

Digital Marketing Report

Impressions

How many ads were served:

22,364

Clicks

Times a user clicked on an ad

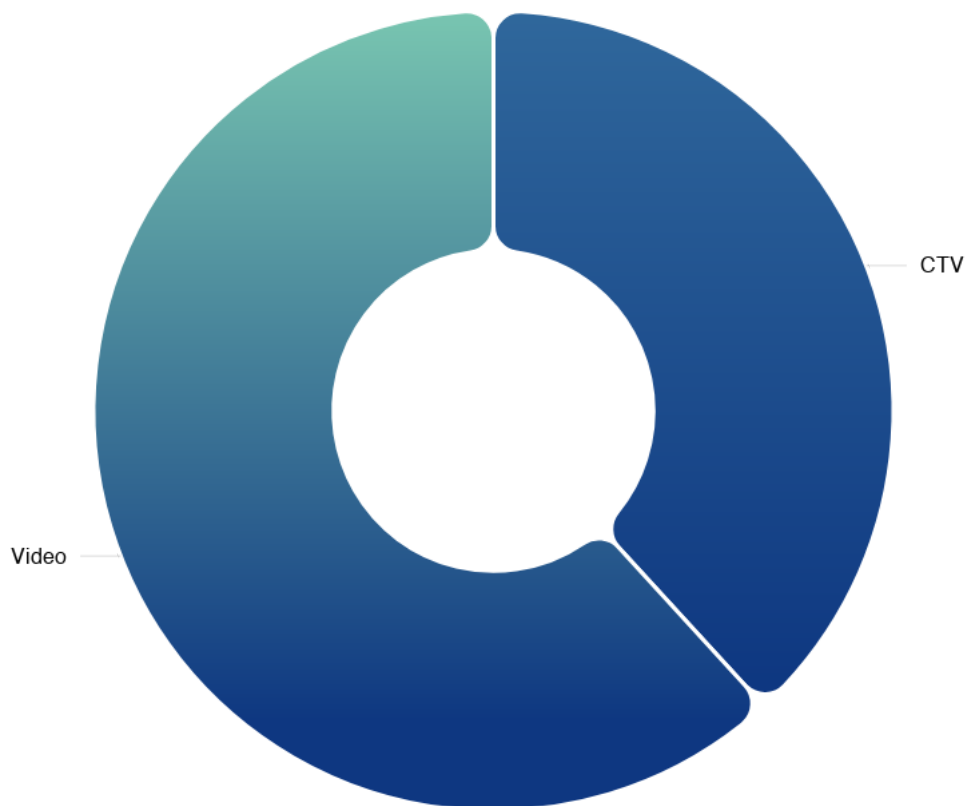
70

Click-Through Rate

(Clicks/Impressions) x 100

0.51%

Your Product Breakout by Impressions



CTV Completion Rate

90.22%

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

0.51%

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

X the National Average

7.23

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%)
Aces of Air - AI Video	9,626	65	0.68%	9.65
Aces of Air - AI CTV	4,736	6	0.13%	1.81
Aces of Air - Age 30+/Home Improvement Supplies Behavioral Video	4,198	5	0.12%	1.70
Aces of Air - Age 30+/Home Improvement Supplies Behavioral CTV	3,804	1	0.03%	0.38



Video Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Thumbnail not available	Aces of Air CTV Commercial Spring 26.mp4	13,824	70	0.51%	7.23

Video Completion Performance by Line Item

Line Item Name	25% Completed ↓	50% Completed	75% Completed	100% Completed
Aces of Air - Age 30+/Home Improvement Supplies Behavioral Video	89.19%	86.37%	83.44%	78.94%
Aces of Air - AI Video	87.91%	82.61%	79.36%	76.09%



Connected TV (CTV) Creative Performance

Preview Image	Creative Name	Impressions	Video Completion Rate ↓
Thumbnail not available	Aces of Air CTV Commercial Spring 26.mp4	8,540	90.22%

Connected TV (CTV) Completion Performance by Strategy

Strategy	25% Completion Rate	50% Completion Rate	75% Completion Rate	100% Completion Rate ↓
Aces of Air - Age 30+/Home Improvement Supplies Behavioral CTV	100.00%	98.14%	96.26%	93.08%
Aces of Air - AI CTV	100.00%	97.31%	94.65%	87.91%



Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	8,530	30	0.35%
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.	5,477	6	0.11%
Desktop	A personal computing device that remains stationary at one location.	4,368	34	0.78%
Connected TV	An internet enabled device that provides streaming content directly on the TV, without the use of an external streaming device.	3,063	1	0.03%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	926	6	0.65%



