

Digital Marketing Report

Impressions

How many ads were served:

26,390

CTV Completion Rate

98.33%

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%)
Prestige Home Centers - Renters/Home Buyers/Newlyweds Behavioral Behavioral CTV	26,390	2	0.01%	0.11

Connected TV (CTV) Creative Performance

Preview Image	Creative Name	Impressions	Video Completion Rate ↓
	Prestige Home Centers_PHC30.mp4	26,390	98.33%

Connected TV (CTV) Completion Performance by Strategy

Strategy	25% Completion Rate	50% Completion Rate	75% Completion Rate	100% Completion Rate ↓
Prestige Home Centers - Renters/Home Buyers/Newlyweds Behavioral Behavioral CTV	100.00%	99.51%	98.97%	98.33%

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.	14,413	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.	11,977	2	0.02%

Top CTV Publishers

Publisher Image	Publisher Name	Impressions↓	Completion Rate
	Telly - The Truly Smart TV	4,208	99.52%
	SAMSUNG TV PLUS	3,534	98.92%
	The Roku Channel	1,997	99.04%
	Vizio - Vizio WatchFree+	1,844	99.34%
	DIRECTV	138	98.16%
	Fawesome	121	95.33%
	Pluto TV - Live TV and Movies	117	99.71%

	Pluto TV - It's Free TV	58	97.92%
	Tubi - Free Movies & TV	45	100.00%
	Plex	36	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.