



Digital Marketing Report

Impressions

How many ads were served:

434,684

Clicks

Times a user clicked on an ad

1,870

Click-Through Rate

(Clicks/Impressions) x 100

5.19%

Your Product Breakout by Impressions



CTV Completion Rate

58.96%

Percentage of users who watched the video from start to finish

CTV Cost Per Completed View

0.07

The cost of each completed video view across full-screen CTVs

Total Engagement Rate

5.19%

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

X the National Average

14.53

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%)
Visit Big Bend - Travel/Tourism/Family Vacationers Categories YouTube+	147,814	1	0.00%	0.01
Visit Big Bend - Behavioral CTV	128,798	18	0.01%	0.20
Visit Big Bend - Tourist Attractions/Leisure Travelers Behavioral Amazon CTV	44,361	2	0.00%	0.06
Visit Big Bend - Hiking Gear/Travel Accessories Product Amazon CTV	36,952	1	0.00%	0.04
Visit Big Bend - Tourist Attractions/Leisure Travelers Behavioral Amazon Video	36,017	1,869	5.19%	74.13
Visit Big Bend - Retargeting CTV	20,753	16	0.08%	1.10
Visit Big Bend - Amazon Prime CTV	19,989	0	0.00%	0.00



CTV View-through Conversions

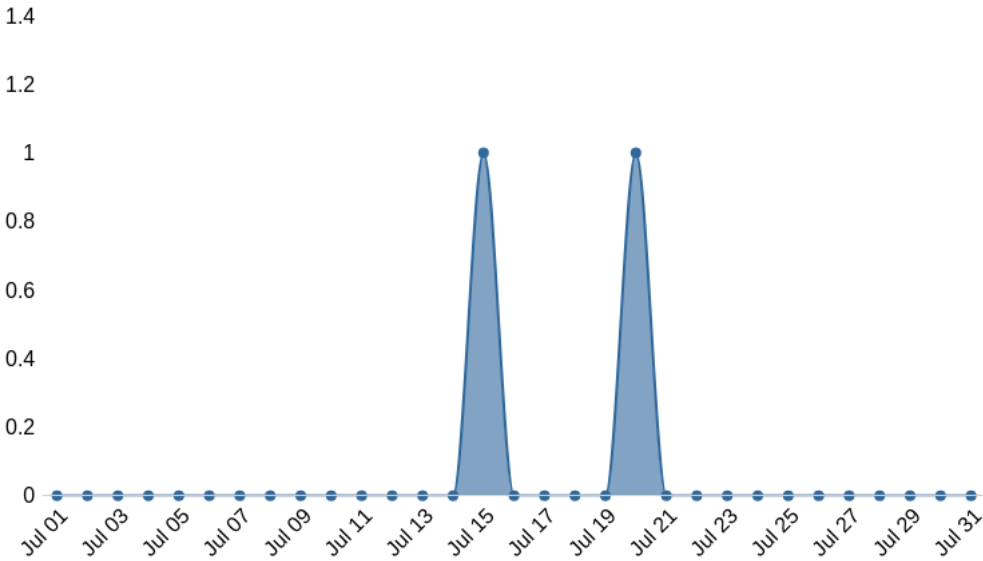


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

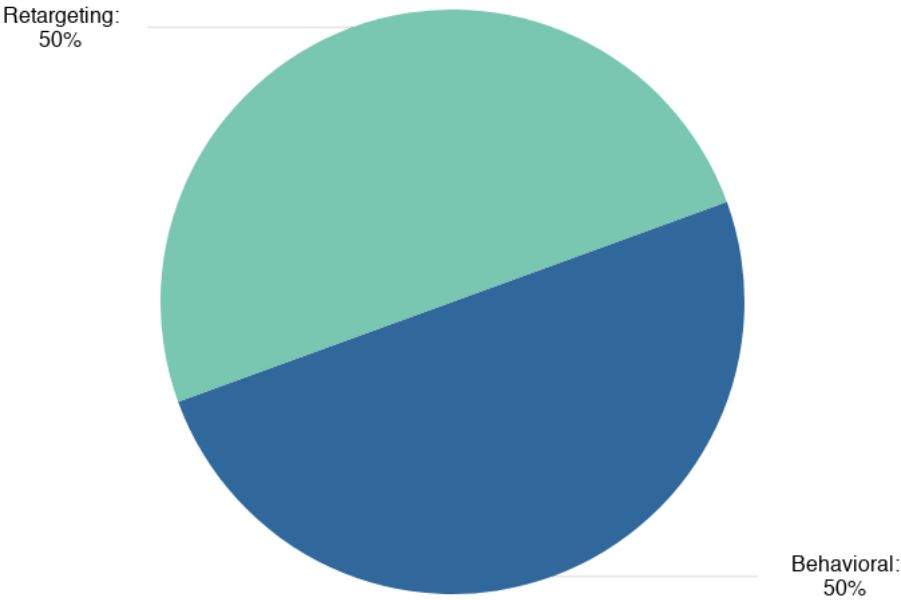
CTVView-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Visit Big Bend Homepage Visits	1
Visit Big Bend Lodging Page View	1

