

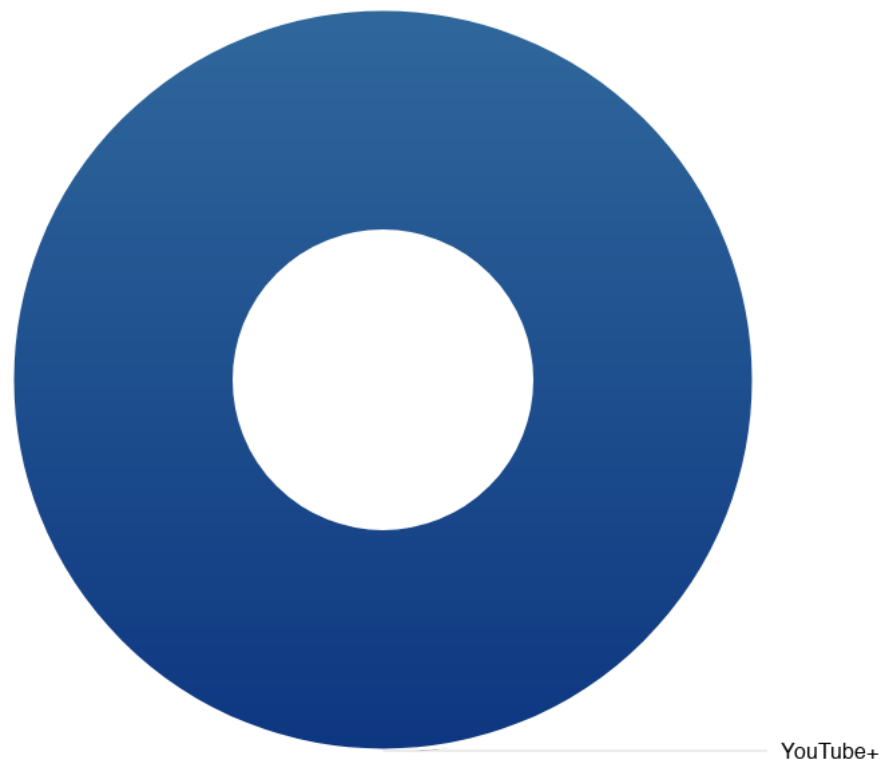
Digital Marketing Report

Impressions

How many ads were served:

73,178

Your Product Breakout by Impressions



**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%)
Central Coast Boats - In-market Boats & Watercraft YouTube+	73,178	0	0.00%	0.00

YouTube+ Creative Performance

Ad (Headline)	Impressions ↓	Clicks	Completion Rate	Cost Per Completed View
CCBoats NewBoats 1920x1080 15sec 14	39,104	0	97.04%	0.04
CCBoats Service 1920x1080 15sec 14 1	34,072	0	96.90%	0.04

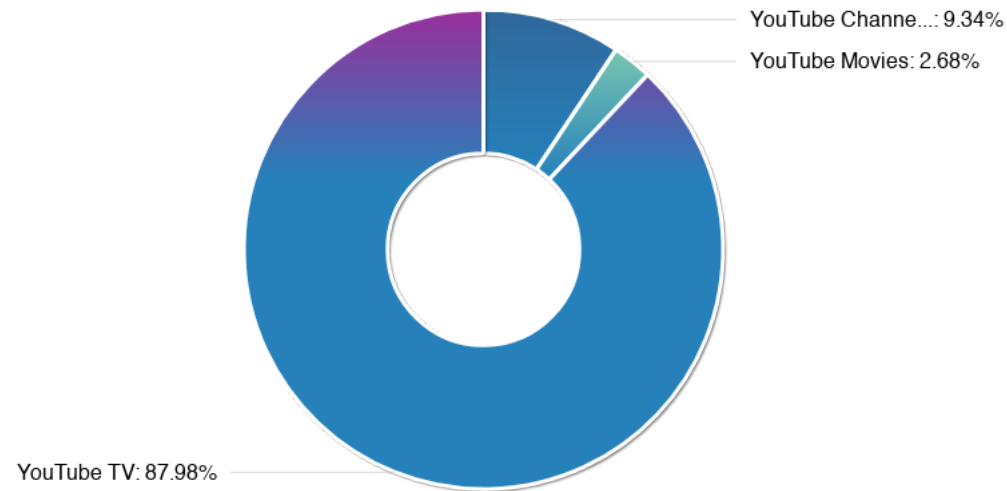
YouTube+ Video Completion Performance by Creative

Ad (Headline)	25% Completed ↓	50% Completed	75% Completed	100% Completed
CCBoats NewBoats 1920x1080 15sec 14	98.17%	97.64%	97.35%	97.04%
CCBoats Service 1920x1080 15sec 14 1	98.07%	97.53%	97.21%	96.90%

