

NXT - WPRI - Konjolka (ORAU - BMC)
Streaming TV / Pre-roll Report – 2021-10-03 – 2021-10-31

Snapshot

Impressions

144,011

Clicks

134

CTR

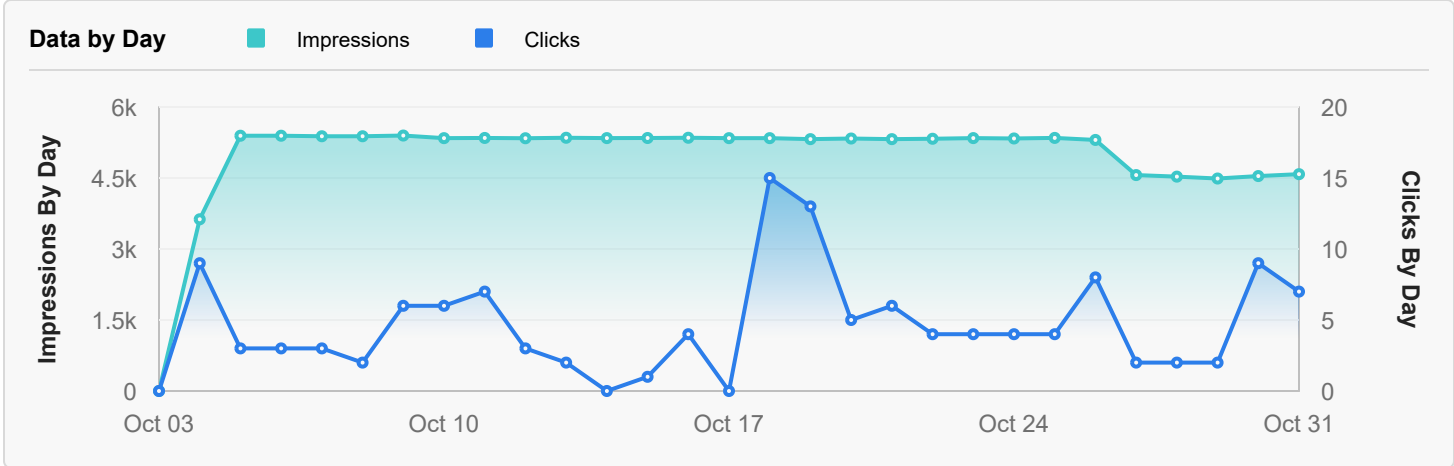
0.09%

Completed Views

113,765

Completion Rate

80.20%



Performance by Campaigns

Name	Impressions	Clicks	CTR	Completed Views	Completion Rate	Conversions
115627 - PREROLL - ENGLISH	82,880	103	0.12%	54,483	67.29%	0
115627 - Streaming TV - LARGE SCREEN - ENGLISH	53,622	10	0.02%	53,168	99.29%	0
115627 - Streaming TV - SMALL SCREEN - ENGLISH	7,509	21	0.28%	6,114	83.32%	0
Total	144,011	134	0.09%	113,765	80.20%	0

🌐 Geography



Zip Codes	Location	▼ Impressions	Clicks	Conversions
01852	Lowell, Massachusetts	30,726	21	0
02301	Brockton, Massachusetts	18,558	27	0
01851	Lowell, Massachusetts	18,023	8	0
01854	Lowell, Massachusetts	7,658	8	0
01040	Holyoke, Massachusetts	7,587	14	0
Total		144,011	134	0

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

💻 Device Type

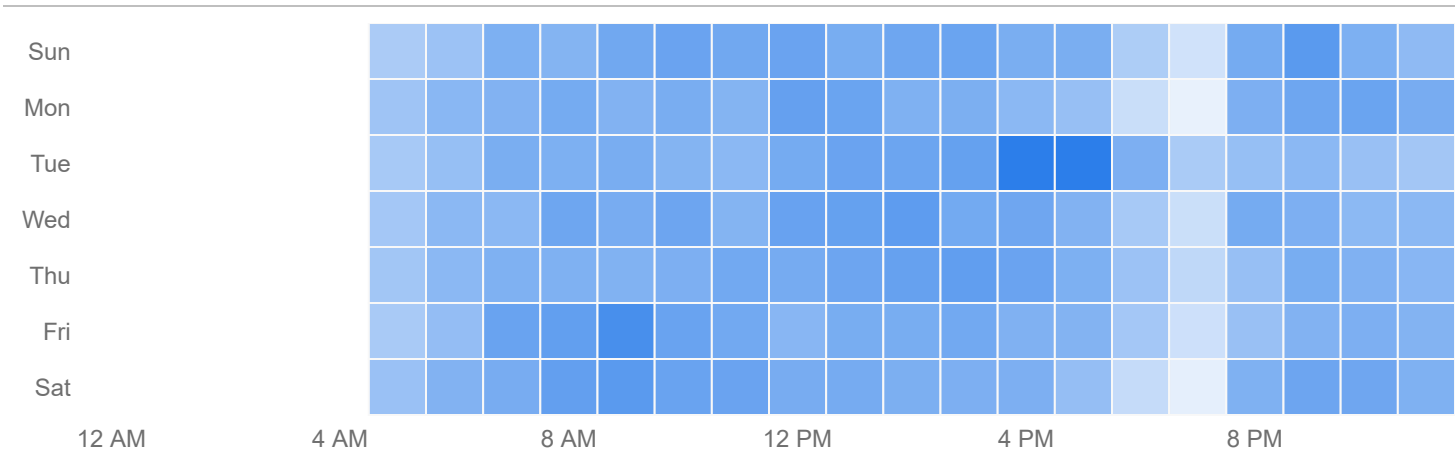
Type	▼ Impressions	Completion Rate
📱 Mobile	70,660	66.98%
📺 Connected TV	53,625	99.29%
💻 Desktop	15,095	78.52%
📱 Tablet	4,624	62.45%
⋮ Other	7	71.43%

Performance by Creative

Name	Impressions	Clicks	CTR	50% Complete	100% Complete	Total Conversions
PSA_15_Abraham-Brittany_Updated 7.28_ENG_11...	40,738	29	0.07%	36,727	35,499	0
PSA_15_Scotty-Lexa_FINAL_ENG_115627_080921	34,957	26	0.07%	30,942	29,774	0
PSA_15_Shannon-Brian_115627_101821	19,491	21	0.11%	16,530	15,637	0
PSA_15_Scotty-Lexa_FINA_copy_skip_115627_08...	17,982	27	0.15%	13,746	12,594	0
PSA_15_Abraham-Brittany_Updated 7.28_copy ski...	17,879	13	0.07%	13,582	12,436	0
Total	144,011	134	0.09%	121,590	113,765	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	Small Screen	Total
Impressions 53,622	Impressions 7,509	Impressions 61,131
Completion Rate 99.29%	Completion Rate 83.32%	Completion Rate 97.36%

