

**NXT - WPRI - Konjolka (ORAU - BMC)**  
Streaming TV / Pre-roll Report – 2021-10-04 – 2021-10-24

Snapshot

Impressions

110,658

Clicks

100

CTR

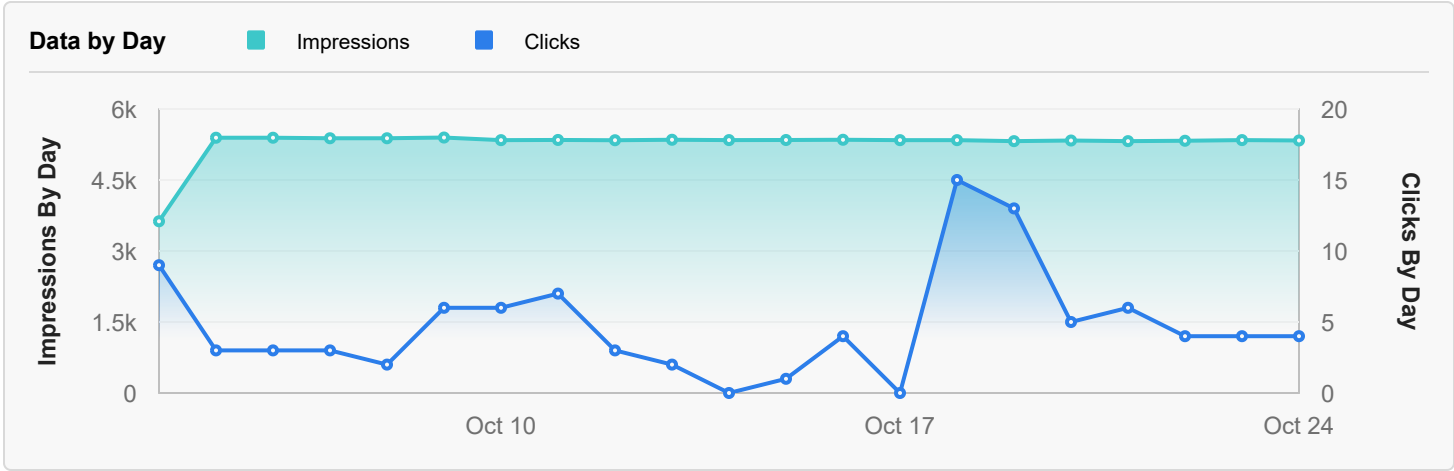
0.09%

Completed Views

89,444

Completion Rate

82.26%



Performance by Campaigns

| Name                                           | Impressions | Clicks | CTR   | Completed Views | Completion Rate | Conversions |
|------------------------------------------------|-------------|--------|-------|-----------------|-----------------|-------------|
| 115627 - PREROLL - ENGLISH                     | 63,167      | 74     | 0.12% | 43,340          | 70.59%          | 0           |
| 115627 - Streaming TV - LARGE SCREEN - ENGLISH | 41,747      | 10     | 0.02% | 41,410          | 99.32%          | 0           |
| 115627 - Streaming TV - SMALL SCREEN - ENGLISH | 5,744       | 16     | 0.28% | 4,694           | 83.20%          | 0           |
| Total                                          | 110,658     | 100    | 0.09% | 89,444          | 82.26%          | 0           |

🌐 Geography



| Zip Codes | Location                | ▼ Impressions | Clicks | Conversions |
|-----------|-------------------------|---------------|--------|-------------|
| 01852     | Lowell, Massachusetts   | 24,654        | 19     | 0           |
| 01851     | Lowell, Massachusetts   | 13,936        | 8      | 0           |
| 02301     | Brockton, Massachusetts | 9,283         | 12     | 0           |
| 01854     | Lowell, Massachusetts   | 6,497         | 7      | 0           |
| 01040     | Holyoke, Massachusetts  | 6,115         | 12     | 0           |
| Total     |                         | 110,658       | 100    | 0           |

