

NXT - WPRI - Konjolka (ORAU - BMC)
Streaming TV / Pre-roll Report – 2021-08-09 – 2021-08-29

Snapshot

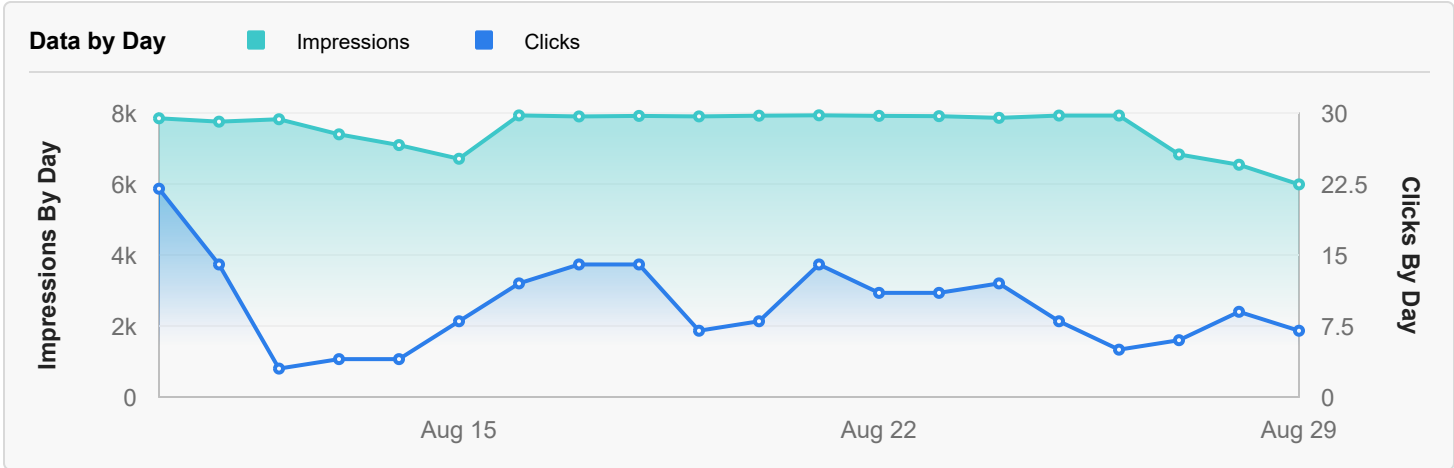
Impressions
151,066

Clicks
193

CTR
0.13%

Completed Views
93,242

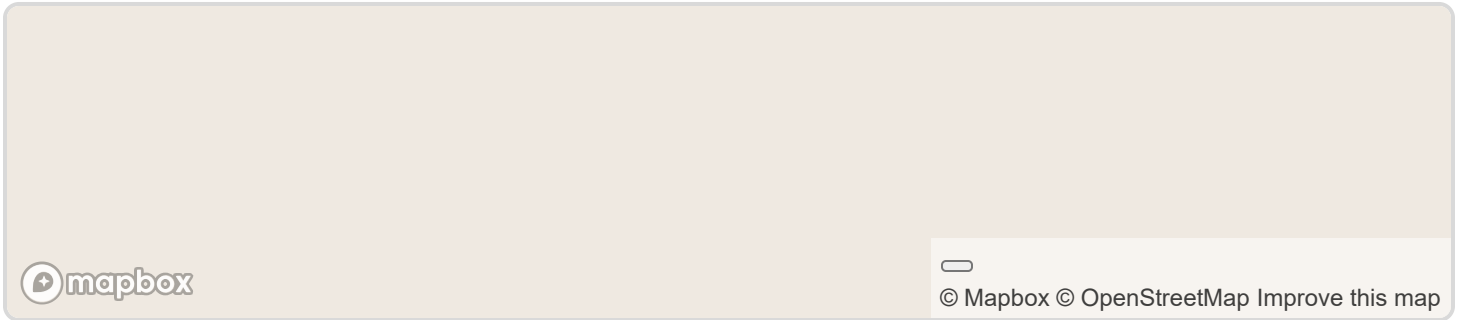
Completion Rate
63.33%



Performance by Campaigns

Name	Impressions	Clicks	CTR	Completed Views	Completion Rate	Conversions
115627 - PREROLL - ENGLISH	84,984	150	0.18%	30,312	36.88%	0
115627 - Streaming TV - LARGE SCREEN - ENGLISH	59,087	4	0.01%	57,443	98.65%	0
115627 - Streaming TV - SMALL SCREEN - ENGLISH	6,995	39	0.56%	5,487	80.71%	0
Total	151,066	193	0.13%	93,242	63.33%	0

