

NXT - WPRI - Konjolka (ORAU - BMC)
Streaming TV / Pre-roll Report – 2021-12-01 – 2021-12-19

Snapshot

Impressions
178,227
—

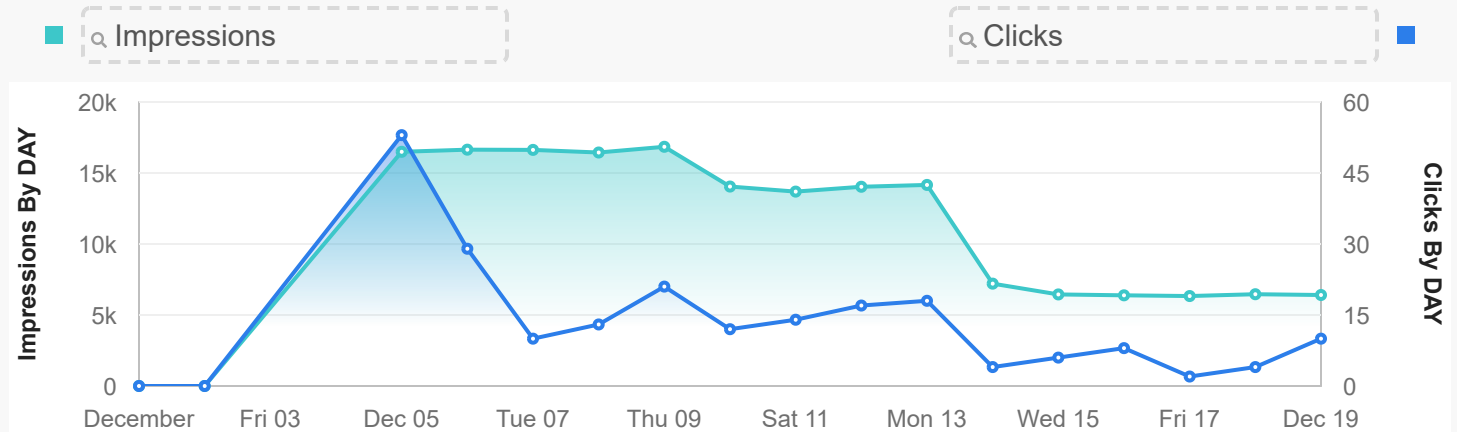
Clicks
221
—

CTR
0.12%
—

Completed Views
109,892
↑ **261547.62%**

Completion Rate
68.53%
↓ **13.53%**

Data by Day



Performance by Campaigns

Name	Impre...	Clicks	CTR	Compl... Views	Compl... Rate	Conve...
115627 - PREROLL - SPANISH	57,314	70	0.12%	25,395	46.95%	0
115627 - PREROLL - ENGLISH	46,407	57	0.12%	24,788	55.73%	0
115627 - Streaming TV - LARGE S...	30,537	3	0.01%	29,779	98.70%	0
115627 - Streaming TV - LARGE S...	23,530	3	0.01%	23,036	98.25%	0
115627 - DISPLAY - ENGLISH	12,275	60	0.49%	35	47.30%	0
Total	178,227	221	0.12%	109,892	68.53%	0

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

Geography

Zip Codes	Location	Impressions	Clicks	Conversions
02301	Brockton, Massachusetts	34,077	50	0
02360	Plymouth, Massachusetts	25,269	29	0
01040	Holyoke, Massachusetts	22,113	18	0
01852	Lowell, Massachusetts	18,024	24	0
01970	Salem, Massachusetts	16,972	14	0
Total		178,227	221	0

