

NXT - WPRI - Konjolka (ORAU - BMC)
Streaming TV / Pre-roll Report – 2021-12-01 – 2022-01-30

Snapshot

Impressions

305,926

↑ 112.43%

Clicks

341

↑ 154.48%

CTR

0.11%

↑ 19.79%

Completed Views

208,780

↑ 83.41%

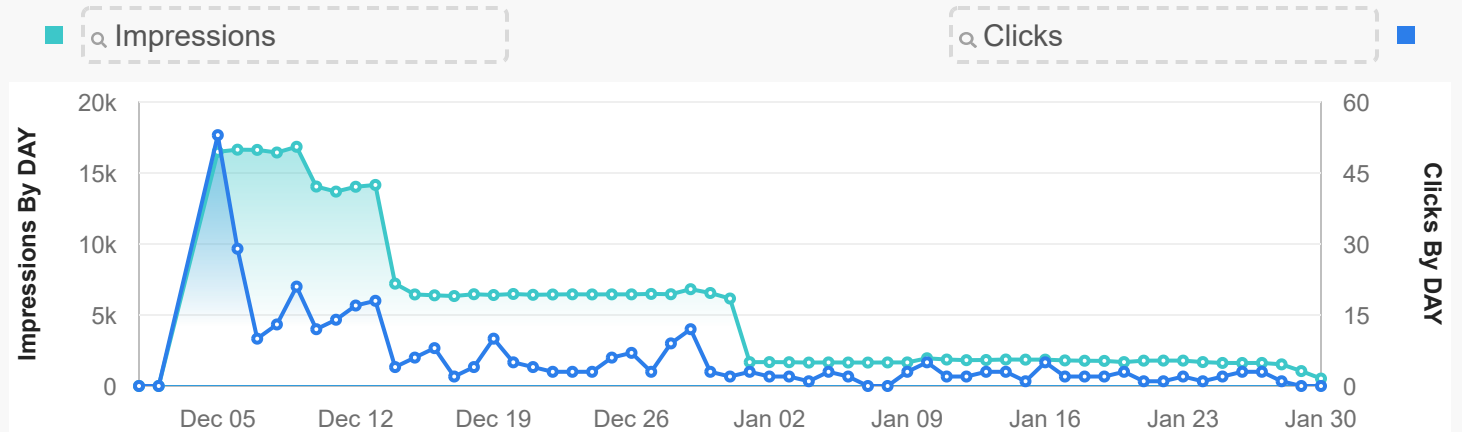
Completion Rate

72.70%

↓ 9.35%

Data by Time Frame

DAY



Performance by Campaigns

Name	Impre...	Clicks	CTR	Compl... Views	Compl... Rate	Conve...
115627 - PREROLL - SPANISH	86,993	124	0.14%	44,405	52.93%	0
115627 - PREROLL - ENGLISH	84,457	93	0.11%	47,978	58.76%	0
115627 - Streaming TV - LARGE S...	55,383	4	0.01%	54,225	98.79%	0
115627 - Streaming TV - LARGE S...	54,004	16	0.03%	51,331	95.25%	0
115627 - DISPLAY - ENGLISH	12,275	60	0.49%	35	47.30%	0
Total	305,926	341	0.11%	208,780	72.70%	0

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

Geography

Zip Codes	Location	Impressions	Clicks	Conversions
02301	Brockton, Massachusetts	61,487	72	0
02360	Plymouth, Massachusetts	41,415	47	0
01040	Holyoke, Massachusetts	35,882	33	0
01852	Lowell, Massachusetts	32,087	36	0
01970	Salem, Massachusetts	30,029	26	0
Total		305,926	341	0

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

Conversions

* Filter to Campaign and Ad Group level for more detailed metrics.



Post Impression
0



Post Click
0



Total Conversions
0

Top Performing Channels

Channel	Impressions	Completion Rate
Samsung TV Plus	53,017	98.5%
Pluto TV	38,530	99.0%
Yahoo	13,566	36.3%
Tune In	8,310	68.3%
Fox News	7,540	41.5%

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

Device Type

Type	Impressions	Completion Rate
Connected TV	110,740	97.0%
Mobile	92,107	49.2%
Desktop	90,537	65.4%
Tablet	12,471	54.1%
Other	71	86.1%

Performance by Creative

Name	Impre...	Clicks	CTR	50% C...	100% ...	Total Conve...
Spanish PSA 30_115627_112321	69,014	90	0.13%	48,691	38,569	0
Spanish PSA 15_115627_112321	67,960	49	0.07%	57,934	54,703	0
PSA_15_Abraham-Brittany_Update...	43,969	35	0.08%	37,110	34,935	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%	27,298	25,662	0
Total	305,926	341	0.11%	233,277	208,780	0

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

Data by Users' Hour of Day (IMPRESSIONS)