CTV View-through Conversions by Day

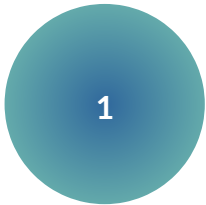


Top CTV View-through Conversions by Strategy





Amazon Premium Video + CTV Click Conversions

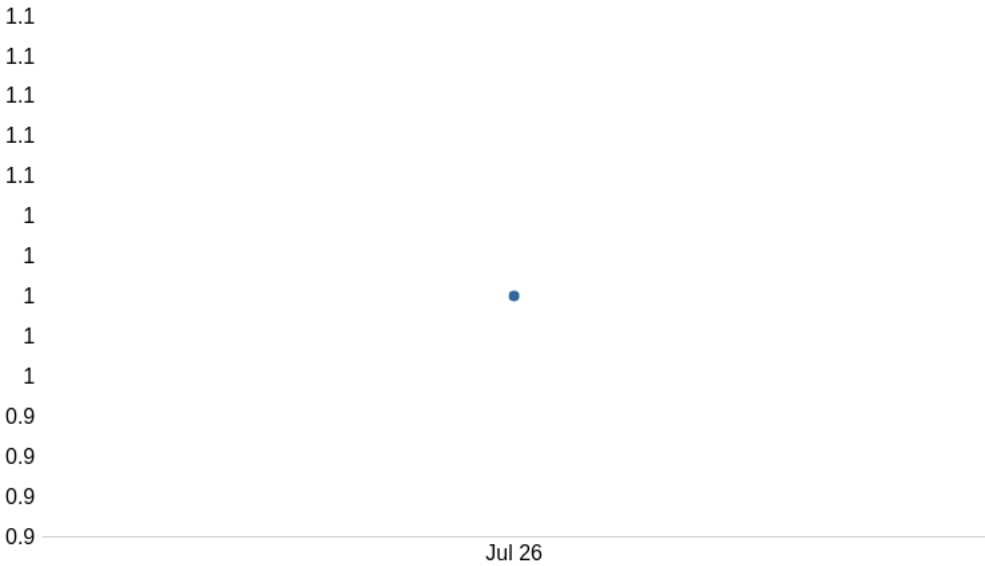


Times users clicked on an ad leading to your site and visited a page or completed an action

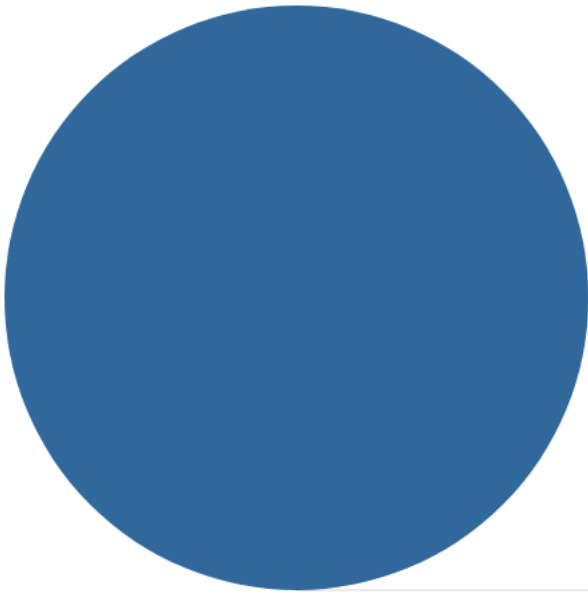
Amazon Premium Video + CTV Click Conversion Performance

