

# Digital Marketing Report

## Impressions

How many ads were served:

48,110

## CTV Completion Rate

99.82%

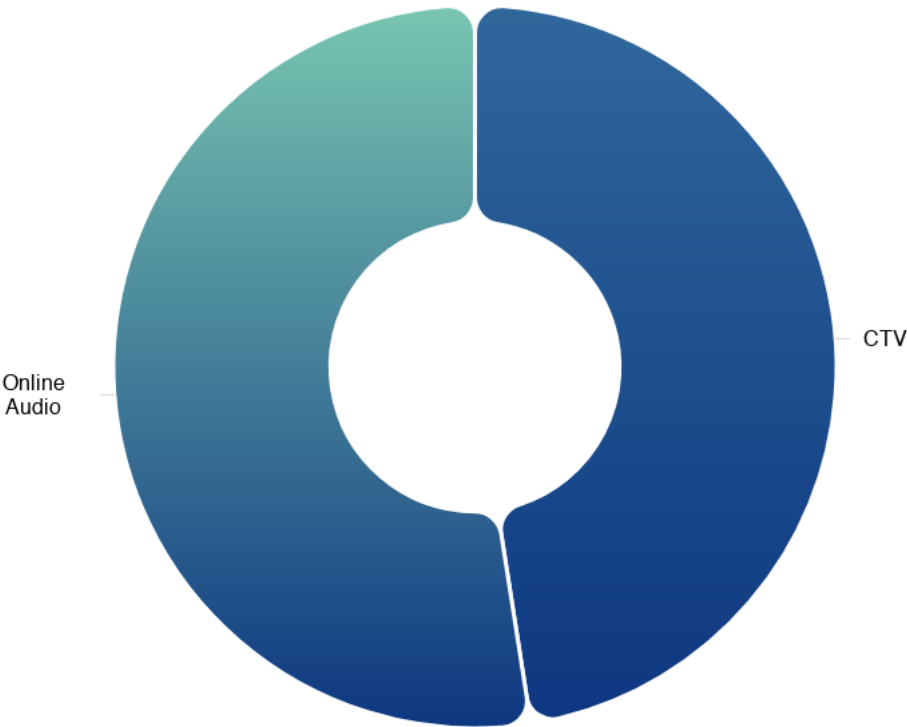
Percentage of users who watched the video from start  
to finish

## CTV Cost Per Completed View

0.04

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

## Your Product Breakout by Impressions



*\*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%) |
|-----------------------------------------------------------------------------|---------------|--------|-------|---------------------------|
| Congressman Mike Kelly - Military Veterans/Conservative Voters Online Audio | 25,245        | 0      | 0.00% | 0.00                      |
| Congressman Mike Kelly - Military Veterans/Conservative Voters CTV          | 22,865        | 0      | 0.00% | 0.00                      |



Connected TV (CTV) Creative Performance

| Preview Image           | Creative Name                                                                  | Impressions | Video Completion Rate ↓ |
|-------------------------|--------------------------------------------------------------------------------|-------------|-------------------------|
| Thumbnail not available | Congressman Mike Kelly_6.10_060226 rep mike kelly a250 TV FULL (30) 4K (1).mp4 | 22,865      | 99.82%                  |

Connected TV (CTV) Completion Performance by Strategy

| Strategy                                                           | 25% Completion Rate | 50% Completion Rate | 75% Completion Rate | 100% Completion Rate ↓ |
|--------------------------------------------------------------------|---------------------|---------------------|---------------------|------------------------|
| Congressman Mike Kelly - Military Veterans/Conservative Voters CTV | 99.94%              | 99.87%              | 99.84%              | 99.82%                 |

Online Audio Creative Performance

| Creative Name                                                                                      | Impressions ↓ | Clicks | CTR   | X the National Avg (.07%) |
|----------------------------------------------------------------------------------------------------|---------------|--------|-------|---------------------------|
| Congressman Mike Kelly_6.9_June 2026 -- Rep Mike Kelly America250 Radio Ad (Matt outro) (30).mp3   | 12,656        | 0      | 0.00% | 0.00                      |
| Congressman Mike Kelly_6.9_June 2026 -- Rep Mike Kelly America250 Radio Ad (Reagan outro) (30).mp3 | 12,589        | 0      | 0.00% | 0.00                      |

