

Digital Marketing Report

Impressions

How many ads were served:

32,929

Clicks

Times a user clicked on an ad

328

Click-Through Rate

(Clicks/Impressions) x 100

2.35%

Your Product Breakout by Impressions



CTV Completion Rate

60.20%

Percentage of users who watched the video from start to finish

CTV Cost Per Completed View

0.07

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

Total Engagement Rate

2.35%

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

X the National Average

33.53

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%)
Kimpton The Forum Hotel - Interested in Travel/Leisure Travelers/Upcoming Leisure Travelers Behavioral Amazon Video	13,976	328	2.35%	33.53
Kimpton The Forum Hotel - Amazon Prime CTV	7,334	0	0.00%	0.00
Kimpton The Forum Hotel - Travel&Tourism/Frequent Travelers/Affluent Homeowners Behavioral Social Mirror CTV	5,827	3	0.05%	0.74
Kimpton The Forum Hotel - AI Social Mirror CTV	5,792	1	0.02%	0.25

Social Mirror CTV Creative Performance

Preview Image	Creative Name	Impressions ↓	Video Completion Rate
Thumbnail not available	Kimpton The Forum Hotel_Social Mirror CTV_The Arboretum invites you to slow down and take it all in	6,226	97.28%
Thumbnail not available	Kimpton The Forum Hotel_Social Mirror CTV_Where luxury meets a warm welcome	5,393	97.03%

Amazon Premium Video Creative Performance

Creative Name	Preview Link	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Kimpton The Forum Hotel_KIMP0426REV30.mp4_OLV	View Preview	13,976	328	2.35%	33.53

Amazon Premium Video Completion Performance by Creative

Creative Name	25% Completed ↓	50% Completed	75% Completed	100% Completed
Kimpton The Forum Hotel_KIMP0426REV30.mp4_OLV	76.11%	48.93%	42.46%	38.13%

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.	13,999	2	0.01%
Mobile	A portable electronic device that can connect to the internet.	12,678	315	2.48%
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.	4,910	2	0.04%
Desktop	A personal computing device that remains stationary at one location.	782	2	0.26%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	516	11	2.13%

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	14,078	328	2.33%
Prime Video	OTT impressions served on Amazon Prime while streaming TV and movies on connected TV devices	7,239	0	0.00%
TWITCH WEB VIDEO	Pre-roll/Mid-roll served on Twitch.TV, an Amazon-owned property on Desktop and Mobile devices	13	0	0.00%

Amazon Prime Video Genre Performance



All Genres: 100%

Grid contains more rows, but they have been clipped.