Conversion Name	Click Conversions ↓
Visit Big Bend Lodging Page View	1

Amazon Premium Video + CTV Click Conversions by Day



Top Amazon Premium Video + CTV Click Conversions by Strategy



Behavioral:
100%



Connected TV (CTV) Creative Performance

Preview Image	Creative Name	Impressions	Video Completion Rate ↓
Thumbnail not available	Visit Big Bend_ADVENTURE_15.mp4	28,925	99.08%
Thumbnail not available	Visit Big Bend_1000SQUAREMILES_15.mp4	28,803	99.02%
Thumbnail not available	Visit Big Bend_BBNP_15.mp4	26,566	98.92%
Thumbnail not available	Visit Big Bend_VBB DARK SKIES_15.mp4	20,577	98.91%
Thumbnail not available	Visit Big Bend_1000SQUAREMILES_30.mp4	16,085	98.40%
Thumbnail not available	Visit Big Bend_ADVENTURE_30.mp4	12,475	98.38%
Thumbnail not available	Visit Big Bend_VBB DARK SKIES_30.mp4	16,120	98.37%

Connected TV (CTV) Completion Performance by Strategy

Strategy	25% Completion Rate	50% Completion Rate	75% Completion Rate	100% Completion Rate ↓
Visit Big Bend - Retargeting CTV	100.00%	99.77%	99.59%	99.40%
Visit Big Bend - Behavioral CTV	100.00%	99.68%	99.31%	98.72%



YouTube+ Creative Performance

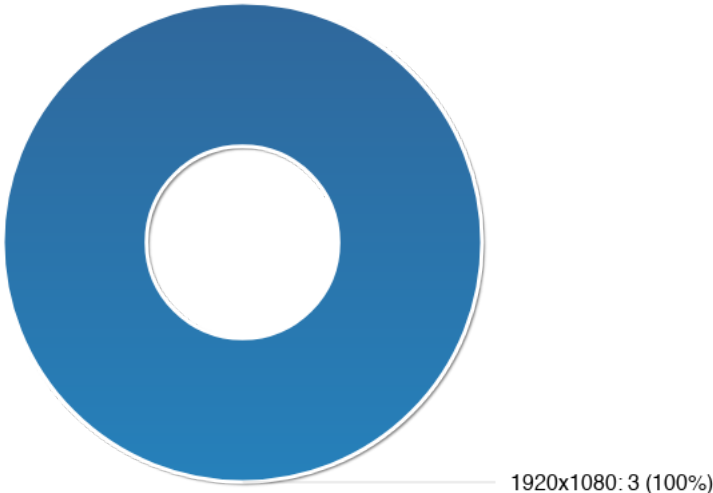
Ad (Headline)	Impressions ↓	Clicks	Completion Rate	Cost Per Completed View
Visit Big Bend_Ladies Better Decision	147,814	1	98.87%	0.04

YouTube+ Video Completion Performance by Creative

Ad (Headline)	25% Completed ↓	50% Completed	75% Completed	100% Completed
Visit Big Bend_Ladies Better Decision	99.11%	99.03%	98.98%	98.87%



Amazon Premium Display Click Performance by Ad Size



Amazon Premium Video Creative Performance

Creative Name	Preview Link	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Visit Big Bend_VBB DARK SKIES_30_OLV	No Preview Available	12,095	620	5.13%	73.23
Visit Big Bend_ADVENTURE_30_OLV	No Preview Available	12,077	597	4.94%	70.62
Visit Big Bend_1000SQUAREMILES_30_OLV	No Preview Available	11,845	652	5.50%	78.63



Amazon Premium Video Completion Performance by Creative

Creative Name	25% Completed ↓	50% Completed	75% Completed	100% Completed
Visit Big Bend_VBB DARK SKIES_30_OLV	79.15%	37.37%	30.80%	27.27%
Visit Big Bend_1000SQUAREMILES_30_OLV	78.90%	38.38%	31.60%	28.05%
Visit Big Bend_ADVENTURE_30_OLV	78.74%	38.06%	31.01%	27.58%



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.	192,578	29	0.02%
Mobile	A portable electronic device that can connect to the internet.	91,110	1,816	1.99%
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.	59,975	8	0.01%
Desktop	A personal computing device that remains stationary at one location.	53,550	9	0.02%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	37,312	45	0.12%
Set Top Box	A console device that connects to a TV and provides streaming content, such as Apple TV 4k or Amazon Fire Cube.	1	0	0.00%

