

Digital Marketing Report

Impressions

How many ads were served:

65,889

Clicks

Times a user clicked on an ad

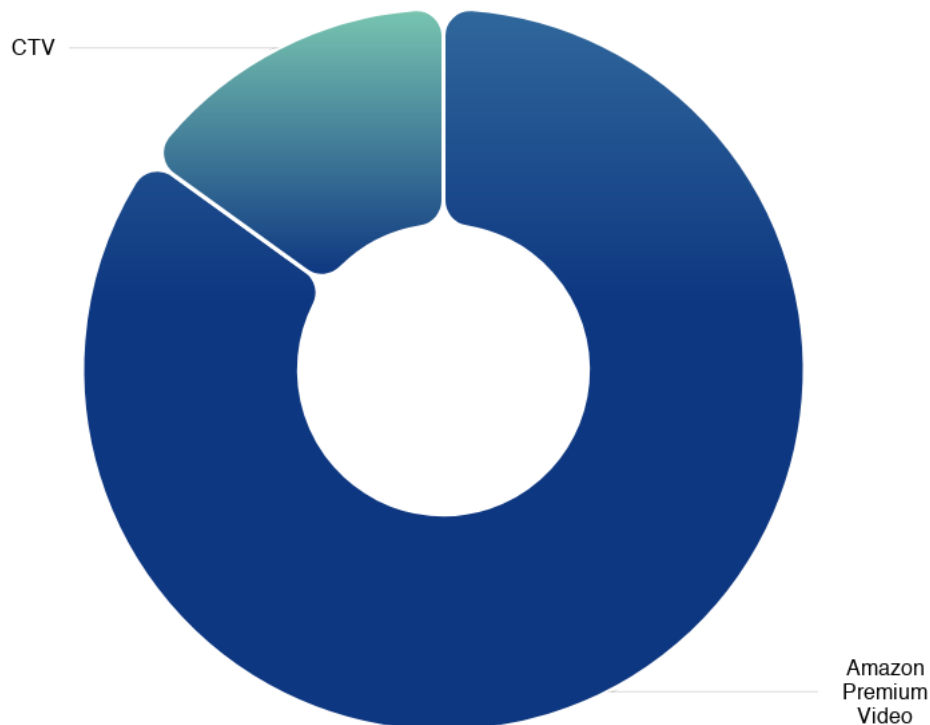
821

Click-Through Rate

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

1.47%

Your Product Breakout by Impressions



CTV Completion Rate

0.99%

Percentage of users who watched the video from start to finish

CTV Cost Per Completed View

3.24

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

Total Engagement Rate

1.54%

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

X the National Average

20.96

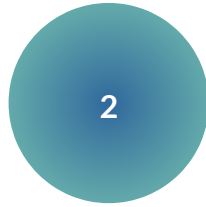
X the National Avg (.07%)



Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Triple B Farms - Parents/Healthy Snacks/Healthy Cooking Behavioral Amazon Video	55,968	821	1.47%	20.96
Triple B Farms - Parents/Healthy Snacks/Healthy Cooking Behavioral Amazon CTV	9,921	0	0.00%	0.00

