

NXT - WPRI - Konjolka (ORAU - BMC)
Streaming TV / Pre-roll Report – 2021-12-01 – 2022-01-16

Snapshot

Impressions

283,879↑ **227.37%**

Clicks

318↑ **253.33%**

CTR

0.11%↑ **7.93%**

Completed Views

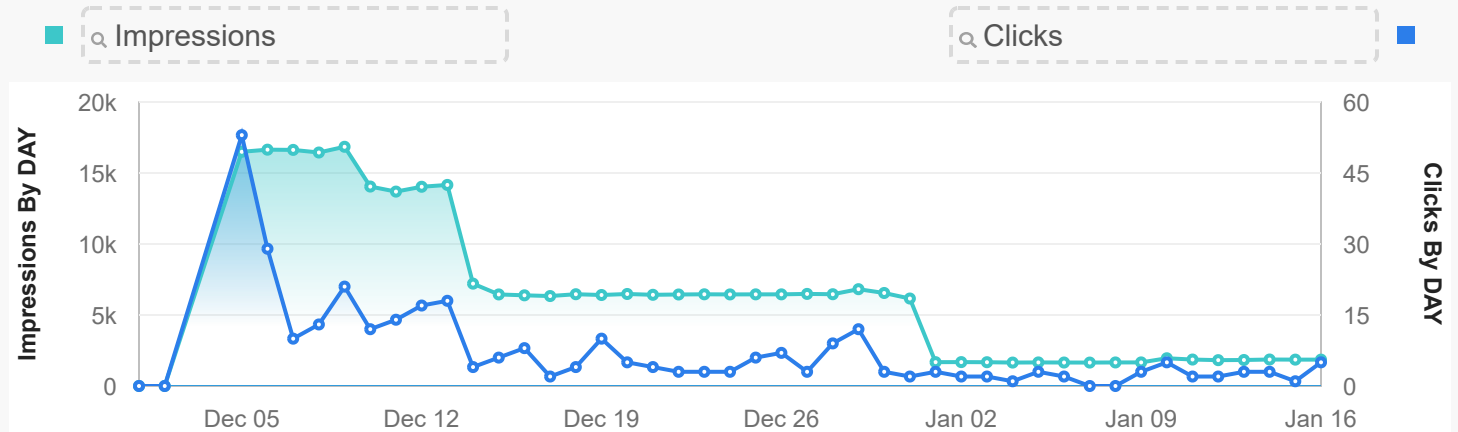
191,346↑ **186.18%**

Completion Rate

72.20%↓ **7.31%**

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%	47,976	58.76%	0
115627 - PREROLL - SPANISH	75,629	107	0.14%	36,326	50.15%	0
115627 - Streaming TV - LARGE S...	55,383	4	0.01%	54,223	98.79%	0
115627 - Streaming TV - LARGE S...	43,772	11	0.03%	42,378	97.07%	0
115627 - DISPLAY - ENGLISH	12,275	60	0.49%	35	47.30%	0
Total	283,879	318	0.11%	191,346	72.20%	0

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

Geography

Zip Codes	Location	Impressions	Clicks	Conversions
02301	Brockton, Massachusetts	57,028	64	0
02360	Plymouth, Massachusetts	38,748	44	0
01040	Holyoke, Massachusetts	32,747	31	0
01852	Lowell, Massachusetts	29,868	34	0
01970	Salem, Massachusetts	27,612	24	0
Total		283,879	318	0

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

Top Performing Channels

Channel	Impre...	Compl...
 Sar	46,251	 98.5%
 Plu	35,964	 99.0%
 Ya	12,230	 35.5%
 Tur	7,486	 67.9%
 Fox	7,263	 40.7%

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

Device Type

Type	Impre...	Compl...
 Cor	100,175	 97.9%
 Mo	88,844	 48.9%
 Des	82,844	 64.4%
 Tab	11,994	 53.5%
 Oth	22	 77.2%

Performance by Creative

Name	Impre...	Clicks	CTR	50% C...	100% ...	Total Conve...
Spanis...	61,665	81	0.13%	42,675	33,199	0
Spanis...	58,381	43	0.07%	49,470	46,570	0
PSA_1...	43,969	35	0.08%	37,109	34,934	0
PSA_1...	37,043	24	0.06%	30,388	28,229	0
PSA_1...	32,006	17	0.05%	27,297	25,661	0
Total	283,879	318	0.11%	214,513	191,346	0

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

Performance by Screen Size

Large Screen	Small Screen	Total
Impressions 99,155 Completion Rate 98.03%	Impressions 12,363 Completion Rate 84.41%	Impressions 111,518 Completion Rate 96.51%

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