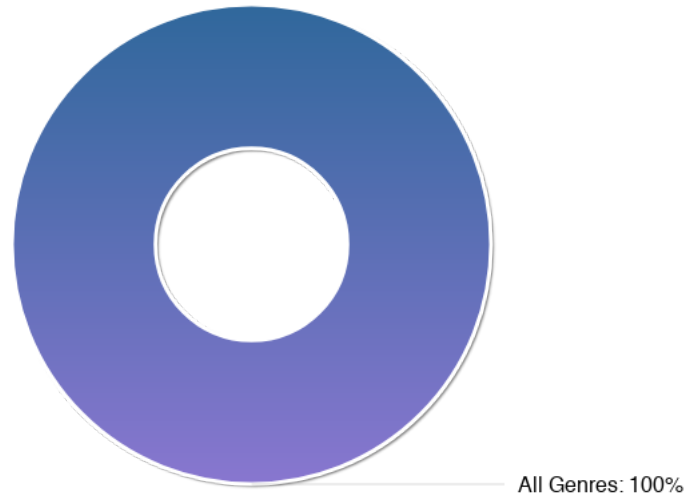


Amazon Inventory Source Performance

Inventory				
Inventory Type	Where your ads appear	Impressions ↓	Clicks	CTR
Amazon Publisher Services	Display, Video, and OTT Impressions served to a collection of comScore 100 publishers and high-quality sites that have a direct partner relationship with Amazon on Desktop, Mobile, and Connected TV devices	117,593	1,878	1.60%
Prime Video	OTT impressions served on Amazon Prime while streaming TV and movies on connected TV devices	19,998	0	0.00%
TWITCH WEB VIDEO	Pre-roll/Mid-roll served on Twitch.TV, an Amazon-owned property on Desktop and Mobile devices	41	5	12.20%
TWITCH MOBILEAPP VIDEO	Pre-roll/Mid-roll served on the Twitch App, an Amazon-owned property on Desktop and Mobile devices	2	0	0.00%



