

Digital Marketing Report

Impressions

How many ads were served:

122,639

Clicks

Times a user clicked on an ad

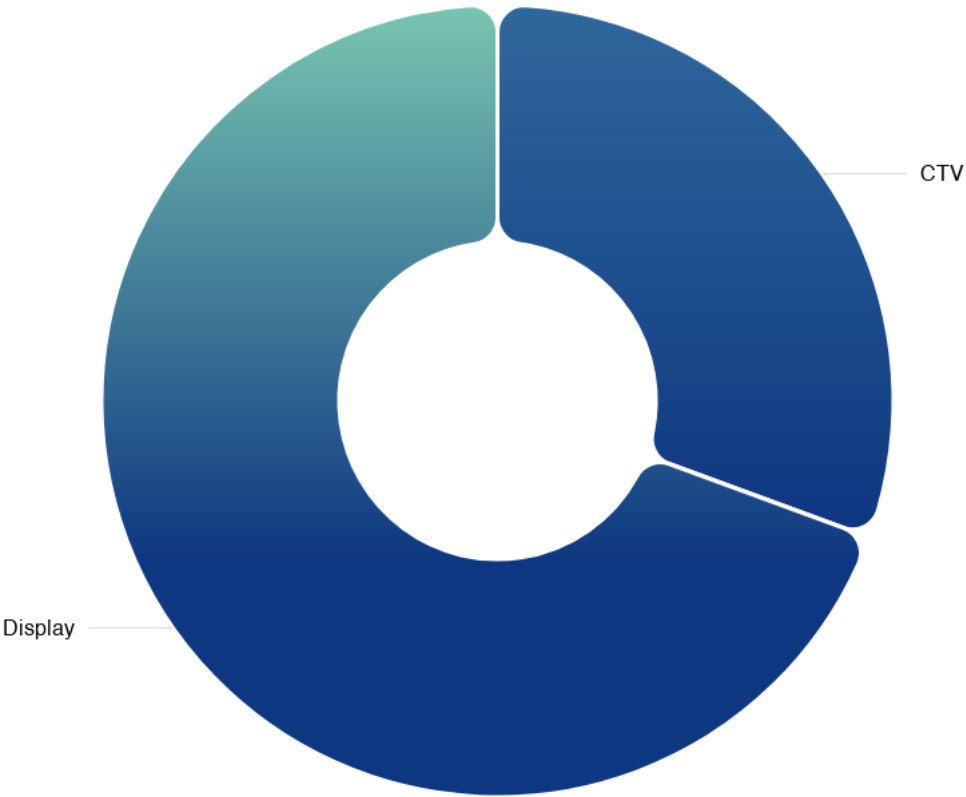
619

Click-Through Rate

(Clicks/Impressions) x 100

0.73%

Your Product Breakout by Impressions



CTV Completion Rate

99.22%

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

Total Engagement Rate

0.73%

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

X the National Average

10.39

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.

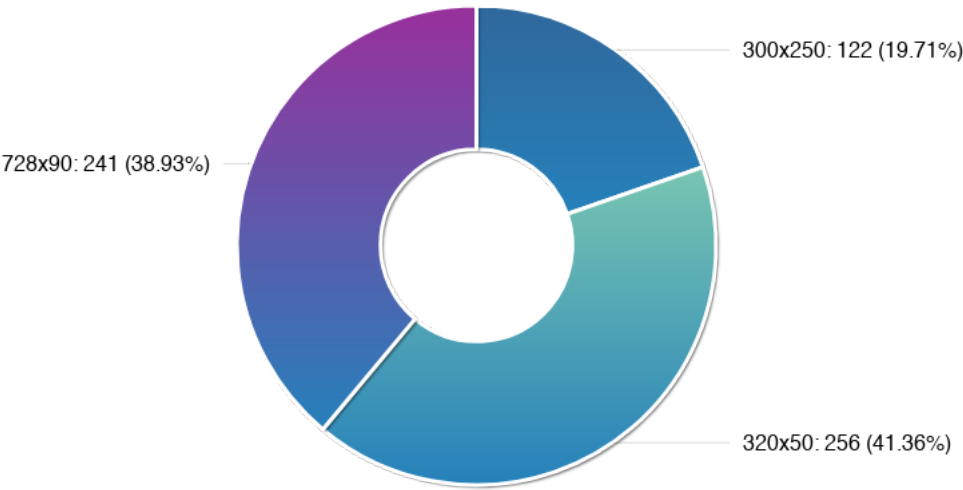
Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
HINSON COMMUNICATIONS - IT/System Security Services/Small Business Owners Behavioral Display	42,692	222	0.52%	7.43
HINSON COMMUNICATIONS - AI Display	42,422	397	0.94%	13.37
HINSON COMMUNICATIONS - AI CTV	18,875	0	0.00%	0.00
HINSON COMMUNICATIONS - B2B IT/System Security Services/Small Business Owners Behavioral CTV	18,650	5	0.03%	0.38

