

NXT - WPRI - Konjolka (ORAU - BMC)
Streaming TV / Pre-roll Report – 2021-08-08 – 2021-08-22

Snapshot

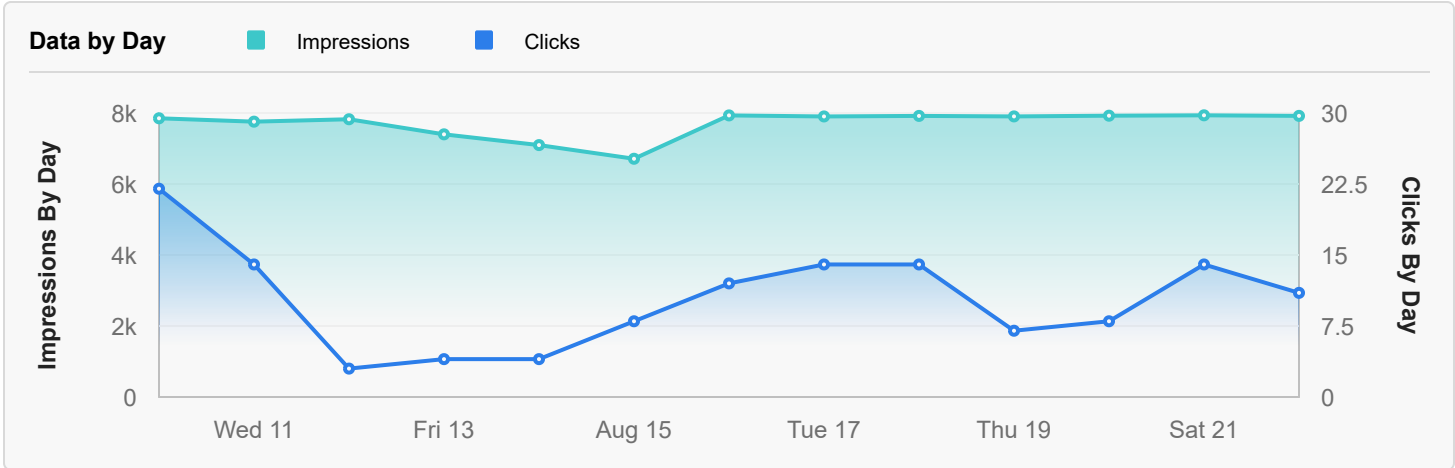
Impressions
100,072

Clicks
135

CTR
0.13%

Completed Views
60,548

Completion Rate
61.41%



Performance by Campaigns

Name	Impressions	Clicks	CTR	Completed Views	Completion F
115627 - PREROLL - E...	56,728	107	0.19%	18,831	33.9
115627 - Streaming TV -...	38,787	3	0.01%	38,140	98.6
115627 - Streaming TV -...	4,557	25	0.55%	3,577	78.9
Total	100,072	135	0.13%	60,548	61.4

Geography



Zip Codes	Location	Impressions	Clicks	Conversions
02301	Brockton, Massachusetts	17,667	33	0
02302	Brockton, Massachusetts	17,035	31	0
02360	Plymouth, Massachusetts	12,189	12	0
01040	Holyoke, Massachusetts	10,894	16	0
01852	Lowell, Massachusetts	8,923	4	0
Total		100,072	135	0

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

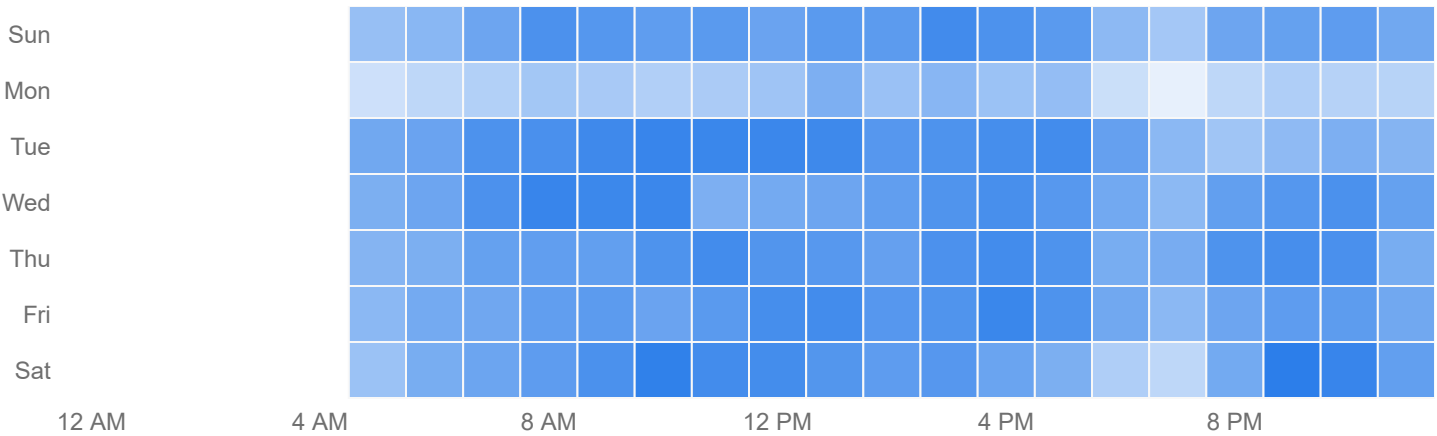
Device Type

Type	Impressions	Completion Rate
Mobile	41,825	29.45%
Connected TV	38,809	98.70%
Desktop	13,000	63.78%
Tablet	6,417	34.83%
Other	21	95.24%

Performance by Creative

Name	Impressions	Clicks	CTR	50% Complete	100% Comp
PSA_30_Scotty-Lexa-Ni...	25,965	44	0.17%	15,804	13,161
PSA_15_Abraham-Britta...	25,273	25	0.10%	18,876	17,397
PSA_30_Abraham-Britta...	25,168	39	0.15%	15,379	12,789
PSA_15_Scotty-Lexa_Fl...	23,666	27	0.11%	18,140	16,526
Total	100,072	135	0.13%	68,199	60,073

Data by Users' Hour of Day (IMPRESSIONS)



Performance By Screen Size

Large Screen	Small Screen	Total
Impressions 38,787	Impressions 4,557	Impressions 43,344
Completion Rate 98.69%	Completion Rate 78.98%	Completion Rate 96.62%

