

Digital Marketing Report

Impressions

How many ads were served:

11,675

CTV Completion Rate

0.84%

Percentage of users who watched the video from start
to finish

CTV Cost Per Completed View

4.84

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

Your Product Breakout by Impressions



Amazon
Premium
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%)
Archie's Aloha Pest Management - Product Targeting OTT Amazon	11,675	5	0.04%	0.61



Amazon Premium OTT Creative Performance

Creative Name	Preview Link	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
AlohaPest-30sec-COMBO	View Preview	11,675	5	0.04%	0.61

Amazon Premium OTT Video Completion Performance by Creative

Creative Name	25% Completed ↓	50% Completed	75% Completed	100% Completed
AlohaPest-30sec-COMBO	98.45%	97.89%	97.41%	96.42%

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.	11,552	4	0.03%
Desktop	A personal computing device that remains stationary at one location.	39	0	0.00%
Mobile	A portable electronic device that can connect to the internet.	31	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.	30	0	0.00%
Set Top Box	A console device that connects to a TV and provides streaming content, such as Apple TV 4k or Amazon Fire Cube.	8	0	0.00%

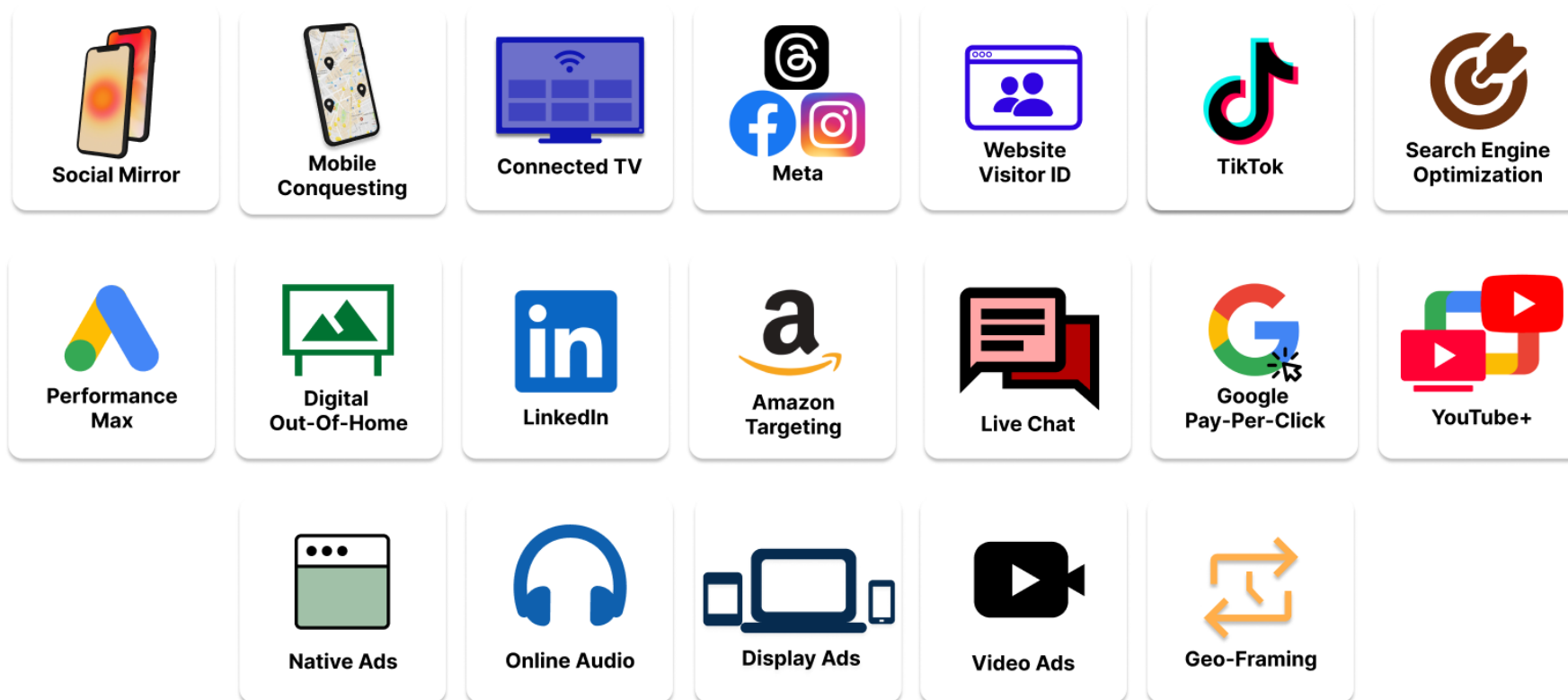
Amazon Inventory Source Performance

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	11,571	5	0.04%
Prime Video	OTT impressions served on Amazon Prime while streaming TV and movies on connected TV devices	70	0	0.00%
TWITCH MOBILEAPP VIDEO	Pre-roll/Mid-roll served on the Twitch App, an Amazon-owned property on Desktop and Mobile devices	34	0	0.00%

Amazon Premium Site and App Performance

Name	Impressions ↓	Clicks	CTR
Samsung TV Plus- STV (ID: bbdb37fe63084b938641ad092cb4e684)	1,501	0	0.00%
Paramount EyeQ	1,460	0	0.00%
amazon.com	1,304	2	0.15%
TubiTV Fire TV (ID: 032687ceb1a8439090576d9b4d5c2d50)	742	0	0.00%
PV Fire TV (ID: b94d934eb5984fb8b161a5d292610c87)	643	0	0.00%
FireTV Channels (ID: firetv-video-news)	487	0	0.00%
Vizio Watchfree Plus (ID: bd3ffe4fc652462197bb866858e57315)	359	0	0.00%
67e0c74ccec444e99c8e00fe7d445093	325	1	0.31%
48c38e27ff914ab982373e57c4157aa3	315	0	0.00%
Fox Sports- DVC (ID: 96b04a0c563f4492808d27e5865d6c91)	293	0	0.00%
af6dd00ac1bb49bda30486540ed75442	292	0	0.00%
TubiTV Roku (ID: 8edddb2c6be548f496c4fff9664963f8)	243	0	0.00%
The Roku Channel (ID: b8d023537b9c4e73a150eb75b7d1c3d9)	233	0	0.00%
LG Default VAST APP (ID: cdd8c3a4b39740ed96a959cde729f07f)	203	0	0.00%
FAST Channels App (ID: 058a32bdeb8944e3acf89e3084f8880d)	195	0	0.00%
Max Fire TV (ID: f3e714765a0d460d99d5d2c43eb0f8d5)	181	0	0.00%
roku (ID: 151908)	176	0	0.00%
Roku Channel (ID: ROKU)	169	0	0.00%
c5a49fcb92144b23985b355a138fbf32	142	0	0.00%
TubiTV Cox (ID: 17327c3dc821464586c537778f12e26c)	127	0	0.00%

All available products in our *toolbox*.



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