Display Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	HINSON COMMUNICATIONS_HINSON COMMUNICATIONS_320x50	39,913	256	0.64%	9.16
	HINSON COMMUNICATIONS_HINSON COMMUNICATIONS_728x90	24,364	241	0.99%	14.13
Thumbnail not available	HINSON COMMUNICATIONS_HINSON COMMUNICATIONS_300x250	20,837	122	0.59%	8.36

Display Click Performance by Ad Size



Connected TV (CTV) Creative Performance

Preview Image	Creative Name	Impressions	Video Completion Rate ↓
Thumbnail not available	HINSON COMMUNICATIONS_HINSON COMMUNICATIONS VIDEO REV VO.mp4	37,525	99.22%

Connected TV (CTV) Completion Performance by Strategy

Strategy	25% Completion Rate	50% Completion Rate	75% Completion Rate	100% Completion Rate ↓
HINSON COMMUNICATIONS - AI CTV	100.00%	99.86%	99.72%	99.55%
HINSON COMMUNICATIONS - B2B IT/System Security Services/Small Business Owners Behavioral CTV	100.00%	99.60%	99.37%	98.89%

BARCK+ Zip Code Performance

Zip Code	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
36301	34,034	172	0.51%	7.22
36360	25,366	73	0.29%	4.11
36330	25,273	196	0.78%	11.08
36303	19,029	105	0.55%	7.88
36305	10,067	42	0.42%	5.96
32446	8,717	36	0.41%	5.90

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	67,292	427	0.63%
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.	19,017	5	0.03%
Connected TV	An internet enabled device that provides streaming content directly on the TV, without the use of an external streaming device.	18,508	0	0.00%
Desktop	A personal computing device that remains stationary at one location.	11,588	169	1.46%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	6,234	23	0.37%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
The Scoop	7,226	30	0.42%
T-Mobile Play	3,536	130	3.68%
arcamax.com	2,077	7	0.34%
spotify.com	1,853	0	0.00%
usatoday.com	1,459	8	0.55%
ClevNote - Notepad, Checklist	1,103	0	0.00%
nypost.com	898	10	1.11%
thedailybs.com	804	0	0.00%
MyRadar Weather Radar	685	2	0.29%
hollywoodpq.com	560	1	0.18%
imdb.com	493	0	0.00%
courtstv.com	484	3	0.62%
3340 Weather	435	0	0.00%
tmz.com	416	3	0.72%
mediotiempo.com	388	2	0.52%
foxnews.com	387	0	0.00%
tpimediagroup.org	354	1	0.28%
theScore: Sports News & Scores	278	1	0.36%
skyvector.com	266	0	0.00%
Life360: Find Friends & Family	246	0	0.00%

Top CTV Publishers

Publisher Image		Publisher Name	Impressions↓	Completion Rate
		Vizio - Vizio WatchFree+	4,011	99.50%
		The Roku Channel	2,538	99.19%
		Tubi - Free Movies & TV	2,309	99.19%
		Pluto TV - Live TV and Movies	1,409	99.05%
		Roku - Tubi	1,311	99.57%
		SAMSUNG TV PLUS	1,303	99.39%

	Tubi - Movies & TV Shows	980	98.74%
	Pluto TV	487	99.42%
	DISH Anywhere	398	98.54%
	Philo TV	360	99.09%

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



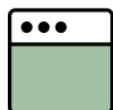
Live Chat



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.