Amazon Prime Video Genre Performance



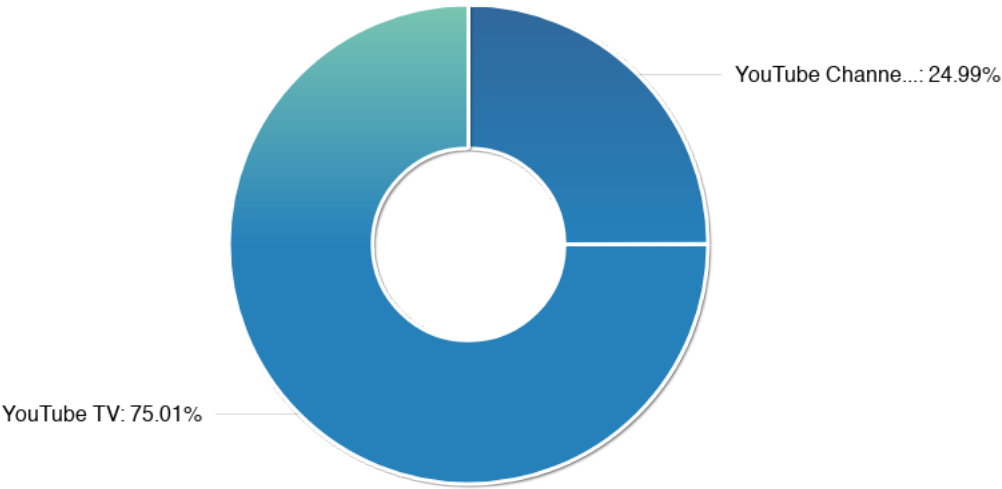


Amazon Premium Site and App Performance

Name	Impressions ↓	Clicks	CTR
Samsung TV Plus- STV (ID: bbdb37fe63084b938641ad092cb4e684)	17,003	0	0.00%
TubiTV Fire TV (ID: 032687ceb1a8439090576d9b4d5c2d50)	14,175	0	0.00%
roku (ID: 151908)	13,351	0	0.00%
PRIME_VIDEO_ADS_FIRE_TV (ID: 7e944acd56594310bc41d19f03766435)	6,094	0	0.00%
PV Fire TV (ID: b94d934eb5984fb8b161a5d292610c87)	6,022	0	0.00%
amazon.com	5,920	0	0.00%
Word Search Explorer: Fun Game (ID: 1602508478)	5,728	421	7.35%
PRIME_VIDEO_ADS_CHANNEL_ROKU_TV (ID: 48c38e27ff914ab982373e57c4157aa3)	4,886	0	0.00%
FireTV Channels (ID: firetv-video-news)	4,494	0	0.00%
Paramount EyeQ	4,374	0	0.00%
Crossword Jam: Fun Word Search (ID: 1269540854)	3,927	280	7.13%
PRIME_VIDEO_ADS_SAMSUNG_TV (ID: 67e0c74ccec444e99c8e00fe7d445093)	3,058	0	0.00%
Tetris® (ID: 1491074310)	2,715	240	8.84%
TubiTV Roku (ID: 8edddb2c6be548f496c4fff9664963f8)	2,469	0	0.00%
Word Trip - Word Puzzles Games (ID: 1214223596)	2,346	185	7.89%
The Roku Channel (ID: b8d023537b9c4e73a150eb75b7d1c3d9)	2,139	0	0.00%
48c38e27ff914ab982373e57c4157aa3	1,983	0	0.00%
Samsung Instant Plays (ID: com.sec.android.app.samsungapps)	1,513	46	3.04%
June's Journey: Hidden Objects (ID: 1200391796)	1,271	108	8.50%
67e0c74ccec444e99c8e00fe7d445093	1,071	0	0.00%



YouTube+ Placement Performance



Top 10 YouTube Channel Performance

Placement Display Name	Impressions ↓	Clicks	CTR
Dateline NBC	7,045	0	0.00%
NBC News	5,960	0	0.00%
ABC News	5,805	1	0.02%
LiveNOW from FOX	2,848	0	0.00%
Noticias Telemundo	2,250	0	0.00%
Pop The Balloon	1,365	0	0.00%
FOX Weather	1,267	0	0.00%
CNN	1,114	0	0.00%
GFAM	1,043	0	0.00%
Caso Cerrado	1,020	0	0.00%



Top 10 YouTube TV Channel Performance

Placement Display Name	Impressions ↓
(YouTube TV) FOX News	34,880
(YouTube TV) MS NOW	21,847
(YouTube TV) CNN	16,384
(YouTube TV) CNBC	5,101
(YouTube TV) ESPN	5,084
(YouTube TV) FOX Business	2,669
(YouTube TV) Investigation Discovery	2,420
(YouTube TV) Hallmark TV	1,671
(YouTube TV) TV Land	1,270
(YouTube TV) Oxygen True Crime	1,014



Top CTV Publishers

Publisher Image		Publisher Name	Impressions↓	Completion Rate
		SAMSUNG TV PLUS	16,865	96.43%
		Vizio - Vizio WatchFree+	6,237	99.45%
		DIRECTV	5,868	98.80%
		Tubi - Free Movies & TV	5,551	95.89%
		The CW	3,873	99.36%
		TCL Channel	3,239	99.07%

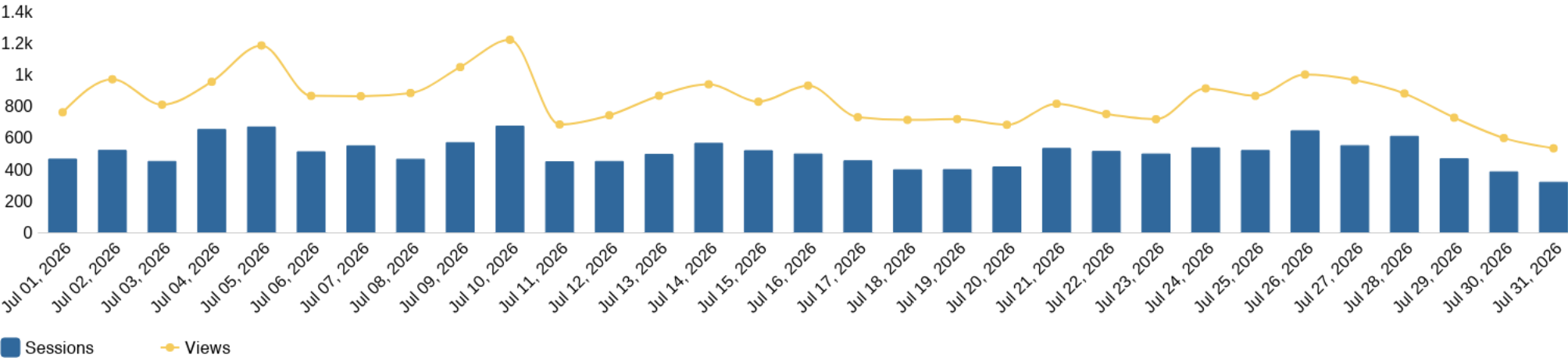
	Tubi - Movies & TV Shows	3,105	99.38%
	Pluto TV - Live TV and Movies	2,880	98.58%
	Pluto TV - It's Free TV	2,777	99.36%
	DISH Anywhere	1,688	90.02%



Total User Engagement: The length of total time that your app screen was in the foreground or your web page was in focus.



