

Digital Marketing Report

Impressions

How many ads were served:

501,967

Clicks

Times a user clicked on an ad

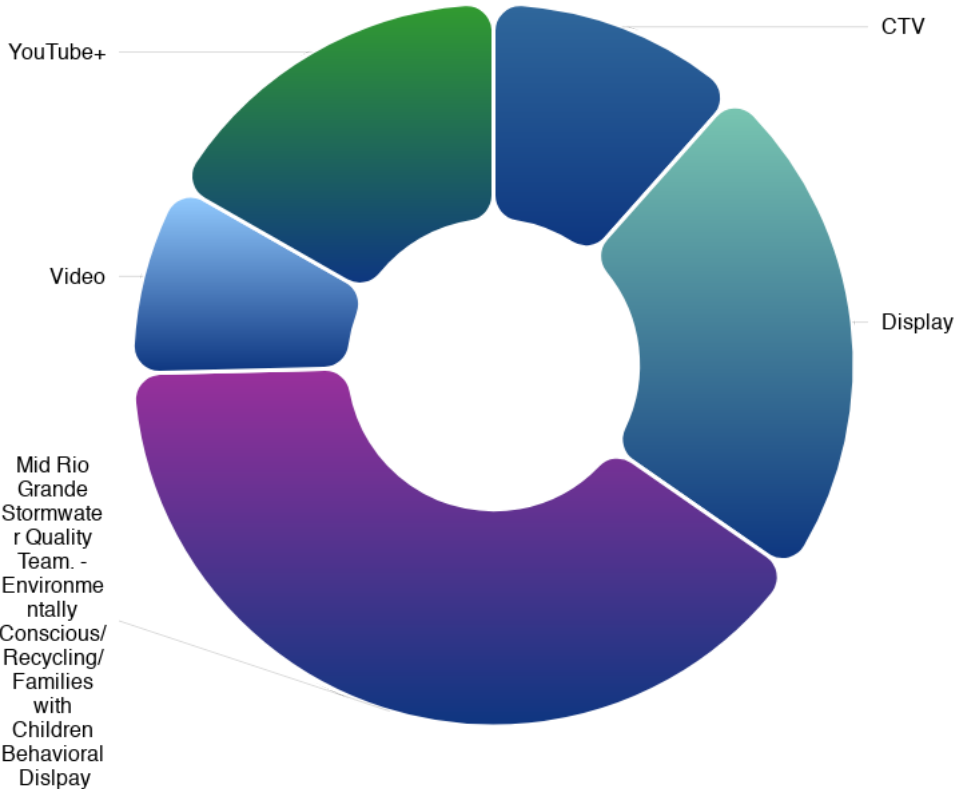
2,398

Click-Through Rate

$(\text{Clicks}/\text{Impressions}) \times 100$

0.66%

Your Product Breakout by Impressions



CTV Completion Rate

98.46%

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

0.66%

$(\text{Clicks} + \text{View-throughs}) / \text{Impressions} \times 100^*$

X the National Average

7.72

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.

