



# Digital Marketing Report

## Impressions

How many ads were served:

52,069

## CTV Completion Rate

84.94%

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.*



## LinkedIn Spend Performance

*Does not include management fee*



Line Item Performance

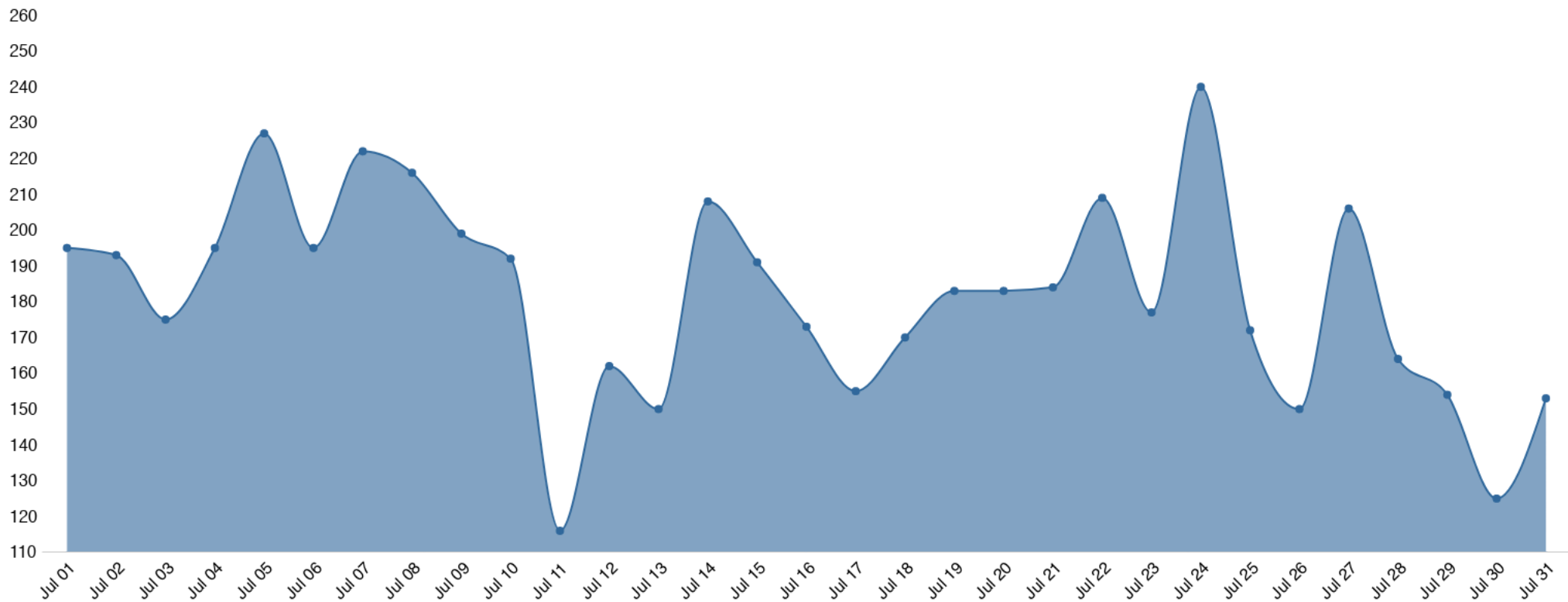
| Line Item Name                                                                | Impressions ↓ | Clicks | CTR   | X the National Avg (.07%) |
|-------------------------------------------------------------------------------|---------------|--------|-------|---------------------------|
| FCSI TAD - Architect/Industry > Architecture B2B Behavioral Social Mirror CTV | 26,575        | 47     | 0.18% | 2.53                      |
| FCSI TAD - B2B AI Social Mirror CTV                                           | 25,494        | 111    | 0.44% | 6.22                      |

## QR Code Scan Performance

5,634

Times users saw an ad on their TV screen and scanned the QR Code on their mobile device

## QR Code Performance Day by Day





Grid contains more rows, but they have been clipped.

## Social Mirror CTV Creative Performance

| Preview Image           | Creative Name                                                                    | Impressions ↓ | Video Completion Rate |
|-------------------------|----------------------------------------------------------------------------------|---------------|-----------------------|
| Thumbnail not available | FCSI TAD_LI_Interested_2.13_Social Mirror<br>OTT_Wade (621662784)                | 6,285         | 94.52%                |
| Thumbnail not available | FCSI TAD_LI_Interested_2.13_Social Mirror<br>OTT_Video 2 (Penny).mp4 (621662604) | 5,911         | 94.26%                |
| Thumbnail not available | FCSI TAD_LI_Interested_2.13_Social Mirror<br>OTT_Wade (601980860)                | 5,882         | 94.93%                |
| Thumbnail not available | FCSI TAD_LI_Interested_2.13_Social Mirror<br>OTT_Video 2 (Penny).mp4 (646552561) | 5,743         | 94.01%                |
| Thumbnail not available | FCSI TAD_LI_Interested_2.13_Social Mirror<br>OTT_Wade (643529824)                | 5,724         | 94.65%                |
| Thumbnail not available | FCSI TAD_LI_Interested_2.13_Social Mirror<br>OTT_Wade (646552354)                | 5,716         | 95.22%                |
| Thumbnail not available | FCSI TAD_LI_Interested_2.13_Social Mirror<br>OTT_Wade (621662422)                | 5,634         | 94.45%                |
| Thumbnail not available | FCSI TAD_LI_Interested_2.13_Social Mirror<br>OTT_Video 2 (Penny).mp4 (653123534) | 5,624         | 94.66%                |