Google Analytics 4 Performance by Day

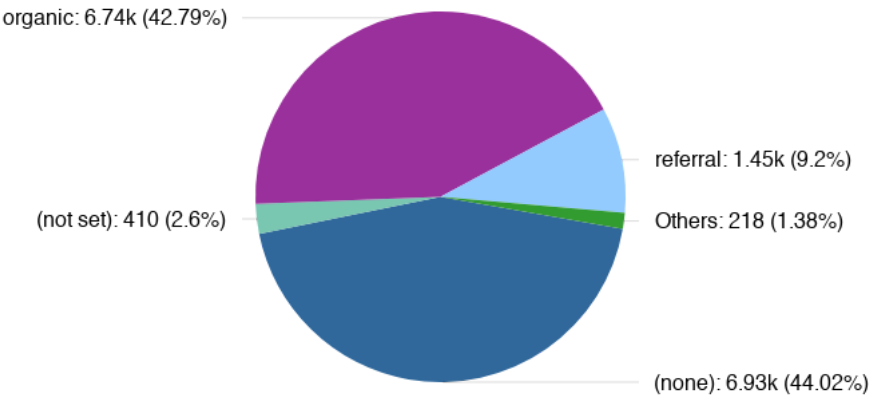


Google Analytics 4 Account Performance

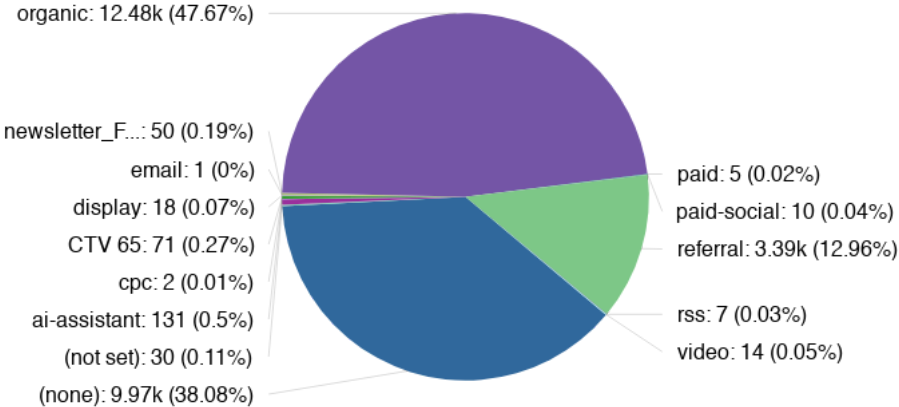
Analytics Account Name ↑	Sessions	Views	Total User Engagement	Pages / Session	Engagement rate
Total	15,757	26,180	296:30:06	1.66	44.72%
VISITBIGBEND	15,757	26,180	296:30:06	1.66	44.72%



