performance

Name	Impressions ↓	Clicks	CTR
PRIME_VIDEO_ADS_CHANNEL_ROKU_TV (ID: 48c38e27ff914ab982373e57c4157aa3)	3,613	0	0.00%
thehill.com	2,179	2	0.09%
PRIME_VIDEO_ADS_FIRE_TV (ID: 7e944acd56594310bc41d19f03766435)	1,975	0	0.00%
TubiTV Roku (ID: 8edddb2c6be548f496c4fff9664963f8)	1,930	0	0.00%
PRIME_VIDEO_ADS_SAMSUNG_TV (ID: 67e0c74ccec444e99c8e00fe7d445093)	1,854	0	0.00%
Paramount EyeQ	1,769	0	0.00%
The Roku Channel (ID: b8d023537b9c4e73a150eb75b7d1c3d9)	1,390	0	0.00%
twitch.tv	1,380	2	0.14%
nypost.com	1,085	4	0.37%
fandom.com	986	0	0.00%
TubiTV Fire TV (ID: 032687ceb1a8439090576d9b4d5c2d50)	788	0	0.00%
PRIME_VIDEO_ADS_LG_TV (ID: af6dd00ac1bb49bda30486540ed75442)	736	0	0.00%
TCL MovieArk (ID: 9da9fd6507b44d52b8a6c25f29f320b1)	659	0	0.00%
PRIME_VIDEO_ADS_MICROSOFT_TV (ID: 170ccd7d8291451e8bea75c0ae29f053)	649	0	0.00%
parade.com	563	0	0.00%
TubiTV Vizio (ID: a6df27177889402bad6dba059e043d41)	525	0	0.00%
PRIME_VIDEO_ADS_VIZIO_TV (ID: 978f8d21171a406e97631c41202c0dbc)	506	0	0.00%
238ffe83c5ba9a6eed1bf2b28f625a40	465	0	0.00%
PRIME_VIDEO_ADS_ANDROID_TV (ID: c5a49fcb92144b23985b355a138fbf32)	400	0	0.00%
ecoportal.net	320	1	0.31%

Social Placement Performance

Placement	Where your ads appear	Impressions ↓	Clicks	CTR
Facebook Reels	Your ads appear in the Reels tab on Facebook.	11,841	1,006	8.50%
Facebook Feed	Your ads appear in the desktop Feed when people access the Facebook website on their computers. Your ads appear in the mobile Feed when people use the Facebook app on mobile devices or access the Facebook website through a mobile browser.	3,079	389	12.63%
Unknown	Your ads appeared on one of the Facebook or Instagram placements, but the Meta Exchange wasn't able to accurately track the placement type.	62	1	1.61%
Facebook Marketplace	Your ads appear in the Marketplace home page or when someone browses Marketplace in the Facebook app.	49	6	12.24%
Facebook Profile Feed	Your ads appear within the feeds of public user profiles.	27	1	3.70%
Facebook In-stream Videos	Your ads appear in video on demand and in a select group of approved partner live streams on Facebook.	24	1	4.17%
Facebook Search Results	Your ads appear next to relevant Facebook and Marketplace search results.	3	1	33.33%
Facebook Notification	Your ads appear within a user's notifications feed.	2	0	0.00%

Social Placement Performance by Impressions



Facebook News Feed Performance



Top CTV Publishers

Publisher Image	Publisher Name	Impressions↓	Completion Rate
	SAMSUNG TV PLUS	2,176	76.53%
	Vizio - Vizio WatchFree+	2,080	66.37%
	Samsung TV	1,589	0.00%
	Vizio	1,255	0.00%
	Pluto TV - Live TV and Movies	608	52.38%
	Fawesome	401	49.57%

	DIRECTV	350	75.82%
	Pluto TV	226	37.50%
	Sling TV	207	46.15%
	Philo	187	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.