Device Performance

| Device           |                                                                                                                                                   |               |        |       |
|------------------|---------------------------------------------------------------------------------------------------------------------------------------------------|---------------|--------|-------|
| Device Name      | Description                                                                                                                                       | Impressions ↓ | Clicks | CTR   |
| Mobile           | A portable electronic device that can connect to the internet.                                                                                    | 23,314        | 85     | 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. | 13,583        | 28     | 0.21% |
| Connected TV     | An internet enabled device that provides streaming content directly on the TV, without the use of an external streaming device.                   | 12,992        | 19     | 0.15% |
| Tablet           | A portable personal computer with a touchscreen interface that can connect to the internet.                                                       | 2,162         | 26     | 1.20% |
| Desktop          | A personal computing device that remains stationary at one location.                                                                              | 18            | 0      | 0.00% |

## Top CTV Publishers

| Publisher Image                                                                     | Publisher Name                               | Impressions ↓ | Completion Rate |
|-------------------------------------------------------------------------------------|----------------------------------------------|---------------|-----------------|
|    | Dailymotion: Explore and watch videos        | 8,511         | 95.64%          |
|    | Vizio - Vizio WatchFree+                     | 2,617         | 99.72%          |
|    | The Roku Channel                             | 2,371         | 98.29%          |
|   | SAMSUNG TV PLUS                              | 2,192         | 93.49%          |
|  | Tubi - Movies & TV Shows                     | 2,147         | 91.93%          |
|  | ABC News                                     | 1,819         | 41.52%          |
|                                                                                     | CBS Sports App - Scores, News, Stats & Watch | 1,150         | 40.52%          |

|                                                                                   |                                |       |        |
|-----------------------------------------------------------------------------------|--------------------------------|-------|--------|
|    | Live                           |       |        |
|  | Tubi - Watch Movies & TV Shows | 1,011 | 95.72% |
|  | Tubi - Free Movies & TV        | 1,010 | 94.09% |
|  | Pluto TV - Live TV and Movies  | 715   | 98.40% |

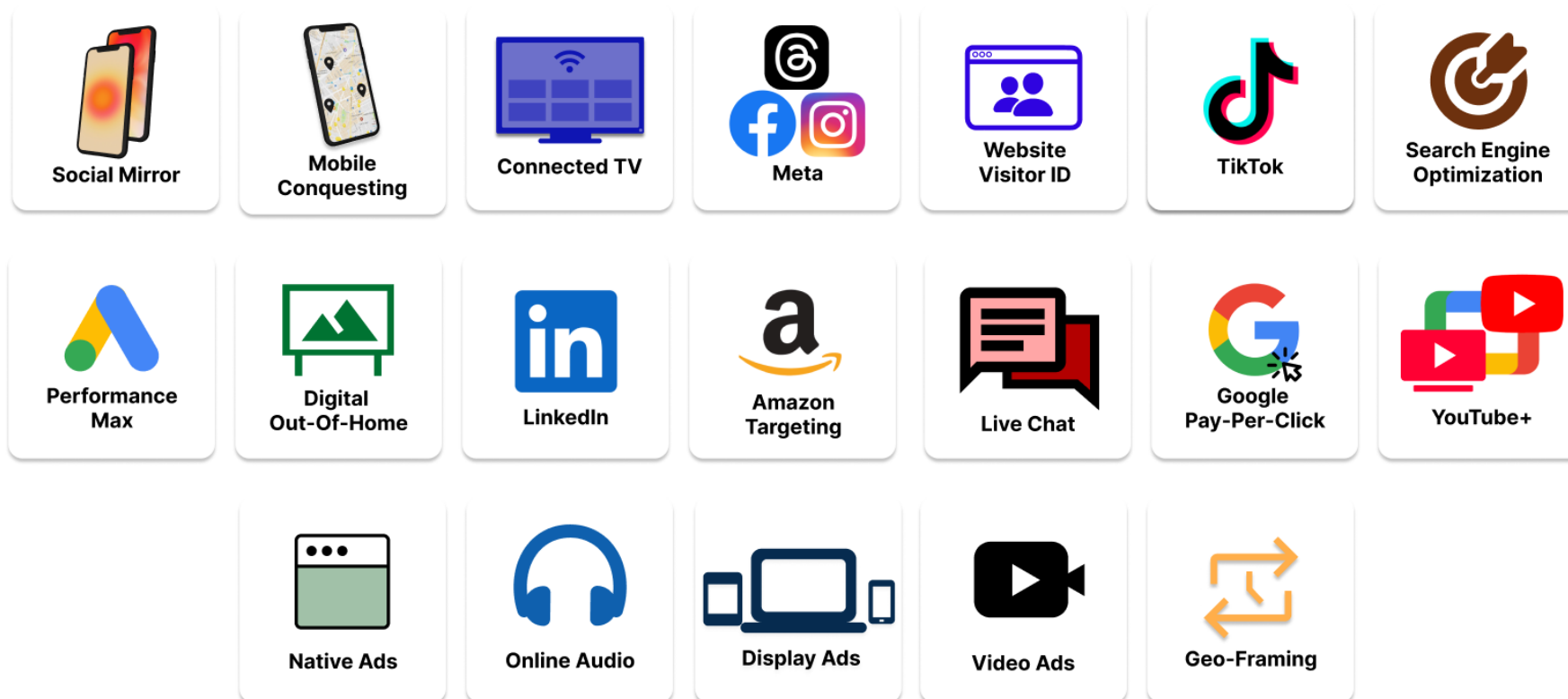


**Client Cost:** Amount Spent on the LinkedIn campaign. You are charged when a Click occurs on an ad.

**CPC:** The amount paid for your Ads divided by your total Clicks.

*Note: Costs do not include management fee.*

# All available products in our *toolbox*.



? Your account team is [here to help](#) - reach out with any questions or to explore new ideas.