

**NXT - WPRI - Konjolka (ORAU - BMC)**  
Streaming TV / Pre-roll Report – 2021-10-04 – 2021-10-10

Snapshot

Impressions

35,917

Clicks

32

CTR

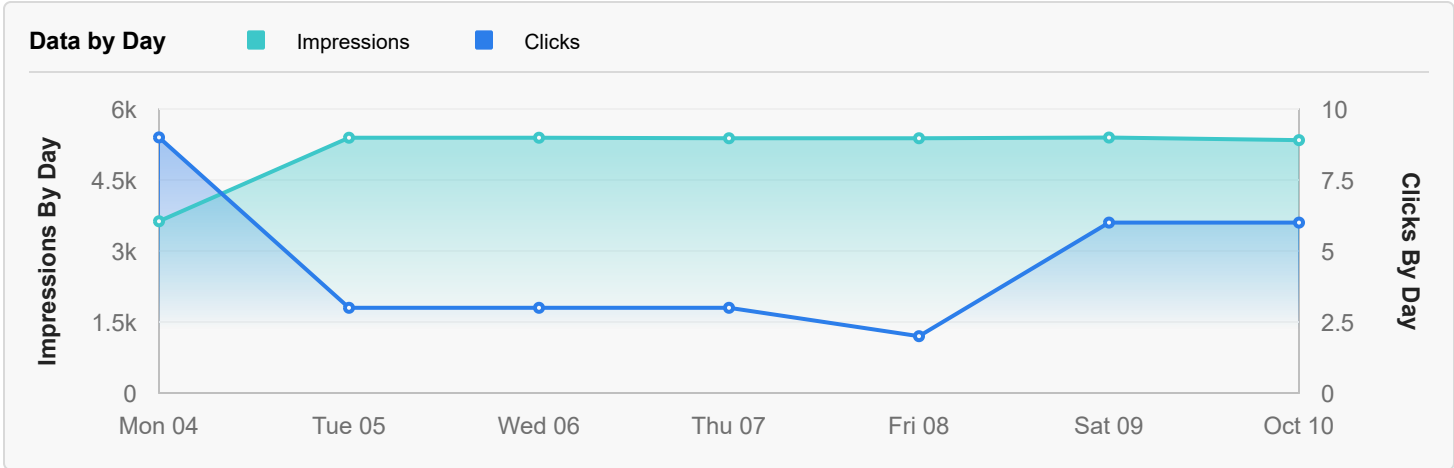
0.09%

Completed Views

28,687

Completion Rate

80.60%



Performance by Campaigns

| Name                                           | Impressions | Clicks | CTR   | Completed Views | Completion Rate | Conversions |
|------------------------------------------------|-------------|--------|-------|-----------------|-----------------|-------------|
| 115627 - PREROLL - ENGLISH                     | 19,781      | 24     | 0.12% | 13,038          | 66.85%          | 0           |
| 115627 - Streaming TV - LARGE SCREEN - ENGLISH | 13,887      | 1      | 0.01% | 13,809          | 99.35%          | 0           |
| 115627 - Streaming TV - SMALL SCREEN - ENGLISH | 2,249       | 7      | 0.31% | 1,840           | 84.02%          | 0           |
| Total                                          | 35,917      | 32     | 0.09% | 28,687          | 80.60%          | 0           |

🌐 Geography



| Zip Codes | Location                | ▼ Impressions | Clicks | Conversions |
|-----------|-------------------------|---------------|--------|-------------|
| 01852     | Lowell, Massachusetts   | 8,546         | 11     | 0           |
| 01851     | Lowell, Massachusetts   | 4,636         | 4      | 0           |
| 02301     | Brockton, Massachusetts | 3,358         | 5      | 0           |
| 01040     | Holyoke, Massachusetts  | 2,583         | 1      | 0           |
| 01854     | Lowell, Massachusetts   | 2,104         | 2      | 0           |
| Total     |                         | 35,917        | 32     | 0           |

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

💻 Device Type

| Type           | ▼ Impressions | Completion Rate |
|----------------|---------------|-----------------|
| 📱 Mobile       | 15,375        | 66.63%          |
| 📺 Connected TV | 13,888        | 99.35%          |
| 💻 Desktop      | 5,294         | 77.23%          |
| 📱 Tablet       | 1,360         | 58.12%          |

🎯 Performance by Creative

| Name                                             | ▼ Impressions | Clicks | CTR   | 50% Complete | 100% Complete | Total Conversions |
|--------------------------------------------------|---------------|--------|-------|--------------|---------------|-------------------|
| PSA_15_Abraham-Brittany_Updated 7.28_ENG_11...   | 13,548        | 12     | 0.09% | 12,035       | 11,606        | 0                 |
| PSA_15_Scotty-Lexa_FINAL_ENG_115627_080921       | 12,847        | 5      | 0.04% | 11,215       | 10,738        | 0                 |
| PSA_15_Abraham-Brittany_Updated 7.28_copy ski... | 4,809         | 4      | 0.08% | 3,540        | 3,186         | 0                 |
| PSA_15_Scotty-Lexa_FINA_copy_skip_115627_08...   | 4,713         | 11     | 0.23% | 3,494        | 3,157         | 0                 |
| Total                                            | 35,917        | 32     | 0.09% | 30,284       | 28,687        | 0                 |

Performance by Screen Size

Large Screen

Impressions  
**13,887**

Completion  
Rate  
**99.35%**

Small Screen

Impressions  
**2,249**

Completion  
Rate  
**84.02%**

Total

Impressions  
**16,136**

Completion  
Rate  
**97.27%**

Data by Day

Completed Views    Completion Rate (%)

