

NXT - WPRI - Konjolka (ORAU - BMC)
Streaming TV / Pre-roll Report – 2021-10-04 – 2021-10-17

Snapshot

Impressions

73,333

Clicks

49

CTR

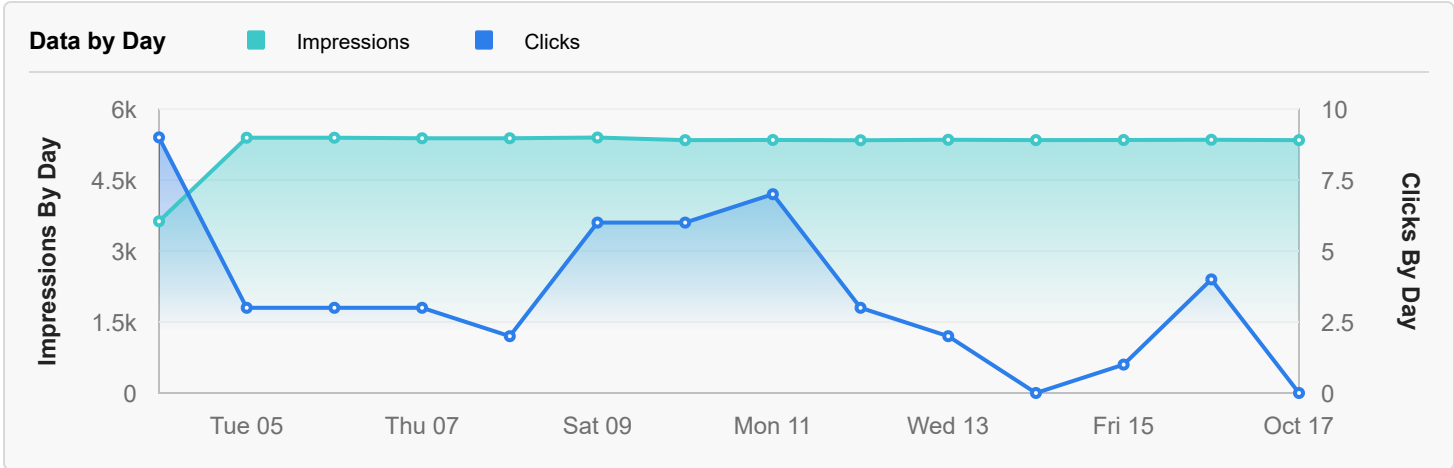
0.07%

Completed Views

60,468

Completion Rate

84.12%



Performance by Campaigns

Name	Impressions	Clicks	CTR	Completed Views	Completion Rate	Conversions
115627 - PREROLL - ENGLISH	41,492	39	0.09%	29,563	73.63%	0
115627 - Streaming TV - LARGE SCREEN - ENGLISH	27,835	1	0.00%	27,618	99.37%	0
115627 - Streaming TV - SMALL SCREEN - ENGLISH	4,006	9	0.22%	3,287	83.47%	0
Total	73,333	49	0.07%	60,468	84.12%	0

Geography



Zip Codes	Location	▼ Impressions	Clicks	Conversions
01852	Lowell, Massachusetts	15,338	11	0
01851	Lowell, Massachusetts	8,943	4	0
02301	Brockton, Massachusetts	5,728	6	0
01854	Lowell, Massachusetts	4,523	3	0
01040	Holyoke, Massachusetts	4,364	7	0
Total		73,333	49	0

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

Top Performing Channels

Channel	▼ Impressions	Completion Rate
Pluto TV	21,267	99.53%
Tune In	18,946	91.70%
Fox News	2,513	51.68%
Samsung TV Plus	2,122	99.29%
Daily Mail	1,490	15.22%

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

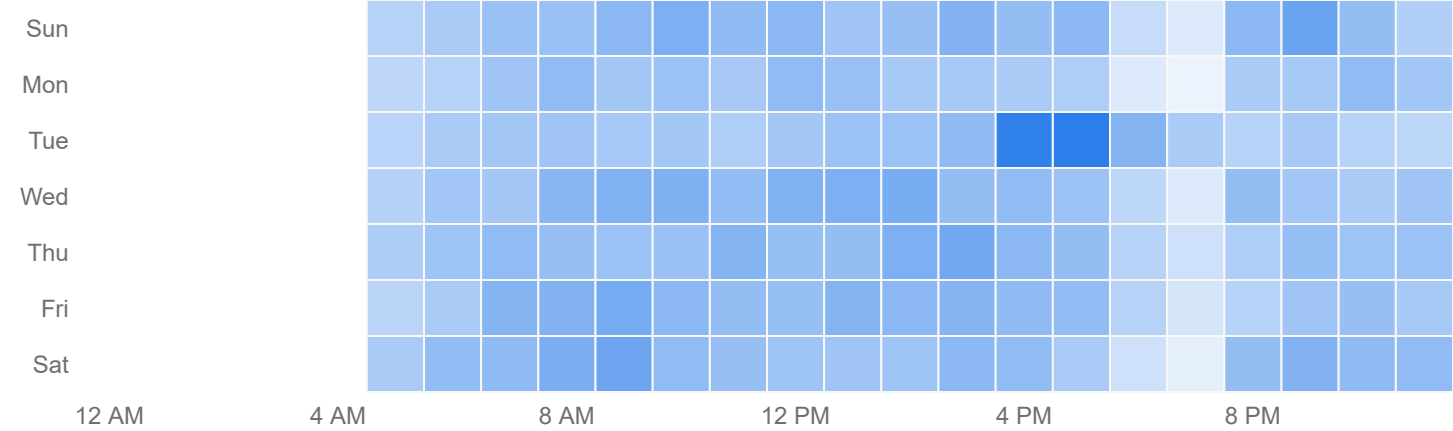
Device Type

Type		Impressions	Completion Rate	
Mobile		34,837		74.71%
Connected TV		27,836		99.37%
Desktop		8,409		77.54%
Tablet		2,251		60.81%

Performance by Creative

Name	Impressions	Clicks	CTR	50% Complete	100% Complete	Total Conversions
PSA_15_Abraham-Brittany_Updated 7.28_ENG_11...	28,043	17	0.06%	25,375	24,605	0
PSA_15_Scotty-Lexa_FINAL_ENG_115627_080921	23,174	11	0.05%	20,626	19,920	0
PSA_15_Scotty-Lexa_FINA_copy_skip_115627_08...	11,221	15	0.13%	8,776	8,150	0
PSA_15_Abraham-Brittany_Updated 7.28_copy ski...	10,895	6	0.06%	8,445	7,793	0
Total	73,333	49	0.07%	63,222	60,468	0

Data by Users' Hour of Day (IMPRESSIONS)



Performance by Screen Size

Large Screen

Impressions
27,835

Completion
Rate
99.37%

Small Screen

Impressions
4,006

Completion
Rate
83.47%

Total

Impressions
31,841

Completion
Rate
97.40%

Data by Day

Completed Views

Completion Rate (%)

