

Digital Marketing Report

Impressions

How many ads were served:

61,641

Clicks

Times a user clicked on an ad

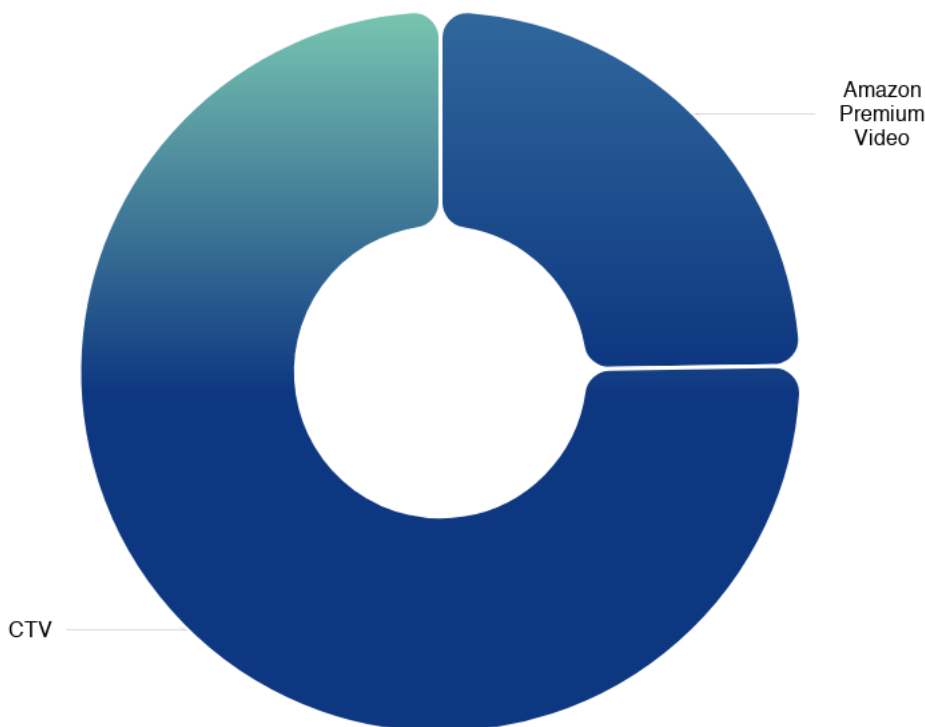
91

Click-Through Rate

(Clicks/Impressions) x 100

0.60%

Your Product Breakout by Impressions



CTV Completion Rate

78.79%

Percentage of users who watched the video from start to finish

CTV Cost Per Completed View

0.05

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

Total Engagement Rate

0.72%

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

X the National Average

8.53

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%)
Renegade Marine - BG - Boats/Boating Behavioral CTV	33,884	18	0.05%	0.76
Renegade Marine - BG - In-Market Boating/Water Sports/Hunting/Fishing Amazon Video	14,480	84	0.58%	8.29
Renegade Marine - BG - Amazon Prime CTV	8,713	0	0.00%	0.00
Renegade Marine - BG - Retargeting CTV	3,802	1	0.03%	0.38
Renegade Marine - BG - Retargeting Amazon Video	762	7	0.92%	13.12