🌐 Geography



Zip Codes	Location	▼ Impressions	Clicks	Conversions
02301	Brockton, Massachusetts	30,402	57	0
02302	Brockton, Massachusetts	22,646	42	0
02360	Plymouth, Massachusetts	21,174	22	0
01040	Holyoke, Massachusetts	19,819	24	0
01852	Lowell, Massachusetts	15,677	5	0
Total		151,066	193	0

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

💻 Device Type

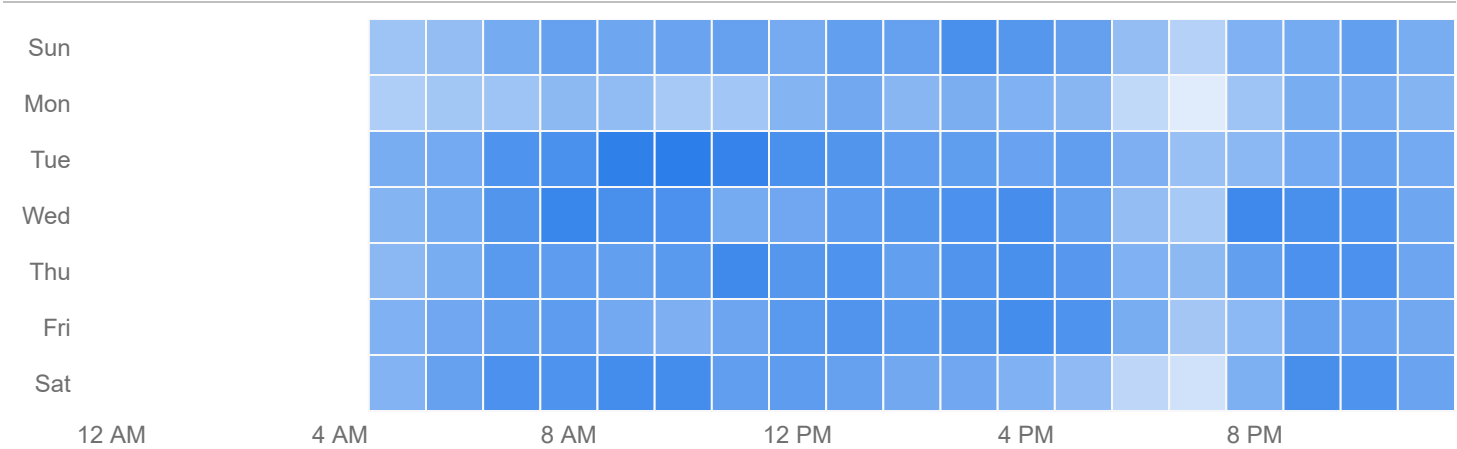
Type	▼ Impressions	Completion Rate
📱 Mobile	63,528	32.54%
📺 Connected TV	59,110	98.68%
💻 Desktop	18,717	65.33%
📱 Tablet	9,676	41.81%
⋮ Other	35	97.14%

🎯 Performance by Creative

Name	▼ Impressions	Clicks	CTR	50% Complete	100% Complete	Total Conversions
PSA_15_Scotty-Lexa_FINAL_ENG_115627_080921	39,419	40	0.10%	30,990	28,957	0
PSA_15_Abraham-Brittany_Updated 7.28_ENG_11...	38,639	35	0.09%	29,997	28,050	0
PSA_30_Scotty-Lexa-Nick_FINAL_ENG_115627_0...	36,218	54	0.15%	21,929	17,895	0
PSA_30_Abraham-Brittany-Jeremy_Updated 7.28_...	35,352	57	0.16%	21,550	17,462	0
PSA_15_Scotty-Lexa_FINA_copy_skip_115627_08...	767	4	0.52%	515	456	0
Total	151,066	193	0.13%	105,458	93,242	0

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

👤 Data by Users' Hour of Day (IMPRESSIONS)



📱 Performance by Screen Size

🖥️ Large Screen

Impressions	Completion Rate
59,087	98.65%

📱 Small Screen

Impressions	Completion Rate
6,995	80.71%

📊 Total

Impressions	Completion Rate
66,082	96.77%

