

Digital Marketing Report

Impressions

How many ads were served:

11,727

CTV Completion Rate

92.37%

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%)
Piedmont Power - Homeowners/HHI \$150k+/Lawn and Garden Buyers Behavioral Social Mirror CTV	6,127	8	0.13%	1.87
Piedmont Power - AI Social Mirror CTV	5,600	10	0.18%	2.55

Social Mirror CTV Creative Performance

Preview Image	Creative Name	Impressions ↓	Video Completion Rate
 A social media post for Piedmont Power featuring Mahindra equipment. The post includes a photo of three red Mahindra utility vehicles in front of a building, a QR code, and contact information. The text in the post reads: "We're proud to be your local Mahindra and SUTCO agent. Whether you're looking for a rugged off-road utility vehicle, we've got you covered. Stop by our Mahindra or SUTCO location and let our team help you find the perfect fit." The contact information listed is: "PiedmontPower.com (434) 975-4100", "11025 Hwy 204 E, Charlottesville, VA 22904", "434-975-4100", "11025 James Madison Highway Orange, VA 22963", and "434-975-2444". There is also a "Discover Mahindra Today!" button.	Piedmont Power_Social Mirror CTV_Mahindra	11,727	95.54%

Device Performance

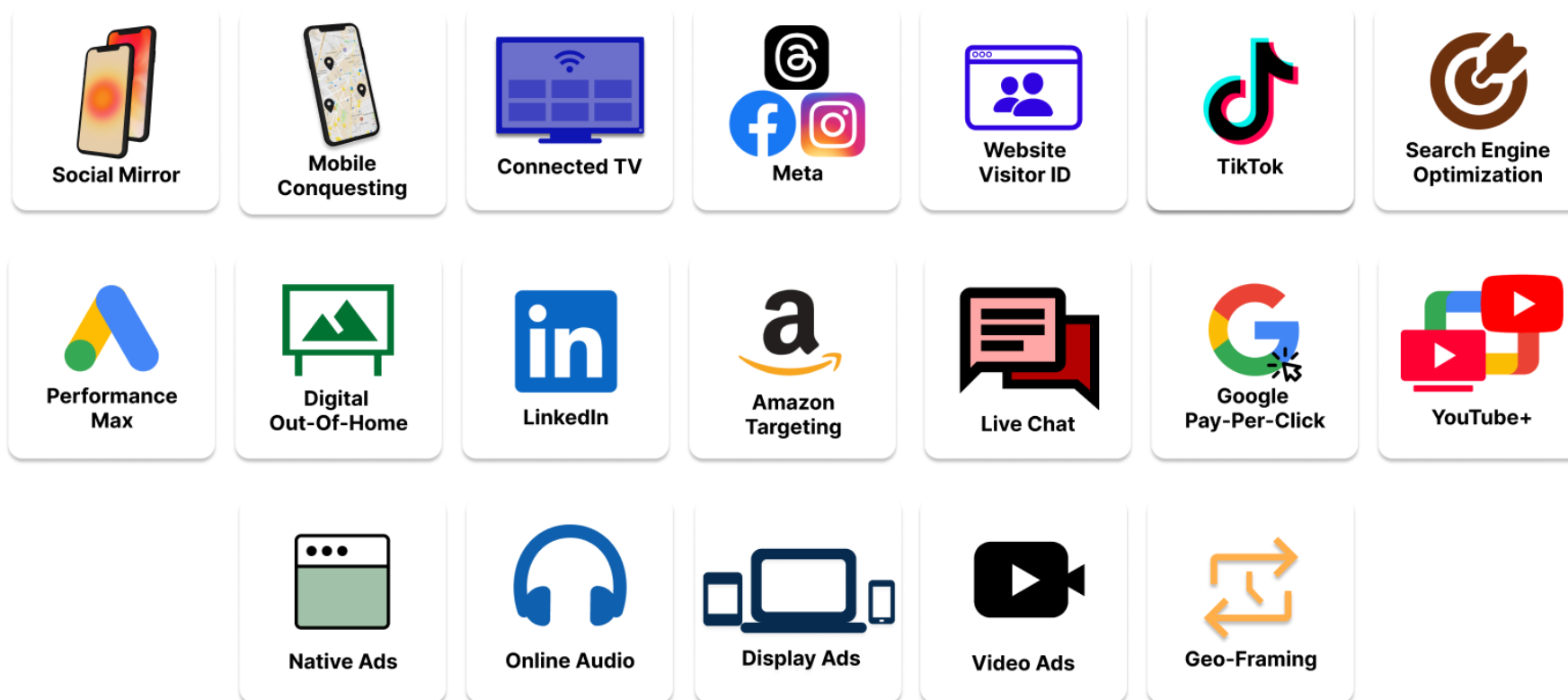
Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Streaming Device	A stick/dongle device that connects to a TV and provides streaming content, such as a Fire TV Stick, Roku Streaming Stick, and Google Chromecast.	6,964	7	0.10%
Connected TV	An internet enabled device that provides streaming content directly on the TV, without the use of an external streaming device.	4,763	11	0.23%

Top CTV Publishers

Publisher Image		Publisher Name	Impressions↓	Completion Rate
		Telly - The Truly Smart TV	1,117	100.00%
		DIRECTV	932	99.35%
		Vizio - Vizio WatchFree+	369	99.66%
		The Roku Channel	245	99.23%
		SAMSUNG TV PLUS	166	100.00%
		Pluto TV - Live TV and Movies	142	1.30%

	Tubi - Free Movies & TV	127	97.22%
	Xfinity TV - Tubi	80	98.04%
	Philo: Shows, Movies, and Live TV	35	95.00%
	Sling: Live TV, Shows & Movies	19	86.67%

All available products in our *toolbox*.



? Your account team is [here to help](#) - reach out with any questions or to explore new ideas.