CTV View-through Conversions

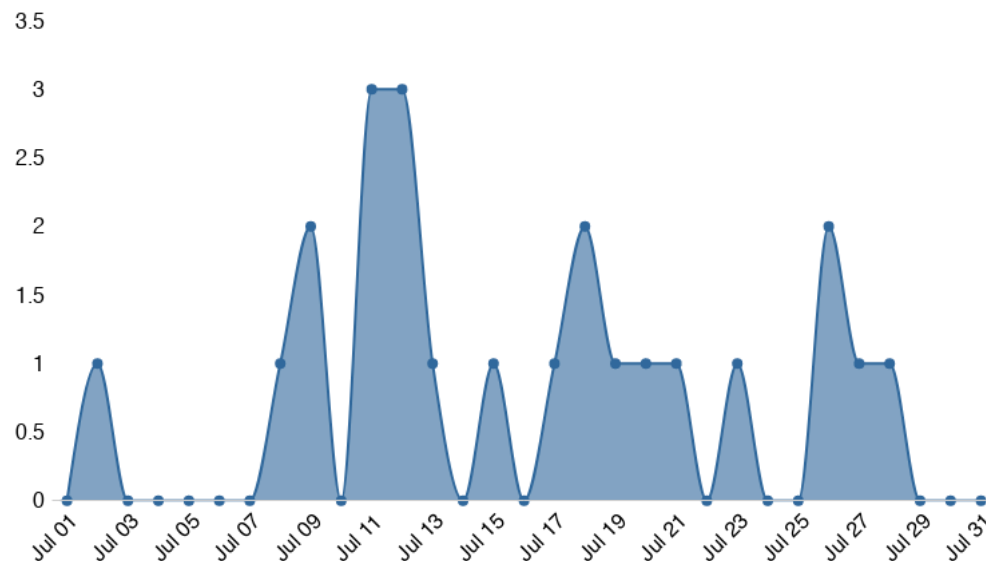


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

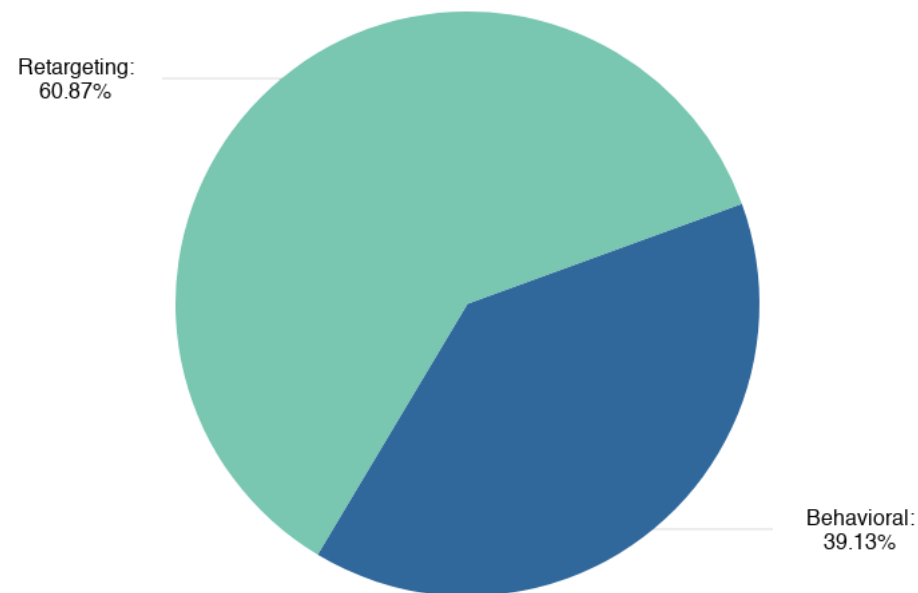
CTV View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Renegade Marine - BG Homepage Visits	23

