

Streaming TV / Pre-roll Report – 2021-08-08 – 2021-09-06

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Snapshot

Impressions
195,339

Clicks
229

CTR
0.12%

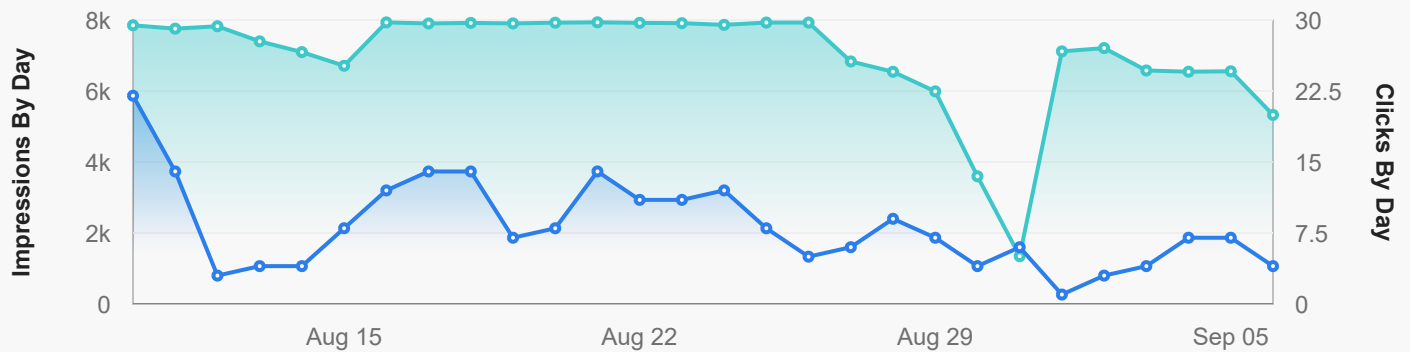
Completed Views
129,156

Completion Rate
68.79%

Data by Day

Impressions

Clicks



Performance by Campaigns

Name	Impressions	Clicks	CTR	Completed Views	Completion Rate	Conversions
115627 - PREROLL - ENGLISH	108,373	181	0.17%	47,699	46.04%	0
115627 - Streaming TV - LARGE SCREEN - ENGLISH	77,058	4	0.01%	73,853	98.77%	0
115627 - Streaming TV - SMALL SCREEN - ENGLISH	9,908	44	0.44%	7,604	81.11%	0
Total	195,339	229	0.12%	129,156	68.79%	0

Device Type

Type	Impressions	Completion Rate
Mobile	77,400	40.24%
Connected TV	77,082	98.81%
Desktop	26,788	70.59%
Tablet	14,033	56.01%
Other	36	97.22%

Performance by Creative

Name	Impressions	Clicks	CTR	50% Complete	100% Complete	Total Conversions
PSA_15_Scotty-Lexa_FINAL_ENG_115627_080921	59,740	54	0.09%	48,362	45,724	0
PSA_15_Abraham-Brittany_Updated 7.28_ENG_11...	57,161	49	0.09%	45,982	43,570	0
PSA_30_Scotty-Lexa-Nick_FINAL_ENG_115627_0...	36,218	54	0.15%	21,934	17,900	0
PSA_30_Abraham-Brittany-Jeremy_Updated 7.28_...	35,352	57	0.16%	21,558	17,470	0
PSA_15_Scotty-Lexa_FINAL_copy_skip_115627_08...	3,493	9	0.26%	2,471	2,268	0
Total	195,339	229	0.12%	142,741	129,156	0

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

Performance by Screen Size

Large Screen

Impressions

77,058

Completion Rate

98.77%

Small Screen

Impressions

9,908

Completion Rate

81.11%

Total

Impressions

86,966

Completion Rate

96.80%

Data by Day

Completed Views

Completion Rate (%)

