

Digital Marketing Report

Impressions

How many ads were served:

16,888

CTV Completion Rate

96.84%

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



Social
Mirror 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%)
Bob's Wheel Alignment - Car Owners/Vehicle Wheels&Tires/Vehicle Maintenance Social Mirror CTV	8,512	19	0.22%	3.19
Bob's Wheel Alignment - AI Social Mirror CTV	8,376	1	0.01%	0.17

Social Mirror CTV Creative Performance

Preview Image	Creative Name	Impressions ↓	Video Completion Rate
Thumbnail not available	Bob's Wheel Alignment_Social Mirror CTV_Schedule Your Service	16,888	96.84%

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
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.	9,939	18	0.18%
Connected TV	An internet enabled device that provides streaming content directly on the TV, without the use of an external streaming device.	6,949	2	0.03%

Top CTV Publishers

Publisher Image		Publisher Name	Impressions↓	Completion Rate
		Vizio - Vizio WatchFree+	1,682	99.54%
		The Roku Channel	1,605	98.17%
		Telly - The Truly Smart TV	1,569	99.77%
		Tubi - Free Movies & TV	691	98.74%
		SAMSUNG TV PLUS	672	95.62%
		Tubi - Movies & TV Shows	418	99.39%

	Roku - Tubi	298	99.50%
	Pluto TV - Live TV and Movies	192	21.64%
	DirecTV	180	99.35%
	Xfinity TV - Pluto TV	152	97.84%

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.