

Digital Marketing Report

Impressions

How many ads were served:

14,037

CTV Completion Rate

98.46%

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



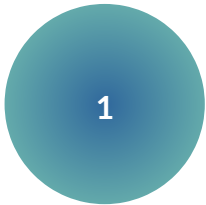
CTV

**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%)
Martina's Flowers & Gfits - Flower Shoppers/Gift Givers Behavioral CTV	12,849	11	0.09%	1.22
Martina's Flowers & Gfits - Retargeting CTV	1,188	0	0.00%	0.00

CTV View-through Conversions

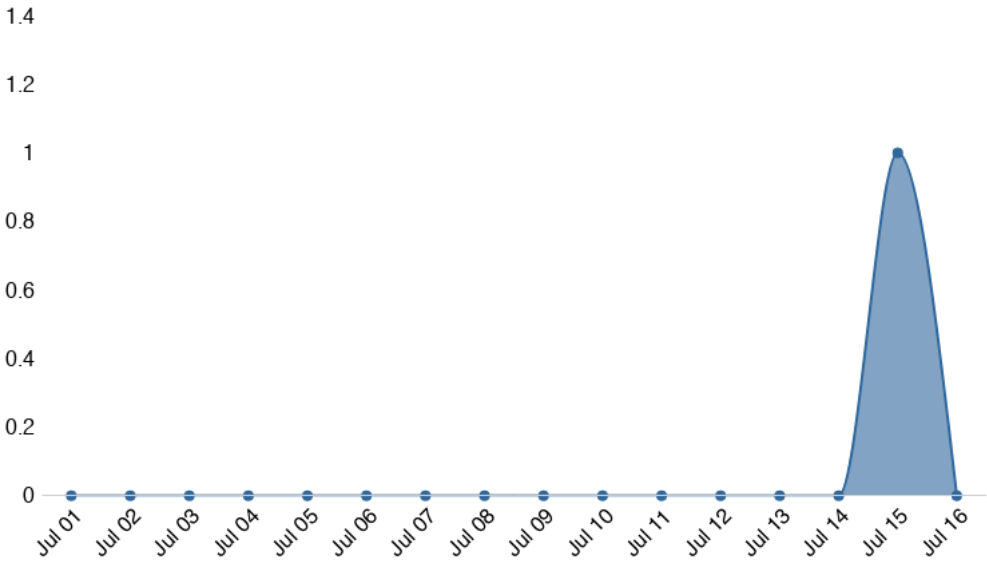


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

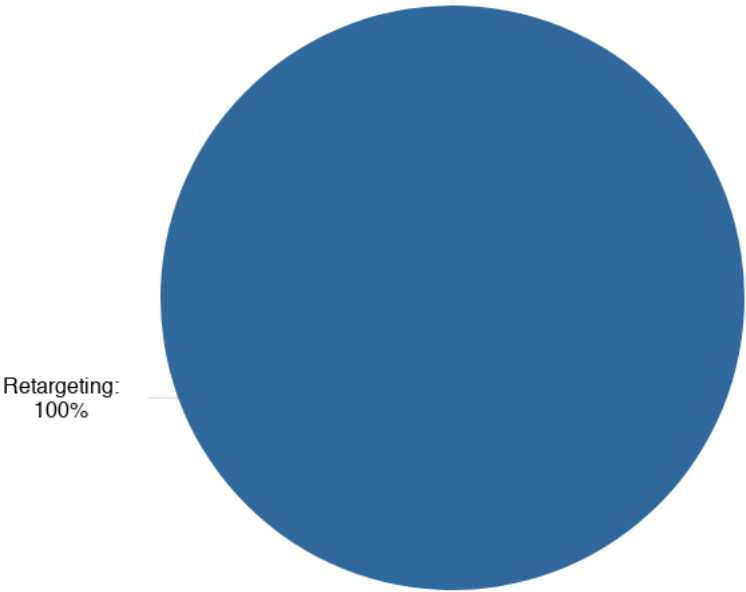
CTV View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Martina's Flowers & Gifts Homepage Visits	1

CTV View-through Conversions by Day



Top CTV View-through Conversions by Strategy



Connected TV (CTV) Creative Performance

Preview Image	Creative Name	Impressions	Video Completion Rate ↓
Thumbnail not available	Martina's Flowers D1 0-30.mp4	14,037	98.46%

Connected TV (CTV) Completion Performance by Strategy

Strategy	25% Completion Rate	50% Completion Rate	75% Completion Rate	100% Completion Rate ↓
Martina's Flowers & Gfits - Retargeting CTV	100.00%	99.92%	99.66%	99.24%
Martina's Flowers & Gfits - Flower Shoppers/Gift Givers Behavioral CTV	100.00%	99.54%	99.01%	98.39%

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.	7,600	1	0.01%
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.	6,437	10	0.16%

Top CTV Publishers

Publisher Image	Publisher Name	Impressions↓	Completion Rate
	DIRECTV	1,811	98.09%
	Vizio - Vizio WatchFree+	1,370	98.42%
	SAMSUNG TV PLUS	972	98.51%
	Tubi - Movies & TV Shows	730	99.00%
	Telly - The Truly Smart TV	630	99.54%
	Pluto TV - Live TV and Movies	285	98.49%

	Xfinity TV - Pluto TV	123	95.04%
	The CW	56	98.48%
	Plex: Stream Movies & TV	52	100.00%
	TCL Channel	49	99.20%

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.