CTV View-through Conversions by Day



Top CTV View-through Conversions by Strategy



Amazon Premium Video + CTV View-through Conversions

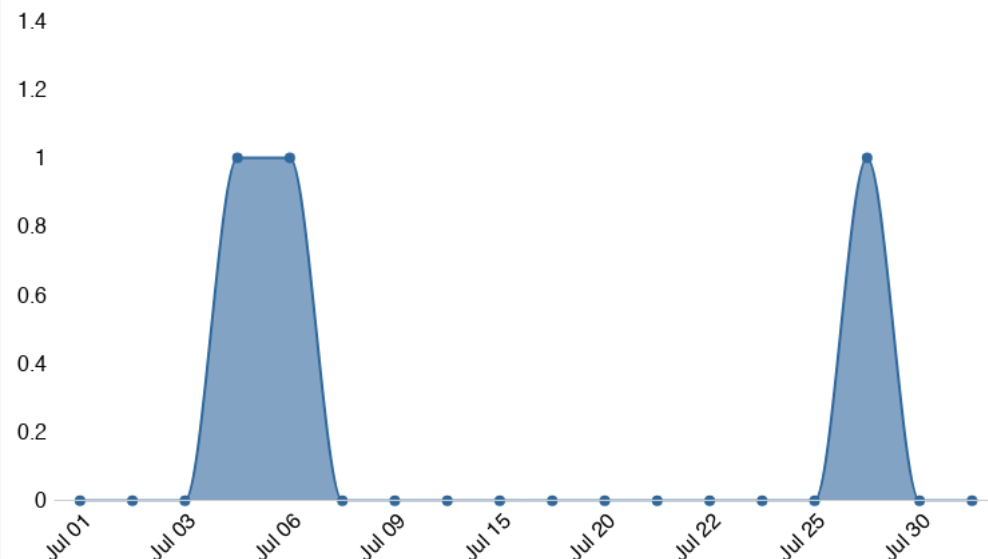


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

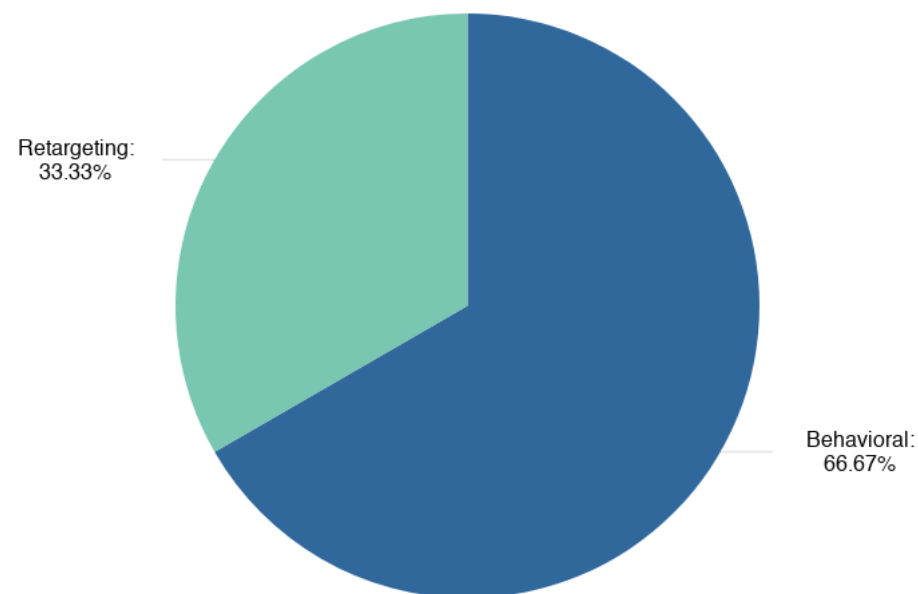
Amazon Premium Video + CTV View-through Conversion Performance

Conversion Name	View-through Conversions ↓
Renegade Marine - BG Homepage Visits	3

Amazon Premium Video + CTV View-through Conversions by Day



Top Amazon Premium Video + CTV View-through Conversions by Strategy





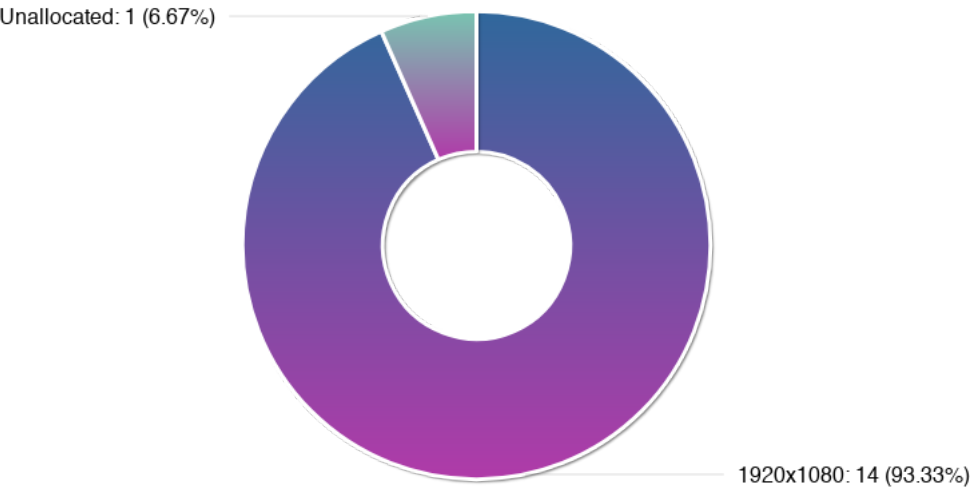
Connected TV (CTV) Creative Performance

Preview Image	Creative Name	Impressions	Video Completion Rate ↓
Thumbnail not available	Renegade Marine - BG_Bass Boat AI Video.mp4	18,157	97.45%
Thumbnail not available	Renegade Marine - BG_RM With logos (1).mp4	19,529	96.09%

Connected TV (CTV) Completion Performance by Strategy

Strategy	25% Completion Rate	50% Completion Rate	75% Completion Rate	100% Completion Rate ↓
Renegade Marine - BG - Retargeting CTV	100.00%	99.60%	99.50%	99.42%
Renegade Marine - BG - Boats/Boating Behavioral CTV	100.00%	99.40%	98.10%	96.44%

Amazon Premium Display Conversion Performance by Ad Size



Amazon Premium Video Creative Performance

Creative Name	Preview Link	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Renegade Marine - BG_Video_Bass Boat AI Video.mp4	No Preview Available	7,654	43	0.56%	8.03
Renegade Marine - BG_Video_RM With logos (1).mp4	No Preview Available	7,588	48	0.63%	9.04

Amazon Premium Video Completion Performance by Creative

Creative Name	25% Completed ↓	50% Completed	75% Completed	100% Completed
Renegade Marine - BG_Video_RM With logos (1).mp4	68.69%	55.71%	49.35%	42.38%
Renegade Marine - BG_Video_Bass Boat AI Video.mp4	67.96%	54.34%	48.58%	42.22%

