

Digital Marketing Report

Impressions

How many ads were served:

25,914

CTV Completion Rate

99.33%

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

Your Product Breakout by Impressions



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%)
Family YMCA of Greater Augusta - Fitness/YMCA/Gym Goers Behavioral CTV	25,914	13	0.05%	0.72

Connected TV (CTV) Creative Performance

Preview Image	Creative Name	Impressions	Video Completion Rate ↓
Thumbnail not available	Family YMCA of Greater Augusta_NAGO-Childcare-Mel-1920x1080-30sec.mp4	12,977	99.37%
Thumbnail not available	Family YMCA of Greater Augusta_NAGO-eGym-Steven-1920x1080-30sec.mp4	12,937	99.29%

Connected TV (CTV) Completion Performance by Strategy

Strategy	25% Completion Rate	50% Completion Rate	75% Completion Rate	100% Completion Rate ↓
Family YMCA of Greater Augusta - Fitness/YMCA/Gym Goers Behavioral CTV	100.00%	99.82%	99.67%	99.33%

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.	14,769	13	0.09%
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.	11,145	0	0.00%

Top CTV Publishers

Publisher Image		Publisher Name	Impressions↓	Completion Rate
		Vizio - Vizio WatchFree+	3,047	99.08%
		Tubi - Free Movies & TV	1,472	99.44%
		Xfinity TV - Pluto TV	912	98.82%
		Philo TV	845	98.92%
		DirecTV	805	99.54%
		Pluto TV - Live TV and Movies	744	99.76%

	Tubi - Movies & TV Shows	350	99.55%
	SAMSUNG TV PLUS	255	99.67%
	DISH Anywhere	238	97.08%
	Sling TV	180	96.88%

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.