

Digital Marketing Report

Impressions

How many ads were served:

199,185

Clicks

Times a user clicked on an ad

337

Click-Through Rate

(Clicks/Impressions) x 100

0.20%

Your Product Breakout by Impressions



CTV Completion Rate

98.90%

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

0.20%

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

X the National Average

2.86

X the National Avg (.07%)

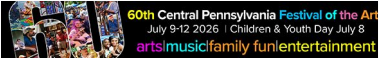
*Note: CTR and Total Engagement Rate do not include impressions or view-throughs from CTV, YouTube, or PMax campaigns. For TikTok campaigns, Total Engagement Rate includes both Click Conversions and View-throughs due to differences in Conversion tracking.



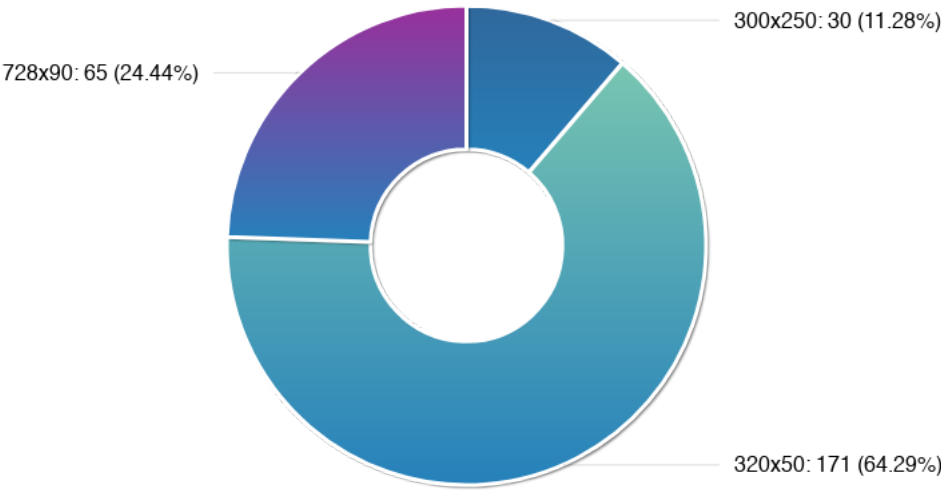
Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Central Pennsylvania Festival of the Arts - Art Enthusiasts/Photography Enthusiasts Behavioral Display	86,577	266	0.31%	4.39
Central Pennsylvania Festival of the Arts - Art Enthusiasts/Photography Enthusiasts Behavioral Social Mirror	81,804	71	0.09%	1.24
Central Pennsylvania Festival of the Arts - Art Enthusiasts/Photography Enthusiasts Behavioral CTV	30,804	9	0.03%	0.42

Display Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Thumbnail not available	Central Pennsylvania Festival of the Arts_320 x 50 (1).jpg_320x50	52,781	171	0.32%	4.63
	Central Pennsylvania Festival of the Arts_728 x 90 Display (1).jpg_728x90	19,884	65	0.33%	4.67
	Central Pennsylvania Festival of the Arts_300x250 Display (1).jpg_300x250	13,912	30	0.22%	3.08

Display Click Performance by Ad Size



Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	Central Pennsylvania Festival of the Arts_Social Mirror_The countdown is on	81,804	71	0.09%	1.24



Social Mirror Creative AI Performance

Creative					
Creative Name	Variant Name	Creative Format	Preview Link	Percentage Served ↓	CTR
Central Pennsylvania Festival of the Arts_Social Mirror_The countdown is on	Variant: V_00012	Video	Click to View	6.41%	0.55%
Central Pennsylvania Festival of the Arts_Social Mirror_The countdown is on	Variant: V_00010	Video	Click to View	6.34%	0.32%
Central Pennsylvania Festival of the Arts_Social Mirror_The countdown is on	Variant: V_00007	Video	Click to View	6.34%	0.40%
Central Pennsylvania Festival of the Arts_Social Mirror_The countdown is on	Variant: V_00013	Video	Click to View	6.33%	0.40%
Central Pennsylvania Festival of the Arts_Social Mirror_The countdown is on	Variant: V_00005	Video	Click to View	6.33%	0.42%
Central Pennsylvania Festival of the Arts_Social Mirror_The countdown is on	Variant: V_00009	Video	Click to View	6.31%	0.42%
Central Pennsylvania Festival of the Arts_Social Mirror_The countdown is on	Variant: V_00011	Video	Click to View	6.29%	0.54%
Central Pennsylvania Festival of the Arts_Social Mirror_The countdown is on	Variant: V_00002	Video	Click to View	6.28%	0.36%
Central Pennsylvania Festival of the Arts_Social Mirror_The countdown is on	Variant: V_00015	Video	Click to View	6.28%	0.44%
Central Pennsylvania Festival of the Arts_Social Mirror_The countdown is on	Variant: V_00006	Video	Click to View	6.27%	0.36%

Connected TV (CTV) Creative Performance

Preview Image	Creative Name	Impressions	Video Completion Rate ↓
Thumbnail not available	Central Pennsylvania Festival of the Arts_Arts Fest 2026 -15.mp4	19,202	99.25%
Thumbnail not available	Central Pennsylvania Festival of the Arts_Arts Fest 2026 -People's Choice -30.mp4	11,602	98.36%

Connected TV (CTV) Completion Performance by Strategy

Strategy	25% Completion Rate	50% Completion Rate	75% Completion Rate	100% Completion Rate ↓
Central Pennsylvania Festival of the Arts - Art Enthusiasts/Photography Enthusiasts Behavioral CTV	100.00%	99.68%	99.39%	98.92%

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	120,805	303	0.25%
Desktop	A personal computing device that remains stationary at one location.	35,401	25	0.07%
Connected TV	An internet enabled device that provides streaming content directly on the TV, without the use of an external streaming device.	17,326	3	0.02%
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.	13,478	6	0.04%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	12,175	9	0.07%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
nypost.com	5,339	4	0.07%
The Scoop	3,711	21	0.57%
brezzamistica.info	2,445	1	0.04%
msn.com	1,571	0	0.00%
arcamax.com	1,047	4	0.38%
washingtonpost.com	951	0	0.00%
fazatrip.com	903	0	0.00%
Baby Tracker - Newborn Log	832	0	0.00%
spotify.com	831	1	0.12%
aol.com	710	0	0.00%
Bleacher Report: Sports News	669	0	0.00%
Meetup: Social Events & Groups	658	7	1.06%
realclearpolitics.com	621	0	0.00%
luckscout.com	620	1	0.16%
BuzzFeed - Quiz, Trivia & News	591	0	0.00%
C-SPAN Now	552	0	0.00%
tmz.com	458	2	0.44%
Darts Club	441	0	0.00%
thebitewithjackie.com	418	0	0.00%
foxnews.com	412	2	0.49%

Top CTV Publishers

Publisher Image		Publisher Name	Impressions↓	Completion Rate
		Telly - The Truly Smart TV	11,400	99.76%
		DIRECTV	2,335	99.79%
		VUit	342	100.00%
		The CW	324	99.48%
		TCL Channel	242	99.69%
		Vizio - Vizio WatchFree+	168	100.00%

	Xfinity TV - Pluto TV	163	97.52%
	LG Channel App	161	100.00%
	Google TV - Pluto TV	66	95.52%
	WNEP The News Station	65	94.45%

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.