Amazon Premium Video + CTV View-through Conversions

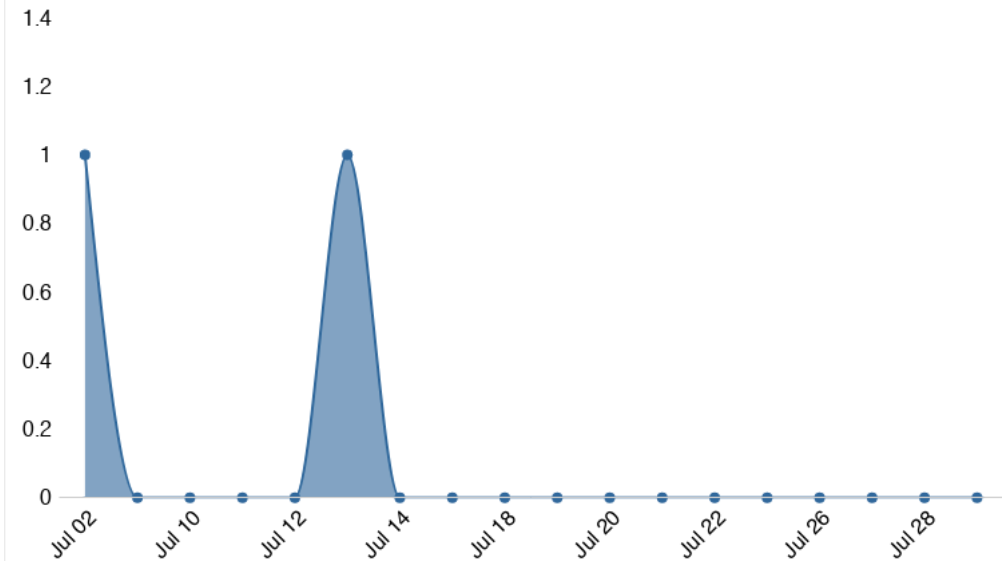


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

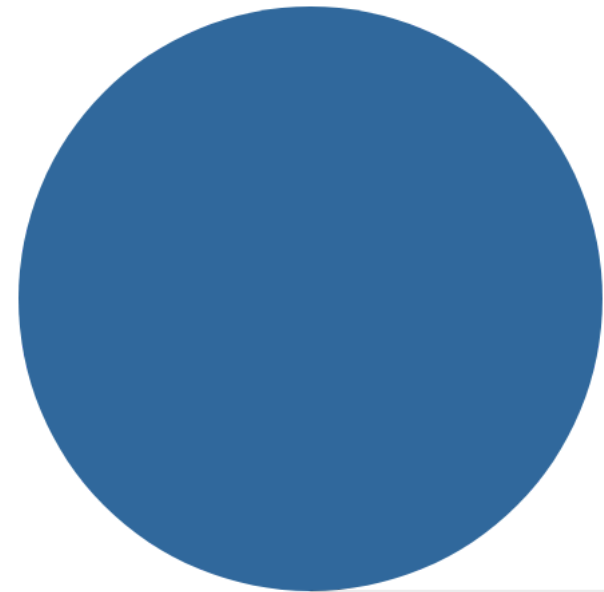
Amazon Premium Video + CTV View-through Conversion Performance

Conversion Name	View-through Conversions ↓
Triple B Farms Homepage Visits	2

Amazon Premium Video + CTV View-through Conversions by Day

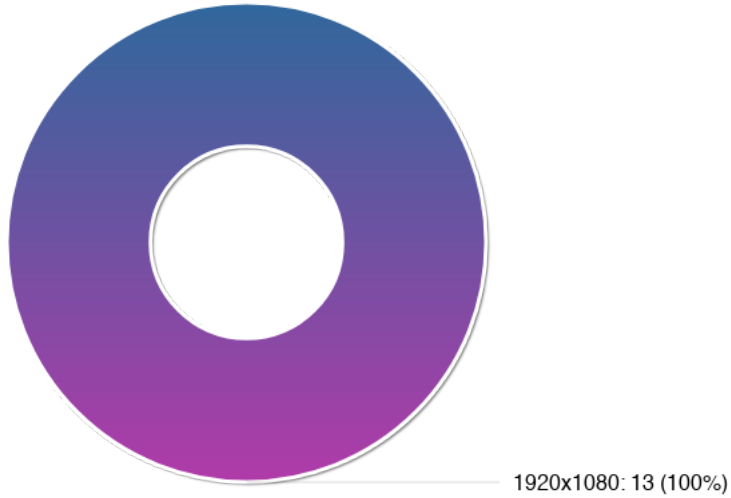


Top Amazon Premium Video + CTV View-through Conversions by Strategy



Behavioral:
100%

Amazon Premium Display Conversion Performance by Ad Size



Amazon Premium Video Creative Performance

Creative Name	Preview Link	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Triple B Farms_Triple_B_Farms_V2.mp4_OL V	View Preview	55,968	821	1.47%	20.96
Unallocated	No Preview Available	0	0	-	-

Amazon Premium Video Completion Performance by Creative

Creative Name	25% Completed ↓	50% Completed	75% Completed	100% Completed
Triple B Farms_Triple_B_Farms_V2.mp4_OLV	73.42%	50.95%	44.46%	38.33%

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	51,505	793	1.54%
Connected TV	An internet enabled device that provides streaming content directly on the TV, without the use of an external streaming device.	9,921	0	0.00%
Desktop	A personal computing device that remains stationary at one location.	2,508	9	0.36%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	1,951	19	0.97%
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.	4	0	0.00%
Unknown	---	0	0	-

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	56,202	825	1.47%
Prime Video	OTT impressions served on Amazon Prime while streaming TV and movies on connected TV devices	9,921	0	0.00%
TWITCH WEB VIDEO	Pre-roll/Mid-roll served on Twitch.TV, an Amazon-owned property on Desktop and Mobile devices	24	0	0.00%

Amazon Premium Site and App Performance

Name	Impressions ↓	Clicks	CTR
PRIME_VIDEO_ADS_FIRE_TV (ID: 7e944acd56594310bc41d19f03766435)	2,709	0	0.00%
PRIME_VIDEO_ADS_CHANNEL_ROKU_TV (ID: 48c38e27ff914ab982373e57c4157aa3)	2,561	0	0.00%
PRIME_VIDEO_ADS_SAMSUNG_TV (ID: 67e0c74ccec444e99c8e00fe7d445093)	1,441	0	0.00%
nypost.com	1,374	12	0.87%
yahoo.com	1,069	1	0.09%
thehill.com	953	0	0.00%
Block Blast Adventure Master (ID: com.block.juggle)	853	18	2.11%
fandom.com	751	2	0.27%
usatoday.com	739	1	0.14%
Jigsaw Puzzles - puzzle games (ID: com.easybrain.jigsaw.puzzles)	699	26	3.72%
steelersdepot.com	685	8	1.17%
Art Puzzle - jigsaw art games (ID: com.easybrain.art.puzzle)	622	13	2.09%
PRIME_VIDEO_ADS_MICROSOFT_TV (ID: 170ccd7d8291451e8bea75c0ae29f053)	608	0	0.00%
Crossword Jam (ID: in.playsimple.tripcross)	607	14	2.31%
Tile Explorer - Triple Match (ID: com.oakever.tiletrip)	604	10	1.66%
PRIME_VIDEO_ADS_LG_TV (ID: af6dd00ac1bb49bda30486540ed75442)	569	0	0.00%
cfb.fan	553	6	1.08%
PRIME_VIDEO_ADS_APPLECOMPUTERINC_TV (ID: 339043f979d94b7c9403dcb5810b6040)	534	0	0.00%
eliteprospects.com	532	11	2.07%
Pixel Art - color by number (ID: com.europosit.pixelcoloring)	512	13	2.54%