

Digital Marketing Report

Impressions

How many ads were served:

8,327

CTV Completion Rate

99.14%

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%)
glam and glow medical aesthetics - Med Spa Visitors/Cosmetics/Skin Care Behavioral CTV	8,327	3	0.04%	0.51

Connected TV (CTV) Creative Performance

Preview Image	Creative Name	Impressions	Video Completion Rate ↓
	glam and glow medical aesthetics_Glam and Glo_Journey30REV.mp4	8,327	99.14%

Connected TV (CTV) Completion Performance by Strategy

Strategy	25% Completion Rate	50% Completion Rate	75% Completion Rate	100% Completion Rate ↓
glam and glow medical aesthetics - Med Spa Visitors/Cosmetics/Skin Care Behavioral CTV	100.00%	99.75%	99.31%	99.14%

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.	5,239	2	0.04%
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.	3,088	1	0.03%

Top CTV Publishers

Publisher Image	Publisher Name	Impressions↓	Completion Rate
	Vizio - Vizio WatchFree+	1,789	99.44%
	The Roku Channel	1,412	98.53%
	SAMSUNG TV PLUS	623	93.76%
	Telly - The Truly Smart TV	247	99.53%
	DIRECTV	221	98.87%
	Tubi - Free Movies & TV	99	99.48%

	Tubi - Movies & TV Shows	31	97.22%
	News 4 JAX TV	18	90.91%
	Pluto TV - Live TV and Movies	16	100.00%
	The Weather Channel	15	100.00%

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.