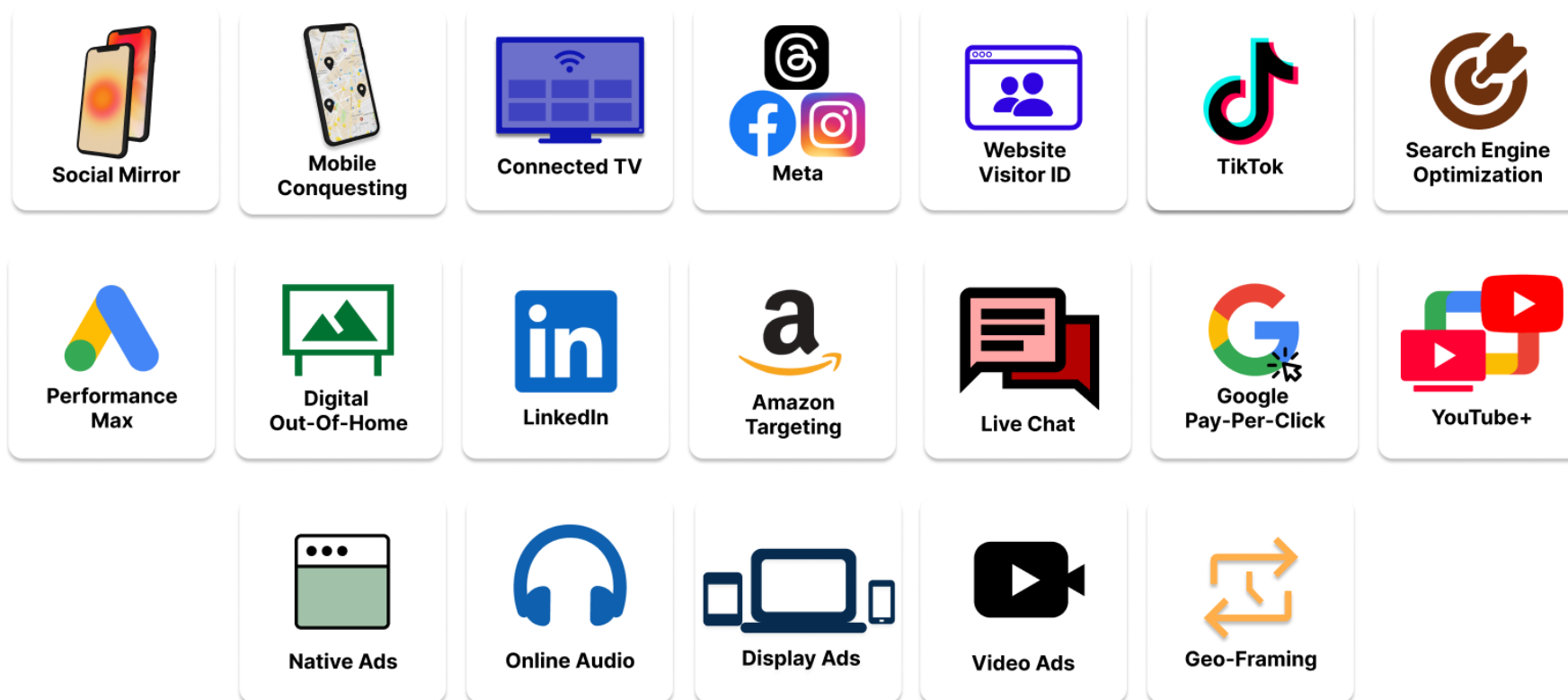
Site and App Performance

Name	Impressions ↓	Clicks	CTR
msn.com	2,247	25	1.11%
abcnews.com	1,679	1	0.06%
Tubi - Watch Movies & TV Shows	1,342	2	0.15%
Tubi - Movies & TV Shows	736	1	0.14%
cheddar.tv	629	0	0.00%
Pluto TV - Live TV and Movies	581	0	0.00%
fox56news.com	485	0	0.00%
nypost.com	297	0	0.00%
wlky.com	225	13	5.78%
fitnessfoodchef.com	132	0	0.00%
Dailymotion	104	1	0.96%
newson6.com	82	0	0.00%
the-sun.com	80	1	1.25%
insideevs.com	75	0	0.00%
psychologies.com	75	0	0.00%
kentucky.com	74	0	0.00%
Tubi - Free Movies & TV	67	1	1.49%
warcraftlogs.com	56	3	5.36%
midwestlifeandstyle.com	50	0	0.00%
wlwt.com	44	1	2.27%

Top CTV Publishers

Publisher Image		Publisher Name	Impressions↓	Completion Rate
		Telly - The Truly Smart TV	2,145	99.89%
		SAMSUNG TV PLUS	289	98.32%
		TCL Channel	122	100.00%
		Vizio - Vizio WatchFree+	51	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.