

NXT - WPRI - Konjolka (ORAU - BMC)
Streaming TV / Pre-roll Report – 2021-12-01 – 2022-01-09

Snapshot

Impressions

270,833↑ **448.69%**

Clicks

297↑ **545.65%**

CTR

0.11%↑ **17.67%**

Completed Views

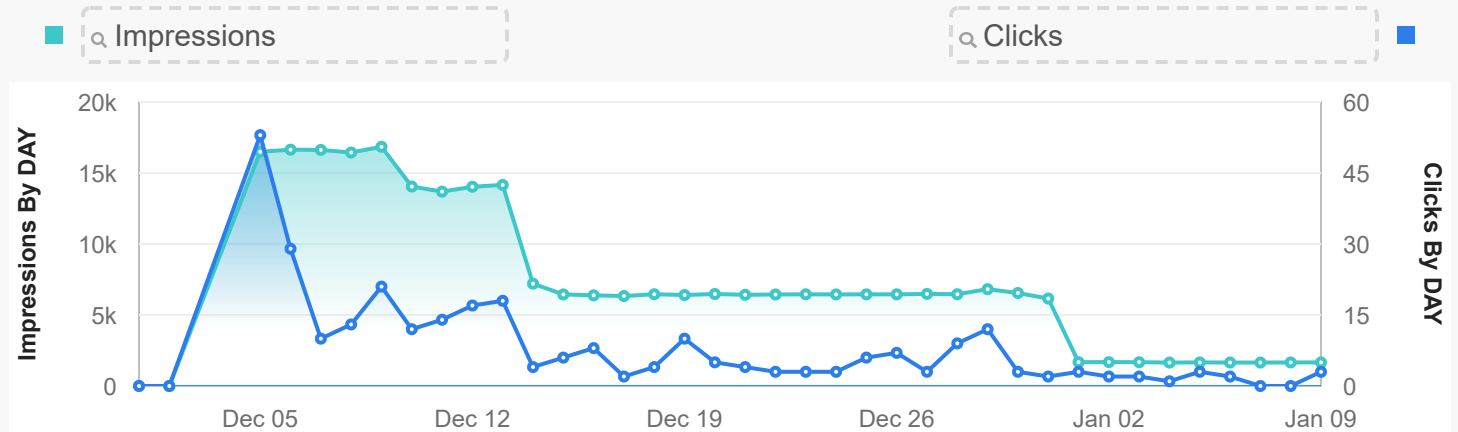
181,356↑ **403.00%**

Completion Rate

71.97%↓ **2.51%**

Data by Time Frame

DAY



Performance by Campaigns

Name	Impre...	Clicks	CTR	Compl... Views	Compl... Rate	Conve...
115627 - PREROLL - ENGLISH	84,457	93	0.11%	47,974	58.77%	0
115627 - PREROLL - SPANISH	68,551	93	0.14%	31,955	48.90%	0
115627 - Streaming TV - LARGE S...	55,383	4	0.01%	54,222	98.79%	0
115627 - Streaming TV - LARGE S...	38,154	8	0.02%	37,071	97.43%	0
115627 - DISPLAY - ENGLISH	12,275	60	0.49%	35	47.30%	0
Total	270,833	297	0.11%	181,356	71.97%	0

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

Geography

Zip Codes	Location	Impressions	Clicks	Conversions
02301	Brockton, Massachusetts	54,424	62	0
02360	Plymouth, Massachusetts	37,034	41	0
01040	Holyoke, Massachusetts	31,273	28	0
01852	Lowell, Massachusetts	28,350	30	0
01970	Salem, Massachusetts	26,107	22	0
Total		270,833	297	0

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

Top Performing Channels

Channel	Impre...	Compl...
 Sar	39,687	 98.5%
 Plu	32,605	 99.1%
 Ya	10,687	 34.1%
 Tur	6,954	 68.1%
 Fox	6,857	 39.3%

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

Device Type

Type	Impre...	Compl...
 Cor	94,322	 98.1%
 Mo	86,574	 48.8%
 Des	78,258	 64.2%
 Tab	11,664	 53.2%
 Oth	15	 73.3%

⚙ Performance by Creative

Name	Impre...	Clicks	CTR	50% C...	100% ...	Total Conve...
Spanis...	56,493	75	0.13%	38,485	29,618	0
Spanis...	53,325	37	0.07%	44,869	42,160	0
PSA_1...	43,969	35	0.08%	37,107	34,932	0
PSA_1...	37,043	24	0.06%	30,387	28,228	0
PSA_1...	32,006	17	0.05%	27,297	25,661	0
Total	270,833	297	0.11%	203,496	181,356	0

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

⌵ Performance by Screen Size

📺 Large Screen	📱 Small Screen	📄 Total
Impressions 93,537 Completion Rate 98.23%	Impressions 12,013 Completion Rate 84.33%	Impressions 105,550 Completion Rate 96.64%

■ Data by Day ■ Completed Views ■ Completion Rate (%)