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.	71,016	0	0.00%
Mobile	A portable electronic device that can connect to the internet.	891	0	0.00%
Desktop	A personal computing device that remains stationary at one location.	639	0	0.00%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	630	0	0.00%

YouTube+ Placement Performance



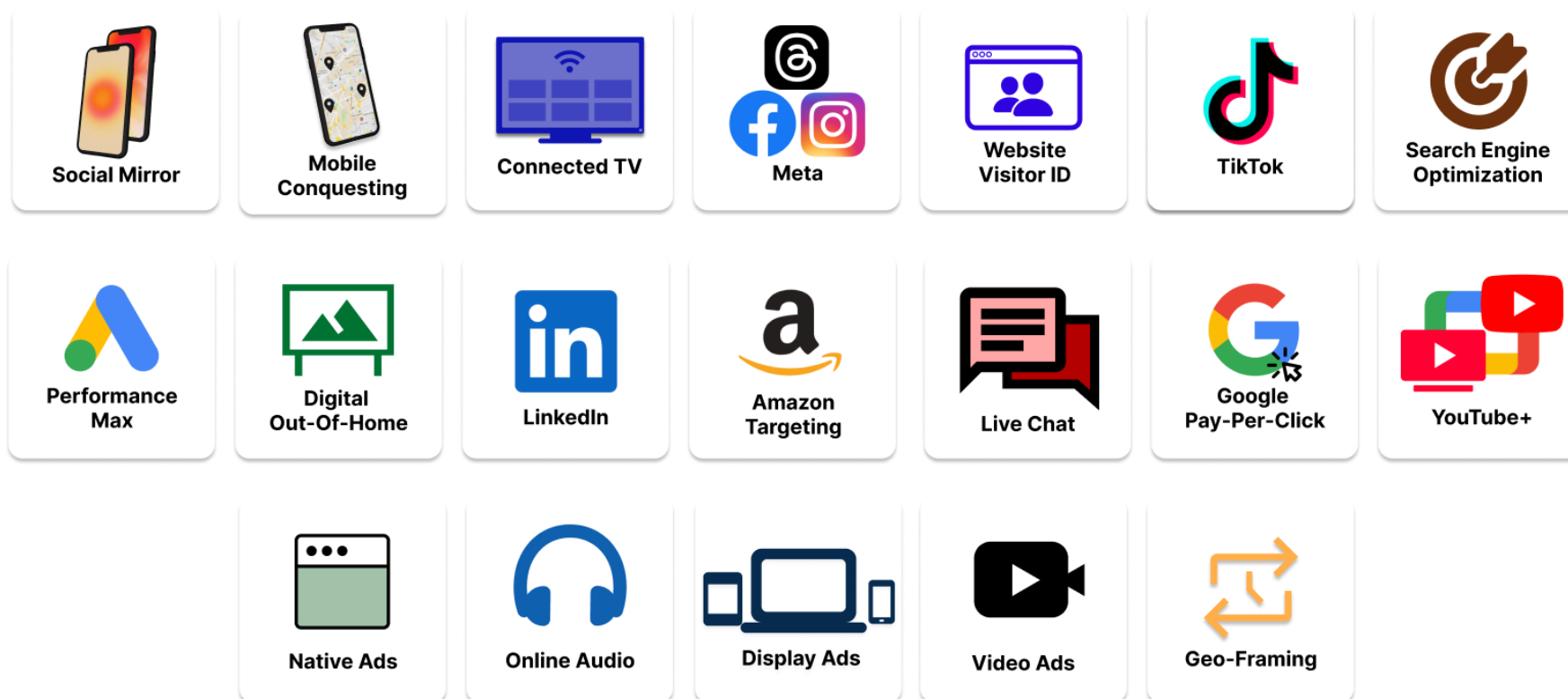
Top 10 YouTube Channel Performance

Placement Display Name	Impressions ↓	Clicks	CTR
GFAM	609	0	0.00%
ABC30 Action News	410	0	0.00%
Midwest Safety	311	0	0.00%
AWE	236	0	0.00%
ABC News	212	0	0.00%
ABC7	186	0	0.00%
MeidasTouch	131	0	0.00%
GLIV	129	0	0.00%
Fox News	124	0	0.00%
NBC News	101	0	0.00%

Top 10 YouTube TV Channel Performance

Placement Display Name	Impressions ↓
(YouTube TV) FOX News	12,303
(YouTube TV) MS NOW	4,887
(YouTube TV) CNN	4,645
(YouTube TV) ESPN	2,553
(YouTube TV) CNBC	1,083
(YouTube TV) FOX Business	772
(YouTube TV) Hallmark TV	702
(YouTube TV) TV Land	505
(YouTube TV) Investigation Discovery	488
(YouTube TV) Golf	487

All available products in our *toolbox*.



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