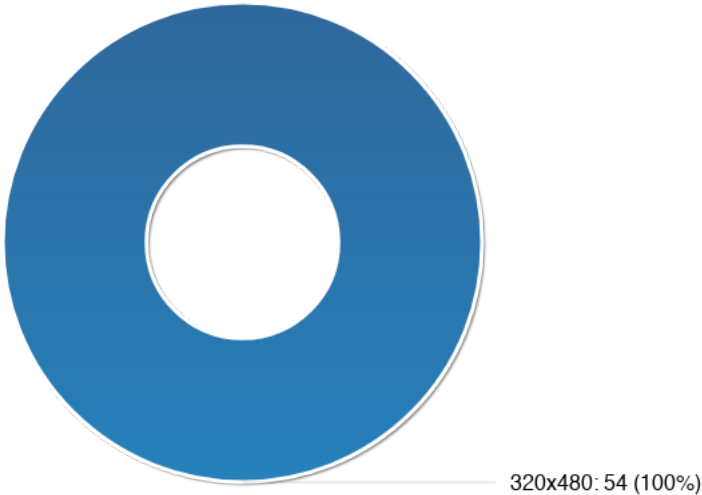
Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Mid Rio Grande Stormwater Quality Team. - Environmentally Conscious/Recycling/Families with Children Behavioral Dislpay	200,518	798	0.40%	5.69
Mid Rio Grande Stormwater Quality Team. - AI Display	115,886	1,145	0.99%	14.11
Mid Rio Grande Stormwater Quality Team. - Waste Management/Weather/Recycling YouTube+	84,056	25	0.03%	0.42
Mid Rio Grande Stormwater Quality Team. - Environmentally Conscious/Recycling/Families with Children Behavioral CTV	29,174	1	0.00%	0.05
Mid Rio Grande Stormwater Quality Team. - AI CTV	23,634	0	0.00%	0.00
Mid Rio Grande Stormwater Quality Team. - Environmentally Conscious/Recycling/Families with Children Behavioral Video	19,448	86	0.44%	6.32
Mid Rio Grande Stormwater Quality Team. - AI Video	14,934	314	2.10%	30.04
Mid Rio Grande Stormwater Quality Team. - AI Video - 133779	5,550	16	0.29%	4.12
Mid Rio Grande Stormwater Quality Team. - Environmentally Conscious/Recycling/Families with Children Behavioral Video - 133779	3,459	14	0.40%	5.78
Mid Rio Grande Stormwater Quality Team. - AI CTV - 133779	3,092	1	0.03%	0.46
Mid Rio Grande Stormwater Quality Team. - Environmentally Conscious/Recycling/Families with Children Behavioral CTV - 133779	2,216	0	0.00%	0.00

Display Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	Mid Rio Grande Stormwater Quality Team_F 002136 StormWater Pet Waste Digital-320x480-px	3,549	54	1.52%	21.74

Display Click Performance by Ad Size



Video Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Thumbnail not available	Mid Rio Grande Stormwater Quality Team_There_Is_No_Poop_Fairy_032 024.mp4	43,391	430	0.99%	14.16

Video Completion Performance by Line Item

Grid contains more rows, but they have been clipped.

Line Item Name	25% Completed ↓	50% Completed	75% Completed	100% Completed
Mid Rio Grande Stormwater Quality Team. - AI Video - 133779	82.59%	76.29%	72.14%	68.90%
Mid Rio Grande Stormwater Quality Team. - Environmentally Conscious/Recycling/Families with Children Behavioral Video - 133779	82.22%	77.77%	74.01%	70.54%
Mid Rio Grande Stormwater Quality Team. - Environmentally Conscious/Recycling/Families with Children Behavioral Video	75.19%	67.20%	60.23%	52.05%

Connected TV (CTV) Creative Performance

Preview Image	Creative Name	Impressions	Video Completion Rate ↓
Thumbnail not available	Mid Rio Grande Stormwater Quality Team_There_Is_No_Poop_Fairy_032024.mp4	58,116	98.46%

Grid contains more rows, but they have been clipped.

Connected TV (CTV) Completion Performance by Strategy

Strategy	25% Completion Rate	50% Completion Rate	75% Completion Rate	100% Completion Rate ↓
Mid Rio Grande Stormwater Quality Team. - Environmentally Conscious/Recycling/Families with Children Behavioral CTV - 133779	100.00%	99.64%	99.59%	99.32%
Mid Rio Grande Stormwater Quality Team. - AI CTV - 133779	100.00%	99.58%	99.28%	99.15%
Mid Rio Grande Stormwater Quality Team. - AI CTV	100.00%	99.36%	98.79%	98.46%
Mid Rio Grande Stormwater Quality Team. - Environmentally	100.00%	99.33%	98.49%	98.32%

YouTube+ Creative Performance

Ad (Headline)	Impressions ↓	Clicks	Completion Rate	Cost Per Completed View
Mid Rio Grande Stormwater Quality Team_Scoop Your Poop	84,046	25	94.29%	0.04

YouTube+ Video Completion Performance by Creative

Ad (Headline)	25% Completed ↓	50% Completed	75% Completed	100% Completed
Mid Rio Grande Stormwater Quality Team_Scoop Your Poop	96.54%	95.33%	94.73%	94.29%

