

NXT - WPRI - Konjolka (ORAU - BMC)
Streaming TV / Pre-roll Report – 2021-08-02 – 2021-08-15

Snapshot

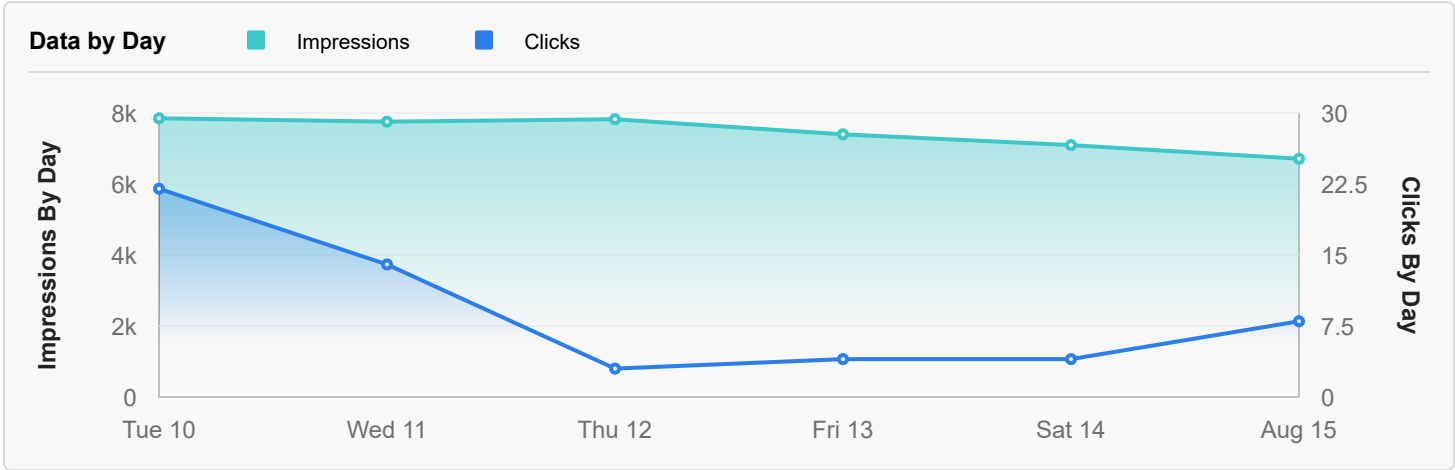
Impressions
44,637

Clicks
55

CTR
0.12%

Completed Views
28,199

Completion Rate
63.93%



Performance by Campaigns

Name	Impressions	Clicks	CTR	Completed Views	Completion F
115627 - PREROLL - E...	24,555	43	0.18%	8,848	36.7
115627 - Streaming TV -...	17,944	1	0.01%	17,671	98.7
115627 - Streaming TV -...	2,138	11	0.51%	1,680	78.1
Total	44,637	55	0.12%	28,199	63.9

🌐 Geography



Zip Codes	Location	▼ Impressions	Clicks	Conversions
02301	Brockton, Massachusetts	8,573	15	0
02360	Plymouth, Massachusetts	6,497	4	0
01040	Holyoke, Massachusetts	5,349	8	0
01852	Lowell, Massachusetts	4,806	3	0
01970	Salem, Massachusetts	3,968	3	0
Total		44,637	55	0

* Top 5 results displayed in table. Total line includes additional, unlisted results.

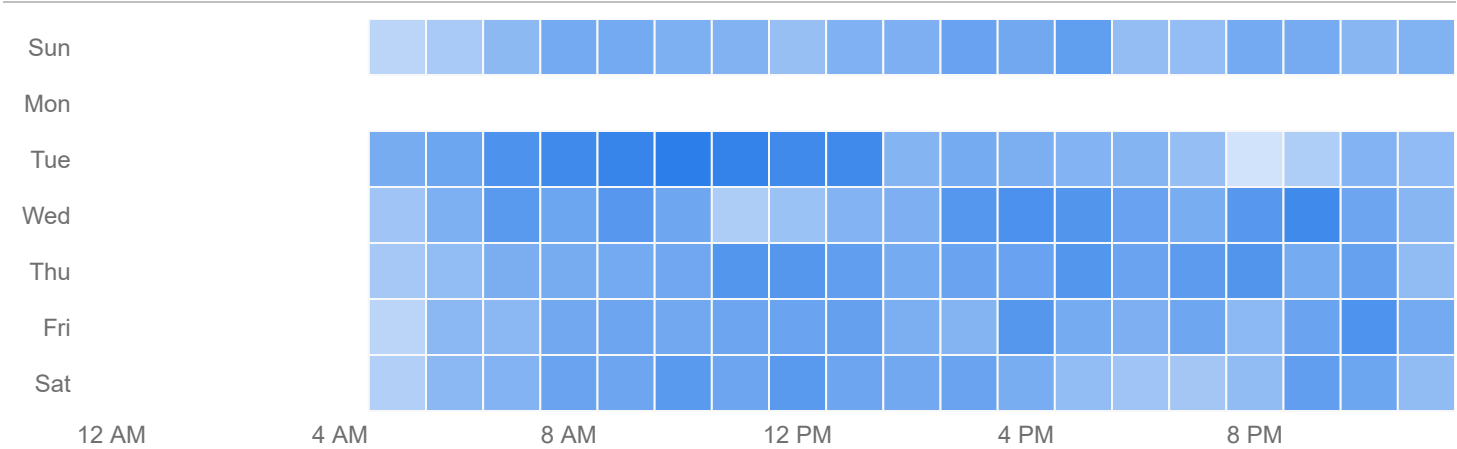
📱 Device Type

Type	▼ Impressions	Completion Rate
Connected TV	17,958	98.78%
Mobile	16,333	29.41%
Desktop	8,101	63.20%
Tablet	2,244	33.53%
... Other	1	0.00%

Performance by Creative

Name	Impressions	Clicks	CTR	50% Complete	100% Comp
PSA_15_Abraham-Britta...	12,071	15	0.12%	8,978	8,3
PSA_15_Scotty-Lexa_FI...	12,005	11	0.09%	9,032	8,3
PSA_30_Scotty-Lexa-Ni...	10,339	14	0.14%	6,667	5,8
PSA_30_Abraham-Britta...	10,222	15	0.15%	6,501	5,6
Total	44,637	55	0.12%	31,178	28,

Data by Users' Hour of Day (IMPRESSIONS)



Performance By Screen Size

Large Screen	Small Screen	Total
Impressions 17,944	Impressions 2,138	Impressions 20,082
Completion Rate 98.77%	Completion Rate 78.14%	Completion Rate 96.56%

