

Digital Marketing Report

Impressions

How many ads were served:

52,979

Clicks

Times a user clicked on an ad

83

Click-Through Rate

(Clicks/Impressions) x 100

0.24%

Your Product Breakout by Impressions



CTV Completion Rate

98.36%

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

Total Engagement Rate

0.24%

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

X the National Average

3.37

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%)
Spory's Locksmith - AI Video	35,224	83	0.24%	3.37
Spory's Locksmith - AI CTV	8,899	1	0.01%	0.16
Spory's Locksmith - Premium Homeowner/Car Owners CTV	8,856	19	0.21%	3.06

Video View-through Conversions

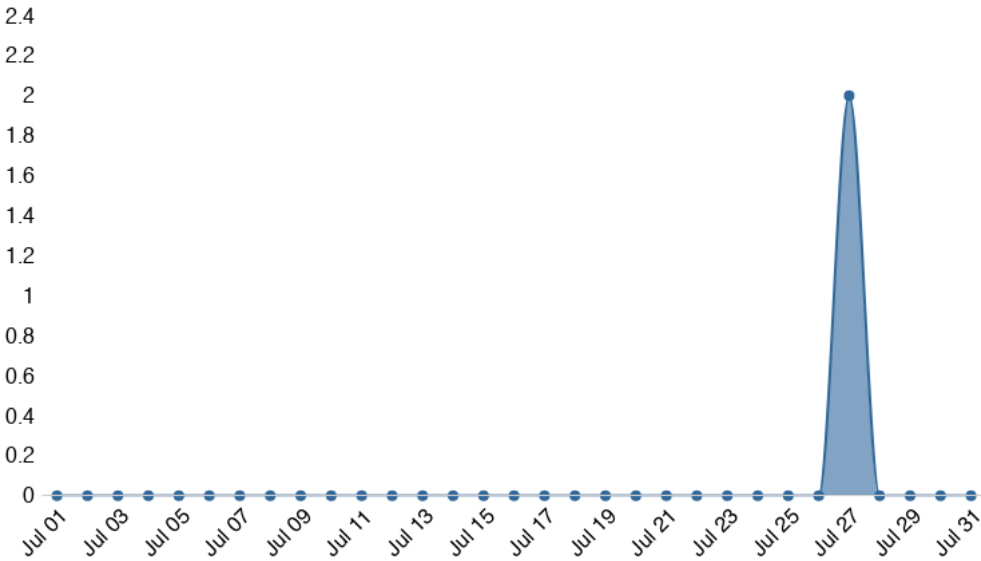


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

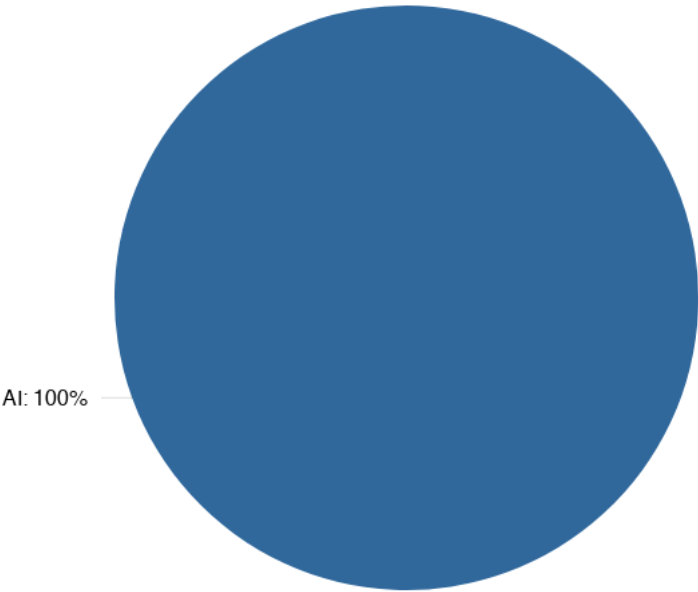
Video View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Spory's Locksmith Homepage Visits	1
Spory's Locksmith Rekey Access Repair Page View	1

Video View-through Conversions by Day



Top Video View-through Conversions by Strategy



Video Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Thumbnail not available	Spory's Locksmith_6.16_2024_SPORYS_KING OF KEYS_EMAIL	17,996	53	0.29%	4.21
	Spory's Locksmith_6.16_Spory's Locksmith - Remember Us (1)	17,228	30	0.17%	2.49

Video Completion Performance by Line Item

Line Item Name	25% Completed ↓	50% Completed	75% Completed	100% Completed
Spory's Locksmith - AI Video	67.31%	60.46%	55.39%	44.61%

Connected TV (CTV) Creative Performance

Preview Image	Creative Name	Impressions	Video Completion Rate ↓
	Spory's Locksmith_6.16_Spory's Locksmith - Remember Us (1)	8,818	98.57%
Thumbnail not available	Spory's Locksmith_6.16_2024_SPORYS_KING OF KEYS_EMAIL	8,937	98.15%

Connected TV (CTV) Completion Performance by Strategy

Strategy	25% Completion Rate	50% Completion Rate	75% Completion Rate	100% Completion Rate ↓
Spory's Locksmith - AI CTV	100.00%	99.57%	99.22%	98.49%
Spory's Locksmith - Premium Homeowner/Car Owners CTV	100.00%	99.52%	99.05%	98.22%

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	23,185	56	0.24%
Connected TV	An internet enabled device that provides streaming content directly on the TV, without the use of an external streaming device.	10,384	6	0.06%
Desktop	A personal computing device that remains stationary at one location.	9,751	23	0.24%
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.	7,371	14	0.19%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	2,288	4	0.17%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
Pinterest	3,728	3	0.08%
accuweather.com	1,999	9	0.45%
Tubi - Movies & TV Shows	1,922	0	0.00%
biblegateway.com	806	0	0.00%
Pluto TV - Live TV and Movies	738	0	0.00%
weather.com	587	0	0.00%
screenrant.com	516	0	0.00%
wtaj.com	494	2	0.40%
wjactv.com	464	1	0.22%
nypost.com	417	4	0.96%
pensburgh.com	395	1	0.25%
merriam-webster.com	384	0	0.00%
huffpost.com	370	1	0.27%
buzzfeed.com	321	1	0.31%
Tubi - Watch Movies & TV Shows	312	0	0.00%
baseball-reference.com	284	0	0.00%
playpokergo.com	273	0	0.00%
legacy.com	252	0	0.00%
Weather by WeatherBug	236	0	0.00%
paweatheraction.com	223	0	0.00%

Top CTV Publishers

Publisher Image		Publisher Name	Impressions↓	Completion Rate
		Telly - The Truly Smart TV	3,480	99.75%
		SAMSUNG TV PLUS	1,709	94.80%
		Vizio - Vizio WatchFree+	980	99.78%
		DIRECTV	919	99.27%
		Xfinity TV - Pluto TV	602	99.66%
		Pluto TV - Live TV and Movies	249	97.91%

	Amazon Fire TV	151	99.04%
	U-verse	85	100.00%
	TCL Channel	82	99.12%
	Vizio Channel	58	97.16%

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



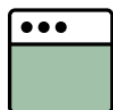
Live Chat



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.