

Digital Marketing Report

Impressions

How many ads were served:

57,916

Clicks

Times a user clicked on an ad

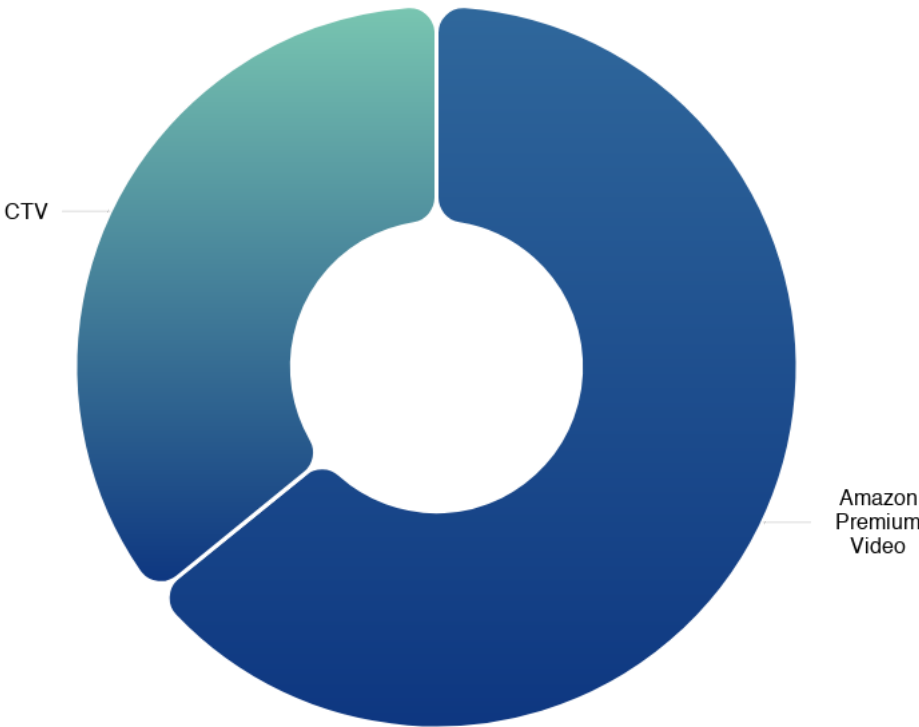
916

Click-Through Rate

(Clicks/Impressions) x 100

2.47%

Your Product Breakout by Impressions



CTV Completion Rate

0.48%

Percentage of users who watched the video from start to finish

CTV Cost Per Completed View

8.43

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

Total Engagement Rate

2.47%

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

X the National Average

35.22

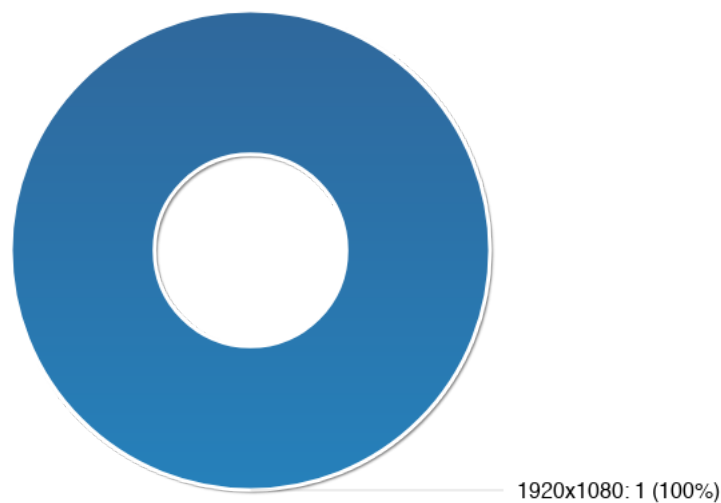
X the National Avg (.07%)

*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%)
Jellystone Park Mark Twain Lake - Travel/Family Vacation Behavioral Amazon Video	20,620	488	2.37%	33.81
Jellystone Park Mark Twain Lake - Water Toys/Goggles Product Amazon Video	16,534	428	2.59%	36.98
Jellystone Park Mark Twain Lake - Travel/Family Vacation Behavioral Amazon CTV	10,853	1	0.01%	0.13
Jellystone Park Mark Twain Lake - Water Toys/Goggles Product Amazon CTV	9,909	0	0.00%	0.00

Amazon Premium Display Click Performance by Ad Size



Amazon Premium Video Creative Performance

Creative Name	Preview Link	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Jellystone Mark Twain 30_OLV	No Preview Available	37,154	916	2.47%	35.22

Amazon Premium Video Completion Performance by Creative

Creative Name	25% Completed ↓	50% Completed	75% Completed	100% Completed
Jellystone Mark Twain 30_OLV	78.17%	43.62%	36.68%	32.55%

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	35,050	880	2.51%
Connected TV	An internet enabled device that provides streaming content directly on the TV, without the use of an external streaming device.	20,660	1	0.00%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	1,091	30	2.75%
Desktop	A personal computing device that remains stationary at one location.	996	6	0.60%
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.	88	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.	3	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	58,076	923	1.59%
TWITCH WEB VIDEO	Pre-roll/Mid-roll served on Twitch.TV, an Amazon-owned property on Desktop and Mobile devices	54	4	7.41%
Prime Video	OTT impressions served on Amazon Prime while streaming TV and movies on connected TV devices	5	0	0.00%
TWITCH MOBILEAPP VIDEO	Pre-roll/Mid-roll served on the Twitch App, an Amazon-owned property on Desktop and Mobile devices	1	0	0.00%

Amazon Premium Site and App Performance

Name	Impressions ↓	Clicks	CTR
Samsung TV Plus- STV (ID: bbdb37fe63084b938641ad092cb4e684)	9,783	0	0.00%
TubiTV Fire TV (ID: 032687ceb1a8439090576d9b4d5c2d50)	4,338	0	0.00%
fandom.com	1,545	5	0.32%
Tile Explorer - Triple Match (ID: com.oakever.tiletrip)	1,387	46	3.32%
amazon.com	1,364	0	0.00%
Block Blast Adventure Master (ID: com.block.juggle)	1,313	37	2.82%
PV Fire TV (ID: b94d934eb5984fb8b161a5d292610c87)	1,253	0	0.00%
Arrow Puzzle - Tap Away Game (ID: com.easybrain.arrow.puzzle.game)	1,060	23	2.17%
FireTV Channels (ID: firetv-video-news)	894	0	0.00%
game8.co	723	4	0.55%
themusicman.uk	680	17	2.50%
Jigsaw Puzzles - puzzle games (ID: com.easybrain.jigsaw.puzzles)	672	18	2.68%
48c38e27ff914ab982373e57c4157aa3	643	0	0.00%
Sudoku.com - classic sudoku (ID: com.easybrain.sudoku.android)	637	20	3.14%
Sort Journey - Travel Puzzle (ID: com.playgames.sorting)	600	28	4.67%
Wordscapes (ID: com.peoplefun.wordcross)	587	20	3.41%
Number Match - number games (ID: com.easybrain.number.puzzle.game)	517	19	3.68%
Pixel Art - color by number (ID: com.europosit.pixelcoloring)	497	12	2.41%
Crossword Jam (ID: in.playsimple.tripcross)	463	6	1.30%
Block Puzzle - Classic Style (ID: com.staplegames.blocksClassicSGGP)	438	20	4.57%

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.