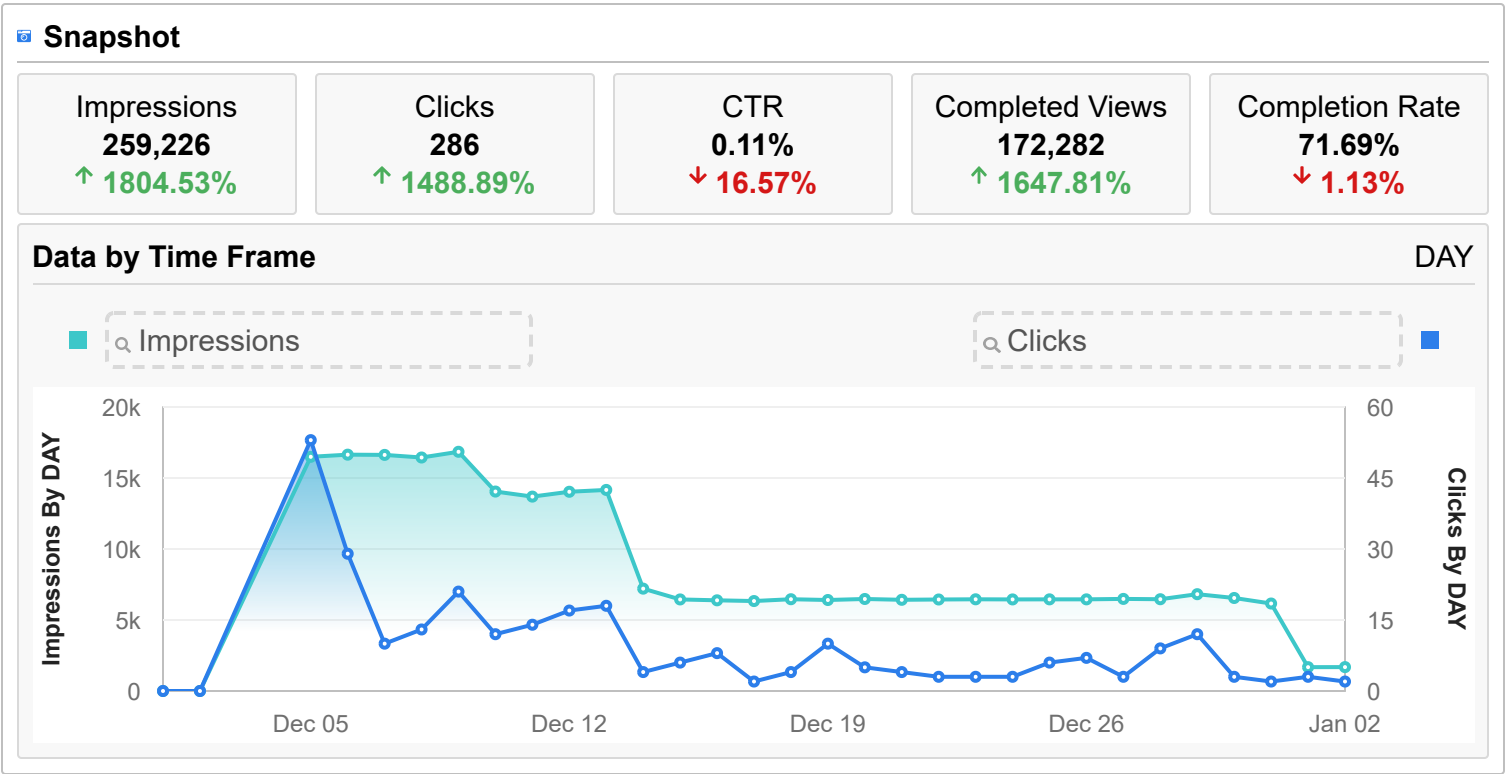


NXT - WPRI - Konjolka (ORAU - BMC)
Streaming TV / Pre-roll Report – 2021-12-01 – 2022-01-02



115627 - PREROLL - ENGLISH	84,457	93	0.11%	47,972	58.77%	0
115627 - PREROLL - SPANISH	62,914	85	0.14%	28,577	47.88%	0
115627 - Streaming TV - LARGE S...	55,383	4	0.01%	54,218	98.79%	0
115627 - Streaming TV - LARGE S...	32,538	6	0.02%	31,680	97.67%	0
115627 - DISPLAY - ENGLISH	12,275	60	0.49%	35	47.30%	0
Total	259,226	286	0.11%	172,282	71.69%	0