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

💻 Device Type

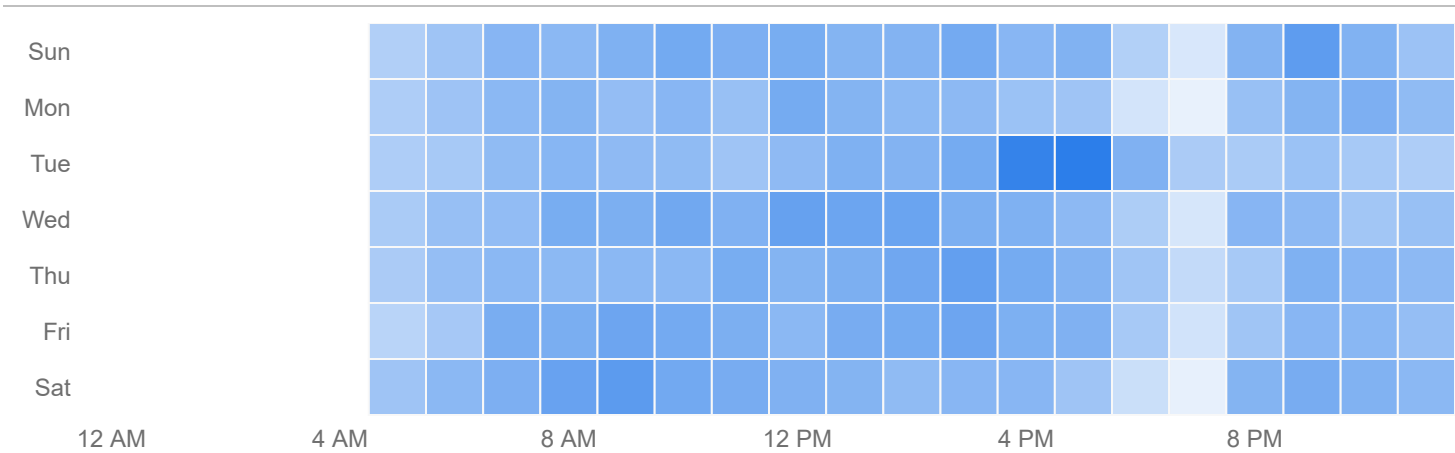
| Type           | ▼ Impressions | Completion Rate |
|----------------|---------------|-----------------|
| 📱 Mobile       | 53,492        | 71.01%          |
| 📺 Connected TV | 41,750        | 99.32%          |
| 💻 Desktop      | 11,961        | 78.05%          |
| 📱 Tablet       | 3,454         | 60.25%          |
| ⋮ Other        | 1             | 100.00%         |

Performance by Creative

| Name                                             | Impressions | Clicks | CTR   | 50% Complete | 100% Complete | Total Conversions |
|--------------------------------------------------|-------------|--------|-------|--------------|---------------|-------------------|
| PSA_15_Abraham-Brittany_Updated 7.28_ENG_11...   | 35,478      | 24     | 0.07% | 32,117       | 31,119        | 0                 |
| PSA_15_Scotty-Lexa_FINAL_ENG_115627_080921       | 29,447      | 19     | 0.06% | 26,235       | 25,349        | 0                 |
| PSA_15_Scotty-Lexa_FINA_copy_skip_115627_08...   | 15,388      | 21     | 0.14% | 11,898       | 11,009        | 0                 |
| PSA_15_Abraham-Brittany_Updated 7.28_copy ski... | 14,564      | 8      | 0.05% | 11,250       | 10,379        | 0                 |
| PSA_15_Shannon-Brian_115627_101821               | 9,429       | 16     | 0.17% | 8,041        | 7,638         | 0                 |
| Total                                            | 110,658     | 100    | 0.09% | 94,655       | 89,444        | 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 |
| 41,747      | 99.32%          |

**Small Screen**

|             |                 |
|-------------|-----------------|
| Impressions | Completion Rate |
| 5,744       | 83.20%          |

**Total**

|             |                 |
|-------------|-----------------|
| Impressions | Completion Rate |
| 47,491      | 97.40%          |

