

Digital Marketing Report

Impressions

How many ads were served:

9,979

Clicks

Times a user clicked on an ad

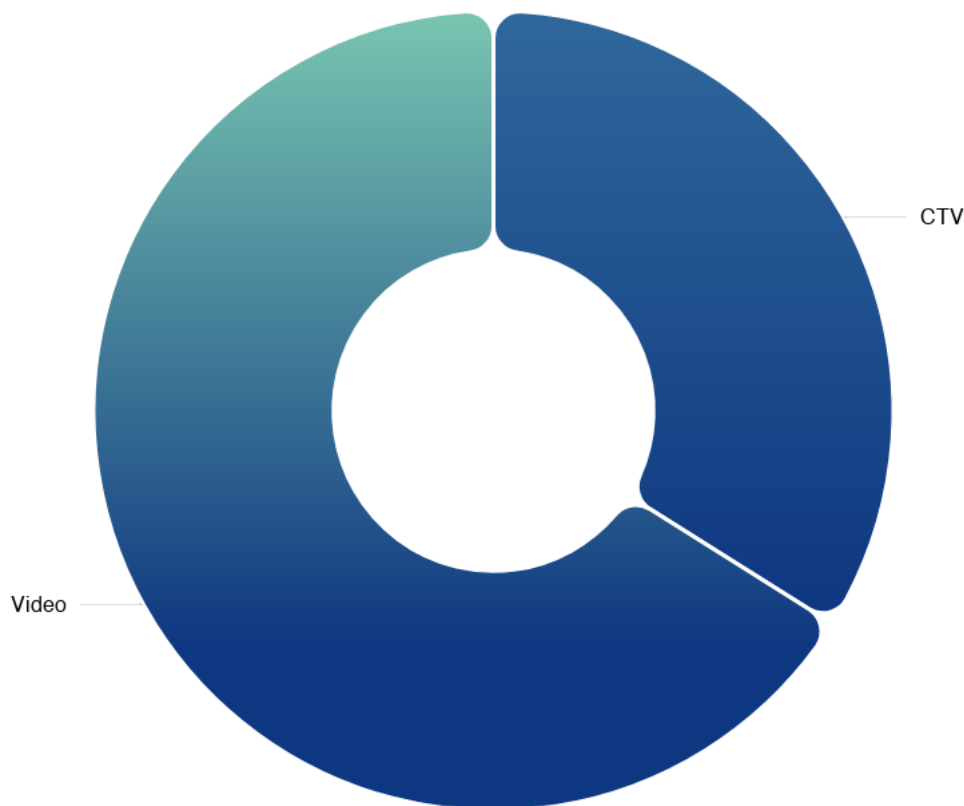
10

Click-Through Rate

(Clicks/Impressions) x 100

0.15%

Your Product Breakout by Impressions



CTV Completion Rate

98.55%

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

0.15%

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

X the National Average

2.17

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%)
City of Hesperia - AI Video	3,310	7	0.21%	3.02
City of Hesperia - Moms/Dads/Parents of Young Children Video	3,284	3	0.09%	1.31
City of Hesperia - Moms/Dads/Parents of Young Children CTV	1,693	1	0.06%	0.84
City of Hesperia - AI CTV	1,692	1	0.06%	0.84

Video Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Thumbnail not available	City of Hesperia_REFUSE TO LIGHT THE FUSE Rev 2025.mp4	6,594	10	0.15%	2.17

Video Completion Performance by Line Item

Line Item Name	25% Completed ↓	50% Completed	75% Completed	100% Completed
City of Hesperia - Moms/Dads/Parents of Young Children Video	94.85%	91.32%	88.82%	83.71%
City of Hesperia - AI Video	93.81%	88.13%	83.44%	77.79%

Connected TV (CTV) Creative Performance

Preview Image	Creative Name	Impressions	Video Completion Rate ↓
Thumbnail not available	City of Hesperia_REFUSE TO LIGHT THE FUSE Rev 2025.mp4	3,385	98.55%

Connected TV (CTV) Completion Performance by Strategy

Strategy	25% Completion Rate	50% Completion Rate	75% Completion Rate	100% Completion Rate ↓
City of Hesperia - AI CTV	100.00%	99.88%	99.70%	98.85%
City of Hesperia - Moms/Dads/Parents of Young Children CTV	100.00%	99.16%	98.62%	98.26%

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	5,742	8	0.14%
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.	2,442	2	0.08%
Connected TV	An internet enabled device that provides streaming content directly on the TV, without the use of an external streaming device.	943	0	0.00%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	458	1	0.22%
Desktop	A personal computing device that remains stationary at one location.	394	1	0.25%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
sbsun.com	1,864	1	0.05%
Tubi - Movies & TV Shows	799	0	0.00%
Tubi - Watch Movies & TV Shows	351	1	0.28%
recipeninja.tv	75	0	0.00%
msn.com	56	0	0.00%
the-sun.com	45	0	0.00%
gotsoccer.com	42	0	0.00%
Plex - Stream for Free - Free Movies and TV	34	0	0.00%
livenewsof.com	30	0	0.00%
Tubi - Free Movies & TV	28	0	0.00%
fazatrip.com	27	0	0.00%
cwtv.com	20	0	0.00%
iWantTFC Filipino TV	18	0	0.00%
crazybusymama.com	14	0	0.00%
newspressnow.com	14	0	0.00%
motorpavilion.com	13	0	0.00%
recipeera.com	13	0	0.00%
thekitchenpaper.com	12	0	0.00%
abplive.com	11	1	9.09%
worthy.com	11	0	0.00%

Top CTV Publishers

Publisher Image	Publisher Name	Impressions↓	Completion Rate
	KTLA+	499	92.87%
	DIRECTV	91	100.00%
	TCL Channel	74	95.59%
	LG Channel App	47	100.00%
	Vizio Channel	42	93.33%
	Frndly TV	34	96.88%

	Pluto TV	27	97.92%
	The CW	25	100.00%
	Vizio - Vizio WatchFree+	25	82.94%
	Plex: Stream Movies, Shows, Live TV, Music, and More	20	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.