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

Device Type

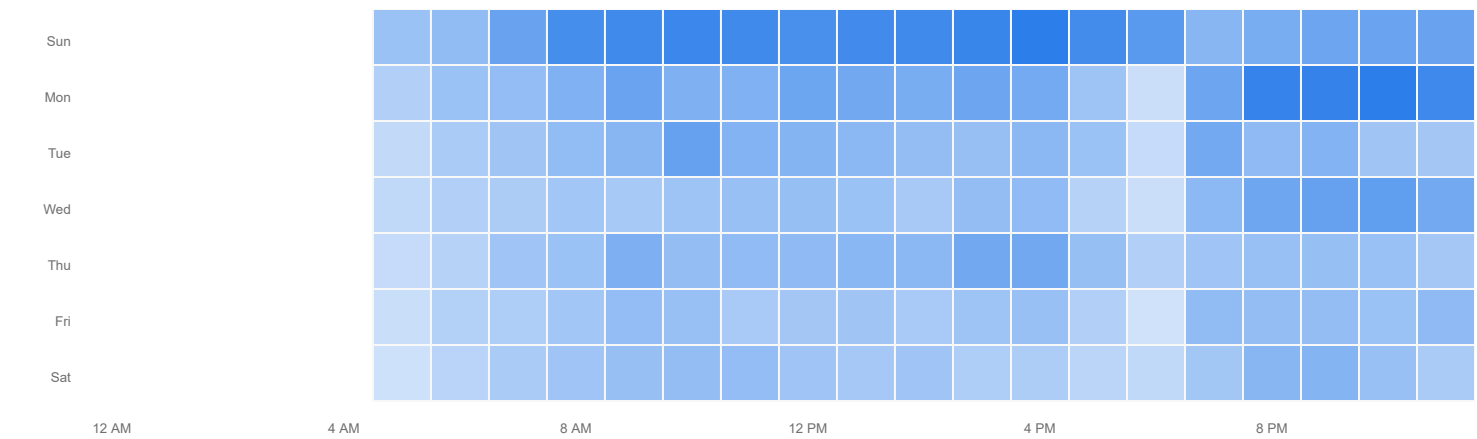
Type	Impressions	Completion Rate
Mobile	65,312	46.1%
Connected TV	54,265	98.4%
Desktop	51,284	61.7%
Tablet	7,356	50.0%
Other	10	70.0%

Performance by Creative

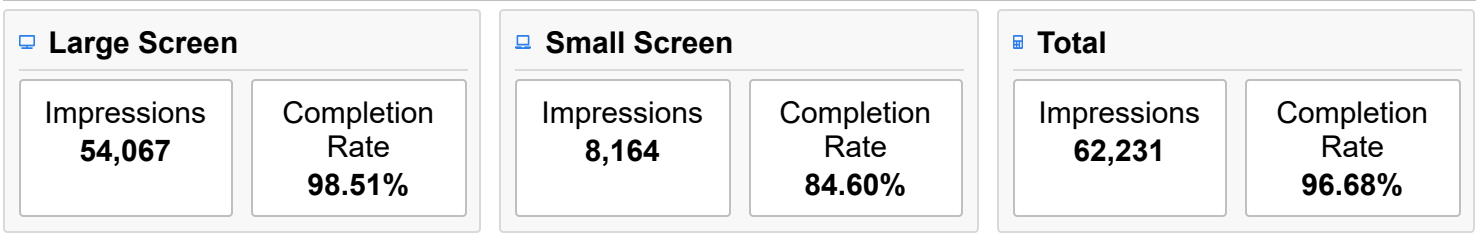
Name	Impressions	Clicks	CTR	50% C...	100% ...	Total Conve...
Spanish PSA 30_115627_112321	43,348	62	0.14%	27,716	20,439	0
Spanish PSA 15_115627_112321	40,846	23	0.06%	33,093	30,749	0
PSA_15_Abraham-Brittany_Update...	23,898	28	0.12%	19,930	18,577	0
PSA_15_Scotty-Lexa_FINAL_ENG...	22,575	18	0.08%	18,066	16,573	0
PSA_15_Shannon-Brian_115627_1...	20,729	11	0.05%	17,450	16,244	0
Total	178,227	221	0.12%	125,663	109,892	0

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

Data by Users' Hour of Day (IMPRESSIONS)



Performance by Screen Size



Data by Day