Amazon Premium Site and App Performance

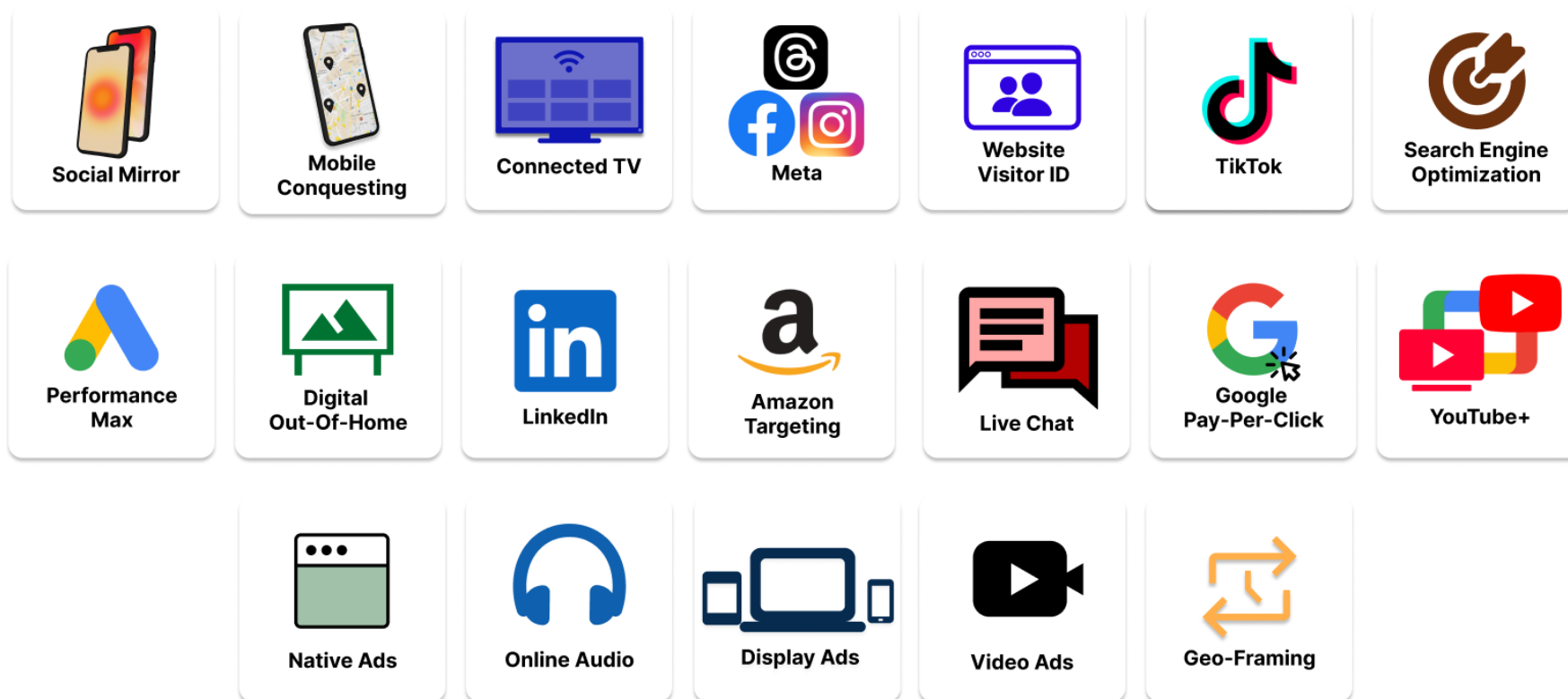
Name	Impressions ↓	Clicks	CTR
PRIME_VIDEO_ADS_FIRE_TV (ID: 7e944acd56594310bc41d19f03766435)	1,953	0	0.00%
PRIME_VIDEO_ADS_CHANNEL_ROKU_TV (ID: 48c38e27ff914ab982373e57c4157aa3)	1,849	0	0.00%
PRIME_VIDEO_ADS_SAMSUNG_TV (ID: 67e0c74ccec444e99c8e00fe7d445093)	1,175	0	0.00%
thehill.com	618	1	0.16%
Word Search Explorer: Fun Game (ID: 1602508478)	484	31	6.40%
PRIME_VIDEO_ADS_LG_TV (ID: af6dd00ac1bb49bda30486540ed75442)	465	0	0.00%
June's Journey: Hidden Objects (ID: 1200391796)	436	32	7.34%
Block Blast Adventure Master (ID: com.block.juggle)	364	10	2.75%
Arrow Puzzle - Tap Away Game (ID: com.easybrain.arrow.puzzle.game)	349	5	1.43%
Word Trip - Word Puzzles Games (ID: 1214223596)	326	14	4.29%
PRIME_VIDEO_ADS_MICROSOFT_TV (ID: 170ccd7d8291451e8bea75c0ae29f053)	324	0	0.00%
yahoo.com	317	0	0.00%
Crossword Jam: Fun Word Search (ID: 1269540854)	297	11	3.70%
238ffe83c5ba9a6eed1bf2b28f625a40	294	0	0.00%
PRIME_VIDEO_ADS_ANDROID_TV (ID: c5a49fcb92144b23985b355a138bf32)	293	0	0.00%
fandom.com	269	0	0.00%
Tetris® (ID: 1491074310)	239	13	5.44%
PRIME_VIDEO_ADS_VIZIO_TV (ID: 978f8d21171a406e97631c41202c0dbc)	236	0	0.00%
PRIME_VIDEO_ADS_APPLETV (ID: df655fd5a93a44498d0e6776e944c8eb)	209	0	0.00%

Top CTV Publishers

Publisher Image		Publisher Name	Impressions↓	Completion Rate
		Telly - The Truly Smart TV	2,083	99.97%
		SAMSUNG TV PLUS	1,598	99.41%
		Tubi - Free Movies & TV	571	98.42%
		Vizio - Vizio WatchFree+	509	99.65%
		Tubi - Movies & TV Shows	383	99.59%
		Roku - Tubi	298	100.00%

	Xfinity TV - Pluto TV	154	96.47%
	Pluto TV - Live TV and Movies	123	15.41%
	Xfinity TV - Tubi	122	100.00%
	Pluto TV - It's Free TV	78	100.00%

All available products in our *toolbox*.



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