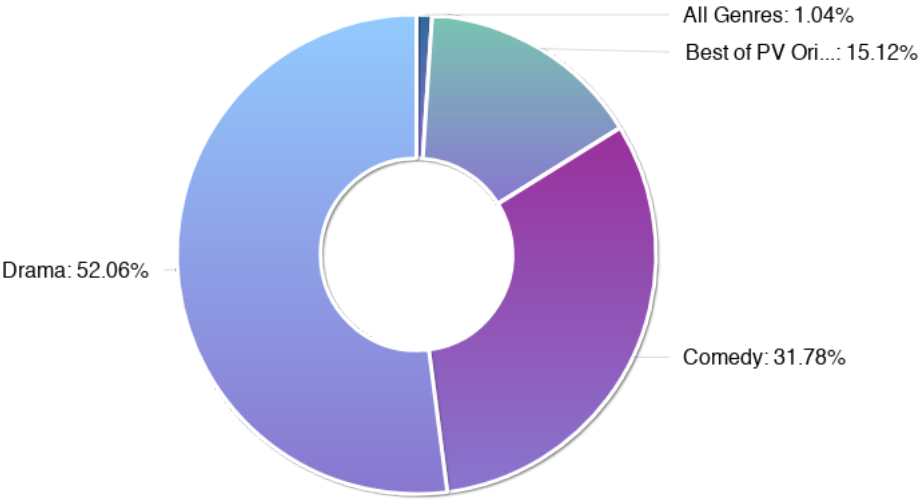
Device Performance

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.	27,113	10	0.03%
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.	19,247	9	0.05%
Mobile	A portable electronic device that can connect to the internet.	12,398	87	0.70%
Desktop	A personal computing device that remains stationary at one location.	2,067	1	0.05%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	777	3	0.39%
Unknown	---	0	0	-

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	14,305	91	0.64%
Prime Video	OTT impressions served on Amazon Prime while streaming TV and movies on connected TV devices	8,622	0	0.00%
TWITCH WEB VIDEO	Pre-roll/Mid-roll served on Twitch.TV, an Amazon-owned property on Desktop and Mobile devices	1,005	0	0.00%
TWITCH MOBILEAPP VIDEO	Pre-roll/Mid-roll served on the Twitch App, an Amazon-owned property on Desktop and Mobile devices	28	0	0.00%

Amazon Prime Video Genre Performance

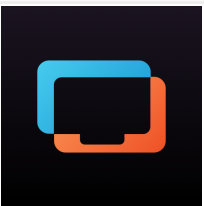


Grid contains more rows, but they have been clipped.

Amazon Premium Site and App Performance

Name	Impressions ↓	Clicks	CTR
PRIME_VIDEO_ADS_CHANNEL_ROKU_TV (ID: 48c38e27ff914ab982373e57c4157aa3)	2,958	0	0.00%
PRIME_VIDEO_ADS_FIRE_TV (ID: 7e944acd56594310bc41d19f03766435)	2,133	0	0.00%
PRIME_VIDEO_ADS_SAMSUNG_TV (ID: 67e0c74ccec444e99c8e00fe7d445093)	1,181	0	0.00%
twitch.tv	1,005	0	0.00%
nypost.com	723	5	0.69%
PRIME_VIDEO_ADS_VIZIO_TV (ID: 978f8d21171a406e97631c41202c0dbc)	496	0	0.00%
PRIME_VIDEO_ADS_LG_TV (ID: af6dd00ac1bb49bda30486540ed75442)	425	0	0.00%
PRIME_VIDEO_ADS_MICROSOFT_TV (ID: 170ccd7d8291451e8bea75c0ae29f053)	373	0	0.00%
PRIME_VIDEO_ADS_ANDROID_TV (ID: c5a49fcb92144b23985b355a138fbf32)	335	0	0.00%
on3.com	295	0	0.00%
fandom.com	292	0	0.00%
238ffe83c5ba9a6eed1bf2b28f625a40	289	0	0.00%
thehill.com	271	0	0.00%
yahoo.com	210	1	0.48%
PRIME_VIDEO_ADS_APPLECOMPUTERINC_TV (ID: 339043f979d94b7c9403dcb5810b6040)	189	0	0.00%
Wordscapes (ID: com.peoplefun.wordcross)	145	1	0.69%
usatoday.com	139	0	0.00%
12tomatoes.com	133	0	0.00%
familydestinationsguide.com	126	0	0.00%

Top CTV Publishers

Publisher Image	Publisher Name	Impressions↓	Completion Rate
	Vizio - Vizio WatchFree+	2,609	95.51%
	Telly - The Truly Smart TV	2,504	99.46%
	SAMSUNG TV PLUS	2,244	93.87%
	DirecTV	1,395	94.64%
	WDRB+	715	99.88%
	Pluto TV - Live TV and Movies	166	80.96%

	Frndly TV	160	100.00%
			
	The Roku Channel	152	99.54%
	Tubi - Movies & TV Shows	148	96.97%
	Plex: Stream Movies, Shows, Live TV, Music, and More	84	100.00%

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.