Google Analytics 4 Sessions by Medium



Google Analytics 4 Page Views by Medium

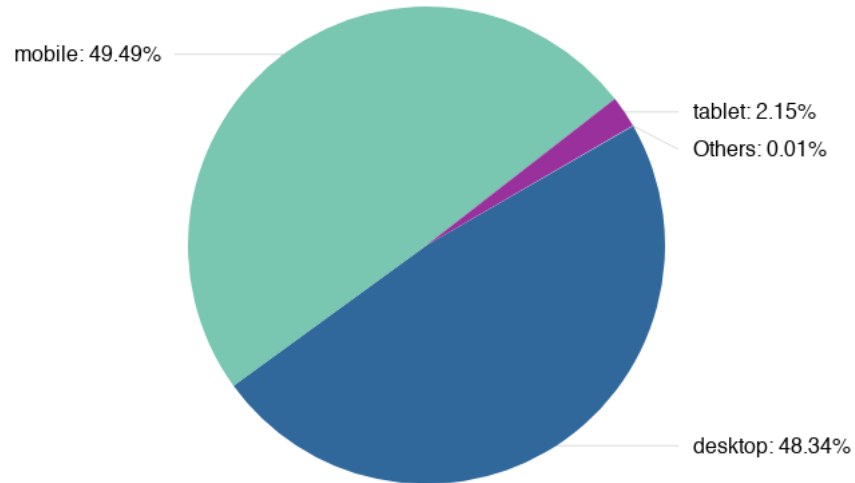


Google Analytics 4 Event Performance

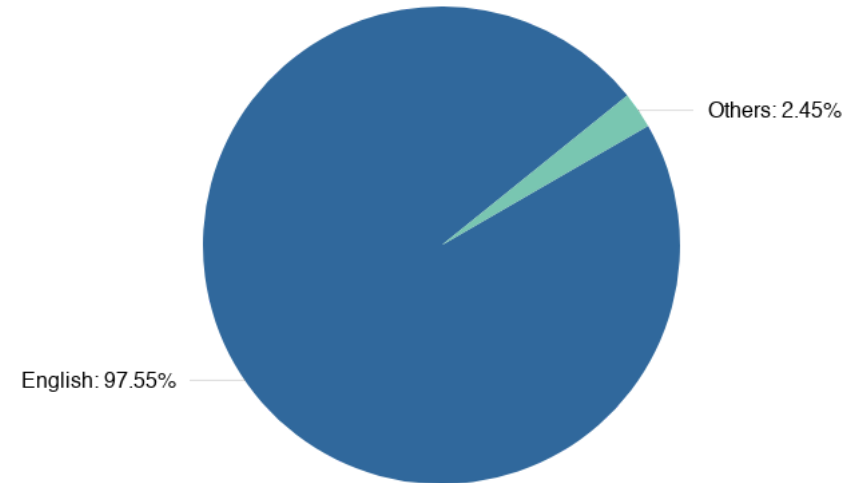
Event name	Event count ↓
Total	80,659
page_view	26,180
user_engagement	16,810
session_start	15,353
first_visit	12,803
scroll	7,645
click	1,506
file_download	158
form_submit	74
form_start	72
view_search_results	57
widget_load	1



Google Analytics 4 Engaged Sessions by Device



Google Analytics 4 Sessions by Language



Google Analytics 4 Top Browser Performance

Browser	Sessions ↓	Views	Engaged sessions	Engagement rate	Total User Engagement
Total	15,808	26,180	7,100	44.91%	296:30:06
Chrome	8,527	13,667	3,458	40.55%	203:54:40
Safari	6,091	10,004	2,920	47.94%	63:49:49
Edge	623	1,493	452	72.55%	21:43:03
Firefox	245	554	146	59.59%	04:56:31
Samsung Internet	137	205	69	50.37%	01:13:02



Google Analytics 4 Page Path Performance

Page path	Engaged sessions ↓
Total	15,524
/	2,904
/lodging/	1,768
/activities/	534
/parks/	483
/bb-national-park/	478
/terlingua/	463
/places/chisos-mountains-lodge/	394
/fly/	298
/train/	279
/places/the-summit-at-big-bend/	265



Google Analytics 4 Performance by Geo

City	Region	Sessions ↓	Views	Engaged sessions	Engagement rate	Total User Engagement
Total		16,437	26,180	7,457	45.37%	296:30:06
Dallas	Texas	2,142	3,930	1,301	60.74%	30:53:28
Lanzhou	Gansu	1,708	1,354	53	3.10%	00:03:31
Des Moines	Iowa	659	660	2	0.30%	00:00:48
Houston	Texas	623	1,208	426	68.38%	11:54:23
Mumbai	Maharashtra	495	1,918	385	77.78%	121:53:22
Austin	Texas	384	693	266	69.27%	05:45:10
(not set)	(not set)	323	447	116	35.91%	01:49:33
Atlanta	Georgia	314	454	96	30.57%	02:08:27
New York	New York	298	449	124	41.61%	02:53:07
San Antonio	Texas	256	626	172	67.19%	06:33:04
Ashburn	Virginia	228	274	79	34.65%	00:48:35
(not set)	Texas	213	411	143	67.14%	04:51:48
Chicago	Illinois	205	412	130	63.41%	03:26:51
Fort Worth	Texas	187	405	120	64.17%	04:31:01
(not set)	New York	177	232	50	28.25%	00:46:10



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.