

Digital Marketing Report

Impressions

How many ads were served:

25,951

CTV Completion Rate

98.72%

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



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%)
Armada Advisors - Entrepreneurs/Online Banking Users/Retirees Behavioral CTV	13,680	10	0.07%	1.04
Armada Advisors - AI CTV	12,271	4	0.03%	0.47

Connected TV (CTV) Creative Performance

Preview Image	Creative Name	Impressions	Video Completion Rate ↓
Thumbnail not available	Armada Advisors_Armada Advisors Commercial.mp4	25,951	98.72%

Connected TV (CTV) Completion Performance by Strategy

Strategy	25% Completion Rate	50% Completion Rate	75% Completion Rate	100% Completion Rate ↓
Armada Advisors - AI CTV	100.00%	99.60%	99.25%	99.07%
Armada Advisors - Entrepreneurs/Online Banking Users/Retirees Behavioral CTV	100.00%	99.35%	98.77%	98.40%

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.	14,790	6	0.04%
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.	11,161	8	0.07%

Top CTV Publishers

Publisher Image	Publisher Name	Impressions↓	Completion Rate
	SAMSUNG TV PLUS	3,378	98.73%
	Vizio - Vizio WatchFree+	2,079	98.66%
	Telly - The Truly Smart TV	890	99.75%
	Tubi - Free Movies & TV	354	91.14%
	Plex: Stream Movies & TV	238	100.00%
	Plex	217	99.19%

	Tubi - Movies & TV Shows	187	98.62%
	Philo TV	184	99.08%
	LG Channel App	121	96.67%
	The Roku Channel	120	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.