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

NXT - WPRI - Konjolka (ORAU - BMC)

🌐 Geography				
Zip Codes	Location	Impressions	Clicks	Conversions
02301	Brockton, Massachusetts	52,135	62	0
02360	Plymouth, Massachusetts	35,584	39	0
01040	Holyoke, Massachusetts	30,037	24	0
01852	Lowell, Massachusetts	27,058	28	0

01970	Salem, Massachusetts	24,726	22	0
Total		259,226	286	0
* Top 5 results displayed in table. Total line includes additional, unlisted results.				

Top Performing Channels

Channel	Impressions	Completion Rate
 Samsung TV Plus	34,675	98.7%
 Pluto TV	32,016	99.1%
 Yahoo	9,466	33.9%
 Fox News	6,650	39.3%
 Tune In	6,641	69.0%

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

Device Type

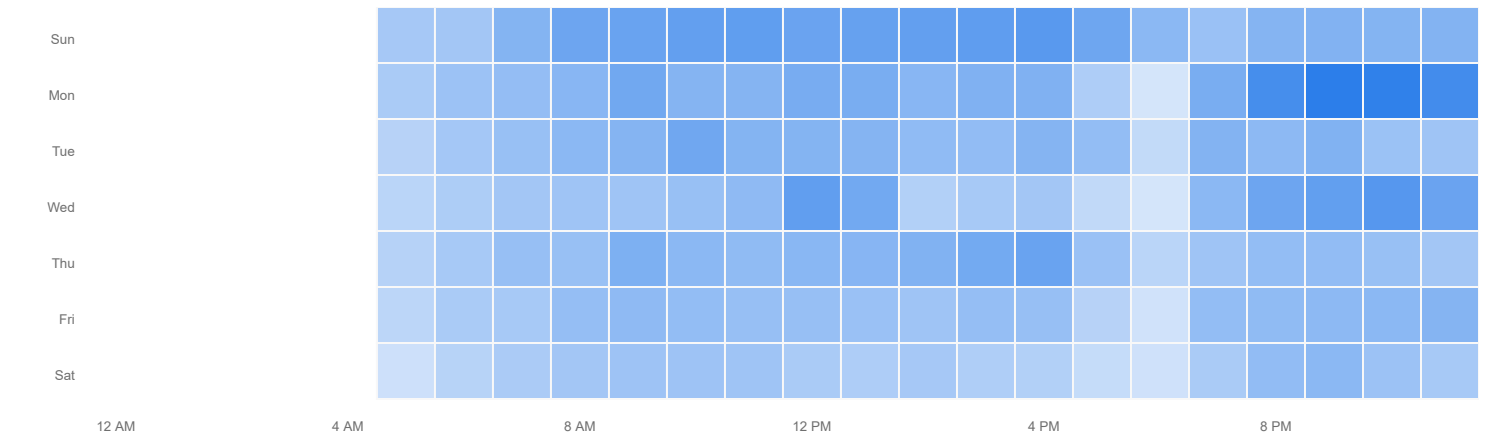
Type	Impressions	Completion Rate
 Connected TV	88,369	98.3%
 Mobile	84,629	48.8%
 Desktop	74,814	64.3%
 Tablet	11,403	53.1%
 Other	11	72.7%

🔗 Performance by Creative

Name	Impre...	Clicks	CTR	50% C...	100% ...	Total Conve...
Spanish PSA 30_115627_112321	51,301	71	0.14%	34,243	26,052	0
Spanish PSA 15_115627_112321	48,874	32	0.07%	40,684	38,127	0
PSA_15_Abraham-Brittany_Update...	43,969	35	0.08%	37,104	34,929	0
PSA_15_Scotty-Lexa_FINAL_ENG...	37,043	24	0.06%	30,386	28,227	0
PSA_15_Shannon-Brian_115627_1...	32,006	17	0.05%	27,295	25,660	0
Total	259,226	286	0.11%	193,437	172,282	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 87,921	Impressions 11,659	Impressions 99,580
Completion Rate 98.37%	Completion Rate 84.37%	Completion Rate 96.73%

