

Digital Marketing Report

Impressions

How many ads were served:

23,103

CTV Completion Rate

93.80%

Percentage of users who watched the video from start
to finish

CTV Cost Per Completed View

0.03

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

Your Product Breakout by Impressions



Social
Mirror CTV

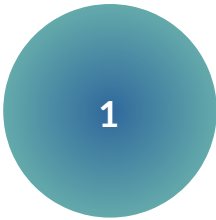
**Note: CTR and Total Engagement Rate do not include impressions or view-throughs from CTV, YouTube, or PMax campaigns. For TikTok campaigns, Total Engagement Rate includes both Click Conversions and View-throughs due to differences in Conversion tracking.*



Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
R&R Heating and Air Conditioning - In-Market HVAC/Home Improvement Behavioral Social Mirror CTV	23,103	30	0.13%	1.86

QR Code Scan Performance

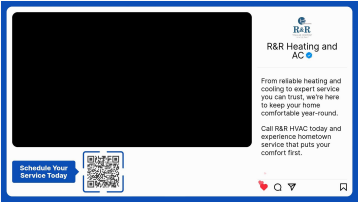


Times users saw an ad on their TV screen and scanned the QR Code on their mobile device

QR Code Performance Day by Day



Social Mirror CTV Creative Performance

Preview Image	Creative Name	Impressions ↓	Video Completion Rate
Thumbnail not available	R&R Heating and Air Conditioning_SM CTV_rr with co op logo_Stay comfortable through every season	19,573	96.61%
 The image shows a social media post for R&R Heating and Air Conditioning. It features a black rectangular area, likely a video player, with the company logo in the top right corner. Below the video area is a QR code and a button that says "Schedule Your Service Today". The text on the right side of the post reads: "From reliable heating and cooling to expert service you can trust, we're here to keep your home comfortable year-round. Call R&R HVAC today and experience hometown service that puts your comfort first."	R&R Heating and Air Conditioning_SM CTV_7.28.26_rr 2	3,530	92.98%

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.	14,999	24	0.16%
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.	8,104	6	0.07%

Top CTV Publishers

Publisher Image		Publisher Name	Impressions↓	Completion Rate
		Vizio - Vizio WatchFree+	5,212	99.30%
		Telly - The Truly Smart TV	2,237	98.40%
		SAMSUNG TV PLUS	541	97.18%
		Pluto TV - Live TV and Movies	495	14.72%
		Tubi - Free Movies & TV	295	100.00%
		Pluto TV - It's Free TV	263	97.92%

	Plex: Stream Movies, Shows, Live TV, Music, and More	155	99.70%
	TCL Channel	87	100.00%
	Sling TV	76	98.41%
	Tubi - Movies & TV Shows	67	98.00%

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



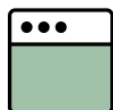
Live Chat



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.