

NXT - WPRI - Konjolka (ORAU - BMC)
Streaming TV / Pre-roll Report – 2021-12-01 – 2022-01-23

Snapshot

Impressions

296,273

↑ 138.52%

Clicks

331

↑ 185.34%

CTR

0.11%

↑ 19.63%

Completed Views

200,968

↑ 105.50%

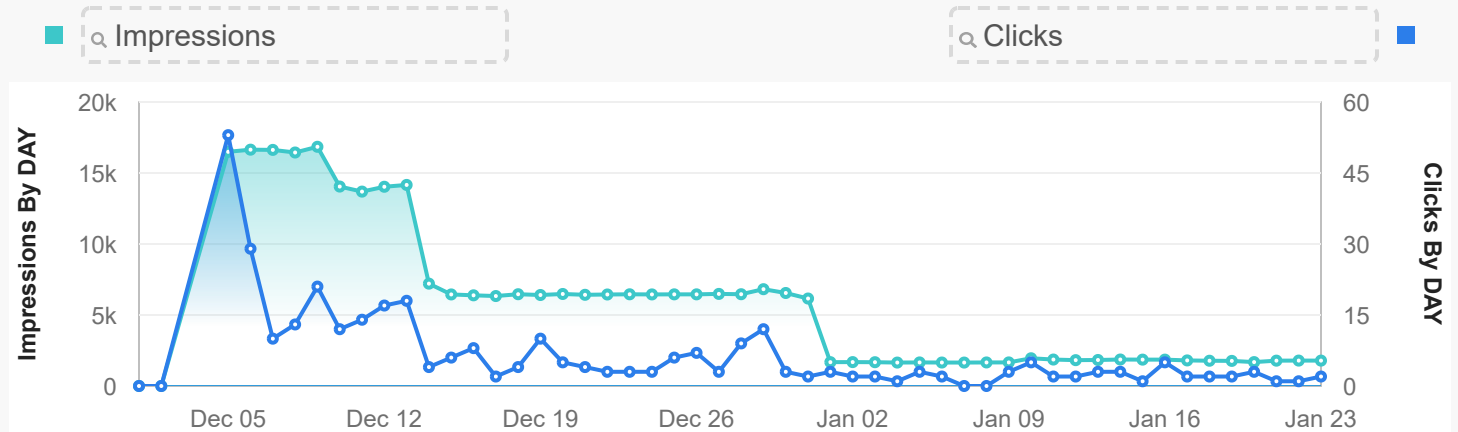
Completion Rate

72.42%

↓ 9.44%

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	82,228	117	0.14%	40,835	51.63%	0
115627 - Streaming TV - LARGE S...	55,383	4	0.01%	54,224	98.79%	0
115627 - Streaming TV - LARGE S...	49,376	14	0.03%	47,322	96.06%	0
115627 - DISPLAY - ENGLISH	12,275	60	0.49%	35	47.30%	0
Total	296,273	331	0.11%	200,968	72.42%	0

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

Geography

Zip Codes	Location	Impressions	Clicks	Conversions
02301	Brockton, Massachusetts	59,604	68	0
02360	Plymouth, Massachusetts	40,351	45	0
01040	Holyoke, Massachusetts	34,479	33	0
01852	Lowell, Massachusetts	31,064	35	0
01970	Salem, Massachusetts	28,956	25	0
Total		296,273	331	0

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

Top Performing Channels

Channel	Impressions	Completion Rate
 Samsung TV Plus	49,536	98.5%
 Pluto TV	36,629	99.0%
 Yahoo	13,020	36.0%
 Tune In	7,985	68.3%
 Fox News	7,436	41.0%

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Device Type

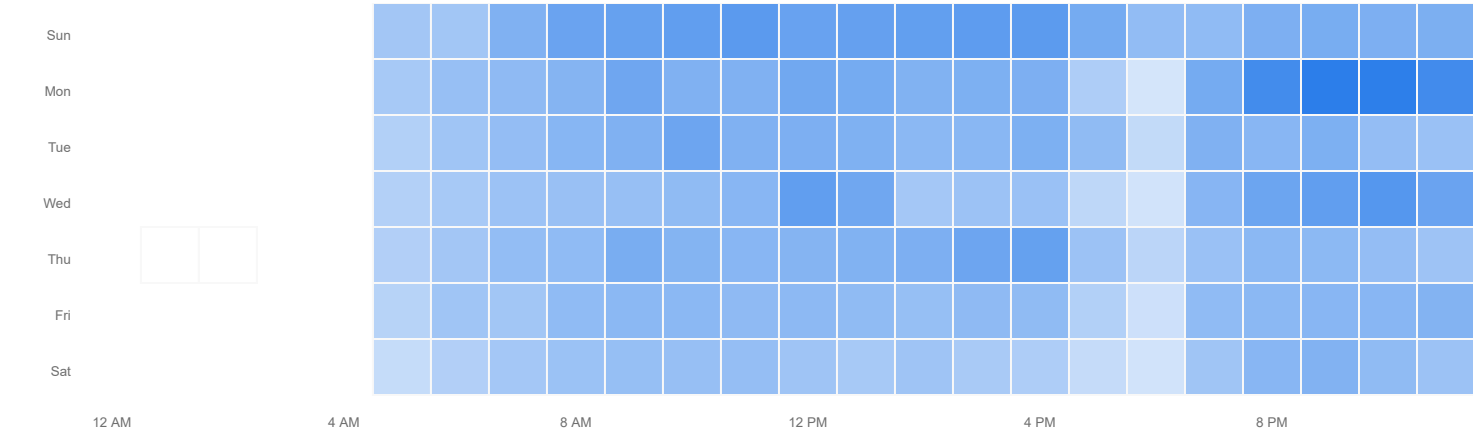
Type	Impressions	Completion Rate
 Connected TV	106,016	97.4%
 Mobile	90,785	49.0%
 Desktop	87,111	64.9%
 Tablet	12,293	53.8%
 Other	68	85.5%

Performance by Creative

Name	Impre...	Clicks	CTR	50% C...	100% ...	Total Conve...
Spanish PSA 30_115627_112321	65,881	85	0.13%	46,089	36,214	0
Spanish PSA 15_115627_112321	63,563	46	0.07%	54,027	50,926	0
PSA_15_Abraham-Brittany_Update...	43,969	35	0.08%	37,109	34,934	0
PSA_15_Scotty-Lexa_FINAL_ENG...	37,043	24	0.06%	30,388	28,229	0
PSA_15_Shannon-Brian_115627_1...	32,006	17	0.05%	27,297	25,661	0
Total	296,273	331	0.11%	224,934	200,968	0

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

Data by Users' Hour of Day (IMPRESSIONS)



Performance by Screen Size

Large Screen	Small Screen	Total
Impressions 104,759 Completion Rate 97.50%	Impressions 12,554 Completion Rate 84.45%	Impressions 117,313 Completion Rate 96.09%

