

Digital Marketing Report

Impressions

How many ads were served:

38,447

CTV Completion Rate

98.84%

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%)
Main Street Theatre Co. - AI CTV	18,895	15	0.08%	1.13
Main Street Theatre Co. - Arts & Culture/Live Theater Behavioral CTV	18,819	9	0.05%	0.68
Main Street Theatre Co. - Retargeting CTV	733	0	0.00%	0.00

CTV View-through Conversions

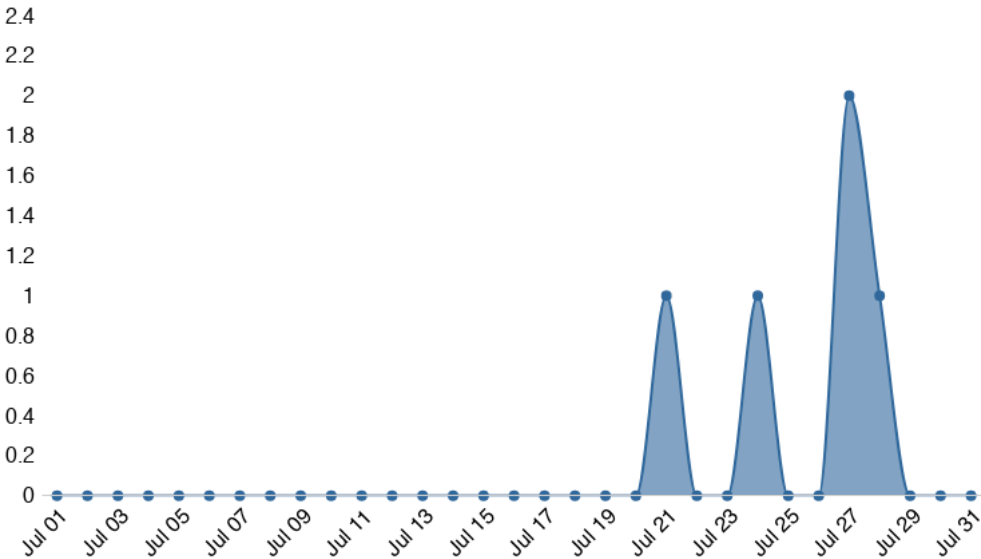


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

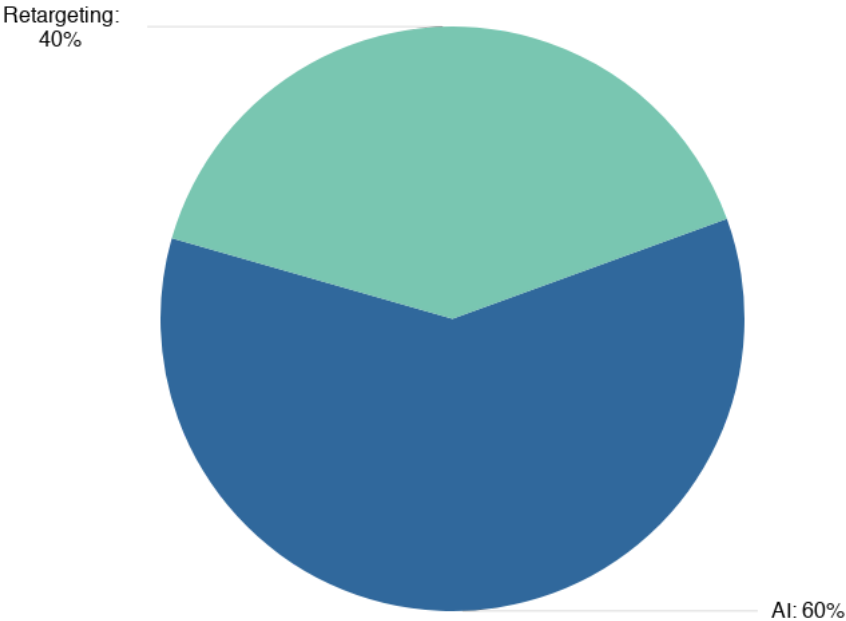
CTV View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Main Street Theatre Co. Homepage Visits	5

CTV View-through Conversions by Day



Top CTV View-through Conversions by Strategy





Connected TV (CTV) Creative Performance

Preview Image	Creative Name	Impressions	Video Completion Rate ↓
Thumbnail not available	Main Street Theatre Co._Final_Shows Video_MSTC.mp4	38,447	98.84%

Connected TV (CTV) Completion Performance by Strategy

Strategy	25% Completion Rate	50% Completion Rate	75% Completion Rate	100% Completion Rate ↓
Main Street Theatre Co. - Retargeting CTV	100.00%	99.72%	99.72%	99.86%
Main Street Theatre Co. - Arts & Culture/Live Theater Behavioral CTV	100.00%	99.67%	99.24%	98.85%
Main Street Theatre Co. - AI CTV	100.00%	99.69%	99.27%	98.80%

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
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.	22,174	19	0.09%
Connected TV	An internet enabled device that provides streaming content directly on the TV, without the use of an external streaming device.	16,273	5	0.03%

Top CTV Publishers

Publisher Image	Publisher Name	Impressions↓	Completion Rate
	Telly - The Truly Smart TV	3,718	98.82%
	SAMSUNG TV PLUS	3,095	96.52%
	Vizio - Vizio WatchFree+	1,933	99.23%
	DIRECTV	1,672	99.26%
	Pluto TV - Live TV and Movies	339	99.36%
	Tubi - Free Movies & TV	309	89.55%

	The Roku Channel	228	97.58%
	Local Now: News, TV & Movies	217	97.92%
	LG Channel App	170	98.57%
	Vizio Channel	164	99.83%

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.