

Digital Marketing Report

Impressions

How many ads were served:

52,632

CTV Completion Rate

99.27%

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%)
Wichita Home Works - Interior Design/Renovation/Home Improvement Behavioral CTV	26,450	9	0.03%	0.49
Wichita Home Works - AI CTV	26,182	14	0.05%	0.76

Connected TV (CTV) Creative Performance

Preview Image	Creative Name	Impressions	Video Completion Rate ↓
	Wichita Home Works_Wichita Home Works - 30 v3 (1).mp4	17,907	99.30%
	Wichita Home Works_Wichita Home Works - 30 v3 (3).mp4	15,755	99.28%
	Wichita Home Works_Wichita Home Works - 30 v3 (2).mp4	18,970	99.23%

Connected TV (CTV) Completion Performance by Strategy

Strategy	25% Completion Rate	50% Completion Rate	75% Completion Rate	100% Completion Rate ↓
Wichita Home Works - Interior Design/Renovation/Home Improvement Behavioral CTV	100.00%	99.76%	99.60%	99.37%
Wichita Home Works - AI CTV	100.00%	99.76%	99.46%	99.16%

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.	44,047	11	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.	8,585	12	0.14%

Top CTV Publishers

Publisher Image		Publisher Name	Impressions↓	Completion Rate
		Telly - The Truly Smart TV	29,543	99.60%
		SAMSUNG TV PLUS	6,424	93.80%
		Vizio - Vizio WatchFree+	3,071	98.00%
		The Roku Channel	1,222	99.27%
		KWCH News	372	94.19%
		DIRECTV	296	99.89%

	Pluto TV - Live TV and Movies	131	98.21%
	Tubi - Free Movies & TV	120	99.92%
	ViX-Stream Shows, Sports, News	114	94.01%
	Pluto TV - It's Free TV	67	85.60%

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.