### 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. | 22,263        | 0      | 0.00% |
| Mobile           | A portable electronic device that can connect to the internet.                                                                  | 21,041        | 0      | 0.00% |
| Set Top Box      | A console device that connects to a TV and provides streaming content, such as Apple TV 4k or Amazon Fire Cube.                 | 2,816         | 0      | 0.00% |
| Tablet           | A portable personal computer with a touchscreen interface that can connect to the internet.                                     | 1,058         | 0      | 0.00% |
| CONNECTED_DEVICE | ---                                                                                                                             | 587           | 0      | 0.00% |
| Desktop          | A personal computing device that remains stationary at one location.                                                            | 129           | 0      | 0.00% |
| Game Console     | A device primarily used for playing video games, but can also be used to stream content through apps.                           | 1             | 0      | 0.00% |

### Top CTV TV Devices

| Device Make | Impressions ↓ | Video Completion Rate |
|-------------|---------------|-----------------------|
| Samsung     | 339           | 97.39%                |
| LG          | 129           | 100.00%               |
| Vizio       | 71            | 100.00%               |
| Amazon      | 11            | 100.00%               |
| Onn         | 11            | 100.00%               |

### Top CTV Streaming Devices

| Device Make | Impressions ↓ | Video Completion Rate |
|-------------|---------------|-----------------------|
| Roku        | 475           | 99.19%                |
| Amazon      | 88            | 98.81%                |
| Apple       | 37            | 96.67%                |
| Sky         | 9             | 100.00%               |
| DirecTV     | 8             | 100.00%               |

Top Online Audio Device Makes

| Device Make | Impressions ↓ | Clicks | CTR   |
|-------------|---------------|--------|-------|
| Apple       | 9,719         | 0      | 0.00% |
| Samsung     | 4,943         | 0      | 0.00% |
| (1)         | 4,399         | 0      | 0.00% |
| Google      | 1,924         | 0      | 0.00% |
| Motorola    | 1,686         | 0      | 0.00% |
| Amazon      | 894           | 0      | 0.00% |
| Roku        | 403           | 0      | 0.00% |
| Orbic       | 366           | 0      | 0.00% |
| Sonos       | 158           | 0      | 0.00% |
| Huawei      | 142           | 0      | 0.00% |

### Site and App Performance

| Name                                                                   | Impressions ↓ | Clicks | CTR   |
|------------------------------------------------------------------------|---------------|--------|-------|
| tunein.com                                                             | 6,411         | 0      | 0.00% |
| consumable.com                                                         | 6,361         | 0      | 0.00% |
| missionmedia.ai                                                        | 4,452         | 0      | 0.00% |
| Forza Football - Live Scores                                           | 4,287         | 0      | 0.00% |
| AUDIOMOB_MS                                                            | 2,438         | 0      | 0.00% |
| audiomob.io                                                            | 2,304         | 0      | 0.00% |
| pocketfm.com                                                           | 2,146         | 0      | 0.00% |
| Consumable Streaming 2                                                 | 1,854         | 0      | 0.00% |
| TuneIn Radio: Music & Sports                                           | 1,181         | 0      | 0.00% |
| take1ads.com                                                           | 758           | 0      | 0.00% |
| CNN - 20407                                                            | 311           | 0      | 0.00% |
| TuneIn - MS NOW - s297990                                              | 278           | 0      | 0.00% |
| cumulusmedia.com                                                       | 252           | 0      | 0.00% |
| k105country.com                                                        | 230           | 0      | 0.00% |
| iheart.com                                                             | 208           | 0      | 0.00% |
| PRODUCT CATCHALL TuneIn - audio midroll (cross-border)  MP3/Streamguys | 154           | 0      | 0.00% |
| fortune.com                                                            | 152           | 0      | 0.00% |
| jamx.ai                                                                | 147           | 0      | 0.00% |
| Calm - Aggregate Publisher - All                                       | 129           | 0      | 0.00% |
| anidobmax.web.app                                                      | 108           | 0      | 0.00% |

## Top CTV Publishers

| Publisher Image                                                                     | Publisher Name                                       | Impressions↓ | Completion Rate |
|-------------------------------------------------------------------------------------|------------------------------------------------------|--------------|-----------------|
|    | SAMSUNG TV PLUS                                      | 349          | 0.00%           |
|    | Samsung TV                                           | 213          | 0.00%           |
|    | Plex                                                 | 55           | 0.00%           |
|   | Plex: Stream Movies, Shows, Live TV, Music, and More | 38           | 0.00%           |
|  | Vizio - Vizio WatchFree+                             | 29           | 0.00%           |
|  | ESPN                                                 | 27           | 0.00%           |





Sling TV - ESPN

14

0.00%

## 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.