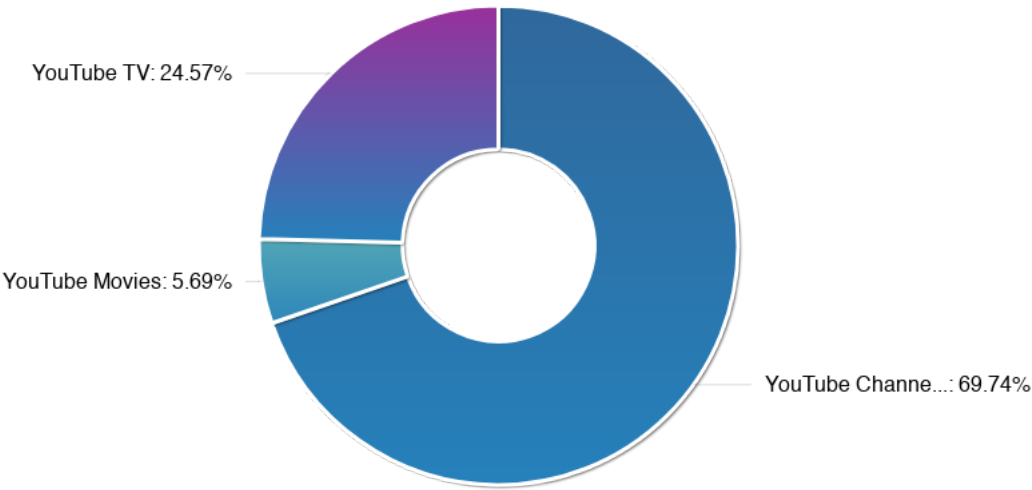
Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	253,354	1,667	0.66%
Connected TV	An internet enabled device that provides streaming content directly on the TV, without the use of an external streaming device.	104,315	15	0.01%
Desktop	A personal computing device that remains stationary at one location.	77,806	586	0.75%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	36,277	131	0.36%
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.	30,205	1	0.00%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
The Scoop	27,515	98	0.36%
imdb.com	15,541	3	0.02%
T-Mobile Play	6,766	166	2.45%
topzonewell.com	5,937	99	1.67%
nypost.com	5,435	13	0.24%
abcnews.com	4,096	6	0.15%
arcamax.com	4,052	6	0.15%
BeReal. Your friends for real.	3,414	210	6.15%
tmz.com	3,129	4	0.13%
huffpost.com	3,126	1	0.03%
indra.com	3,065	1	0.03%
spotify.com	2,771	3	0.11%
Meetup: Social Events & Groups	2,359	7	0.30%
usatoday.com	2,269	9	0.40%
perfectgame.org	2,090	6	0.29%
courttv.com	1,481	4	0.27%
thedailybs.com	1,399	5	0.36%
realclearpolitics.com	1,236	7	0.57%
eldiariodechihuahua.mx	1,172	4	0.34%
theguardian.com	1,089	6	0.55%

YouTube+ Placement Performance



Top 10 YouTube Channel Performance

Placement Display Name	Impressions ↓	Clicks	CTR
ABC News	811	0	0.00%
GFAM	771	1	0.13%
Midwest Safety	653	1	0.15%
Noticias Telemundo	599	0	0.00%
NBC News	591	0	0.00%
Masha y el Oso	464	0	0.00%
CoryxKenshin	428	0	0.00%
Dateline NBC	379	0	0.00%
Sam and Colby	374	0	0.00%
Joe Bart Games	362	0	0.00%

Top 10 YouTube TV Channel Performance

Placement Display Name	Impressions ↓
(YouTube TV) MS NOW	3,240
(YouTube TV) ESPN	286
(YouTube TV) CNBC	285
(YouTube TV) Investigation Discovery	273
(YouTube TV) GREAT	238
(YouTube TV) TLC	171
(YouTube TV) Game Show Network	103
(YouTube TV) NewsNation	100
(YouTube TV) Oxygen True Crime	75
(YouTube TV) Discovery	39

Top CTV Publishers

Publisher Image		Publisher Name	Impressions↓	Completion Rate
		Telly - The Truly Smart TV	14,631	99.86%
		SAMSUNG TV PLUS	4,617	93.71%
		DirecTV	2,764	99.65%
		Xfinity TV - Pluto TV	1,181	94.78%
		Vizio - Vizio WatchFree+	489	98.76%
		LG Channel App	476	100.00%

	The CW	317	97.64%
	Comcast X1	305	98.99%
	Google TV - Pluto TV	249	99.66%
	TCL Channel	180	88.78%

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.